



**St. Mary's University School Of Graduate Studies**

**Department Of Marketing Management**

**The Impact of Branding on Consumers Buying Behaviour  
Of Packed Food Products In Case Of Bola Sub-City**

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**May, 2020**

**Addis Ababa, Ethiopia**

**The Impact of Branding On Consumers Buying Behaviour of Packed Food  
Products In Case Of Bola Sub-City**

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**May, 2020**

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**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**THE IMPACT OF BRANDING ON CONSUMERS BUYING BEHAVIOUR**  
**OF PACKED FOOD PRODUCTS IN CASE OF BOLA SUB-CITY**

**BY**

**DAWIT GENNENE MOGES**

**APPROVED BY BOARD OF EXAMINERS**

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## DECLARATION

I, the undersigned, declare that this Thesis is my original work; prepared under the guidance Getie Andualem (PHD). All the sources of materials used for this thesis have been dully acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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## ENDORSEMENT

This thesis has been submitted to Saint Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Dr Getie Andualem

Advisor

*getand*

sept.02,2020

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## **ABSTRACT**

The general objective of the study is to determine the effect of branding on consumers' buying behaviour of packed food products within the bola sub-city Addis Ababa Ethiopia. The study adopted a quantitative researcher design. Data for the study were gathered from primary and secondary sources. The study employed stratified sampling method which is a probability sampling method. The convenience method is applied to select 384 respondents to administer the



questionnaires. The data were analysed using SPSS and Microsoft Excel. The study discovered that an unprecedented majority of the respondents had adequate knowledge on these branding dimensions. Although some respondents acknowledged that branding is about name, logo, coverage image or design, motto and slogan. A whopping majority seem this as combination of all the above. The study had also discovered that branding has a significant association with branding and customer buying behaviour. The study revealed that brand loyalty has positive and significant association with customer buying behaviour. Brand image also has positive and significant association with customer buying behaviour. Finally, brand awareness and brand association has positive and significant association with customer buying behaviour. The study is therefore recommending that packed food manufacturers conduct regular scientific studies to identify measure to improve and sustain their brand. These could be customer survey on the particular brand or brand performance assessment. Moreover, customer behaviour is very vital in to attract and retain customers especially in the food processing business environment where competitions among firms are very intensive and unabated.

## ACKNOWLEDGMENT

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Thirdly I would like to thank everyone who is described at the reference part who are book writers, researcher's and blockers without their work & free donation of their study at the

internet this study is meaningless because the secondary data source is a back bone of every research.

Finally, I would like to extend my sincerer indebtedness to everyone whose names are not mentioned but gave their time and effort for the success of the study.

(Dawit Genene Moges)

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## **LIST OF ACRONYMS**

CBB= Consumer buying behaviour

BA= Brand Awareness

BI= Brand image

BL= Brand Loyalty

BA= Brand Association

DBE= Development Bank of Ethiopia

SPSS= Statistical Package for Social Sciences

ANOVA= Analysis of Variance

et. al =and others

n. d. = no date

## 1. Introduction

### 1.1 Background of the study

The ancient marketing tools and techniques have been renewed by the modern marketing tools and techniques as there are the producers are generally the factories for the production of goods and services. Then buyers purchase that goods for their use or to remove the problem that is being faced by them at different market centres. As time passes the producer tries to make their product different from the other producer of the same product. These things give a birth to a new marketing dimension and new era of marketing to the emergence of branding.

In recent days the Brands were just a mark, sign or some sort of number that helps to differentiate their goods. The brand then builds many functions which creates the value in the mind of the customer. Like the advertisement which is the function of the branding and it creates a unique association and memory link in the minds of customer on one side and on other hand it creates the demand for new goods and services as it attracts the customer, it creates awareness about the different product and also educate to the customer about the use of the goods and services.

The unique place in the minds of customer attracts and sometime it retains the customer on the goods and services. As the consumer buying behaviour has the second step of information search in this step customer got attracted towards the products which are announced by advertisement. This advertisement creates the perception in your customer mind. Customers expect many things from the product before using it weather it is good or not just by the brand image and brand association.

Brand image can be positive and have an ability to create many customers and build strong customer-brand relationship with them and maintain loyalty. But if the brand image is negative or not attractive to the customer it will be a harmful as no customer repetition and retention at all. So due to that the firm pay a huge investment on advertisement to maintain the brand image and brand equity management programs.

As brand image create perception in customer mind so after post purchase if cognitive dissonance occurred due to customer unhappy then customer buying behaviour changed.

Brand association has its own impact on the customer buying behavior and on the reputation of buying process. This can have an effect on the decision making process of the customer that makes to create a positive or a negative brand images about the product or services. it also have an effect on the buying reputation of the brand on making to buy reputedly if the brand image is positive and leaves or switch at all if it have a negative brand image. Then brand loyalty is another factor that can be easily affected by the poor image of the brand. The loyalty of the customer is a very essential part to the firm that helps to create a new customer. It is well known that brand loyalty can helps to the firm to be chosen by the customers from a lot of brands found at the market centers. On the other hand it is a very essential tool in order to link the customers and the brand too.

Generally, brand has greater impact on consumer buying behaviour. Even though, the behaviour of consumers has been changed due to a lot of branded products and services found at the market places. Customers are peoples or persons who have the ability to purchase the given products or services. According to Tony Proctor (2000) Consumer behaviour is the study of those consumers and their action towards on planning, purchasing, and consuming of goods and services. consumer decision making process have seven essential steps which are ,1) need recognition, 2) information search, 3) Pre-Purchase evaluation, 4) choose alternative 5) Purchase consumption, 6) post consumption evaluation and 7) feedback. In current situation, Brand management is the most important thing to the firm. It means that full fill the desire and the wishes of the consumer so in this way the firms have the ability to manage the brand. Recently there are a lot of different brands for a single product so consumers are not only attracted towards the brand by their attitude and values only but also with their environments which are they spend their life. It also has an ability to change the consumer's life style too. So that the brand has a greater impact on consumer buying behaviour. Now market has become too much competitive due to the presence of competition in the market. The best way to compete in this situation is to develop a strong brand image. Brand image is an image that the consumer has a specific concern for that brand and a reaction for the brand on the market places weather by brand re-calls or brand recognition which helps to remembered the brand by the consumer. So the key driver of brand equity is simply a brand image. Just by making the brand easily remembered and by producing the quality product, it is possible to increase the sells volume of the product. This can help the firm to make more profit and helps to gain a high good will with a

high market share. It is the way which leads towards maximizing market share and to sustain competitive advantage and strong position in the market.

## 1.2 Statement of the problem

According to Vivek Ananthan (2010), marketers' main objectives are getting new consumers and retaining the existing ones to increase their market share and sales volume. The cost of getting new customers is five times greater than the cost of retaining the current customer Reicheld & Sasser (1990). To do so, marketers are spending huge amount of money, energy, and time for branding. In order to build strong brand and brand name.

In Addis Ababa, there are a lot of packed food products at a different brand name; these brands are whether they are local or international brands. These brands are primarily focused on providing tons of packed food products to the target consumers of the city. Bole sub-city is one of the main market centres to the packed food providers due to the modernity value, the population density as well as with the high number of consumers. More of the sub-city is found nearer to the national air lines of Ethiopia and most of the newly coming gusts and foreigners are settled and take a gust houses and hotels too. This can increase the number of the new customers found on the target area in addition to the existing ones. Even though, the number of consumers and users of these products are increased time to time. The entrance and the deletion of products are the main problems for the consumer on market places. From these problems the deletion or re-newels of different brands from the market can lead to the failure of some manufacturers and their products. If the first product or brand is fail with different reasons then they are going to delete or re-new the brand name or even the company name too. According to the information obtained from DBE's Annual Performance Report of 2012, only 29% of the projects financed by DBE are categorized as successful while the remaining 71% are in the failure category. This figure simply shows that how the problem is serious and needs critical study on this area according to the researcher and according to the findings of the research made on this specific area the cause for the failure of this projects and manufacturers are much in number but one of the problems from those is marketing failure and marketing problems. Adamu Legesse (2013).Market Problem is happened due to the demand decline for the project's product because of product quality, Positioning, pricing, promotion, branding etc. from those marketing variables branding is directly related to the brand recall and brand awareness of the customer which is related to the brand remembering, analysing , processing ,deciding and buying process of an industrial products. "Products are created in the factory, but brands are created in the mind" kotler (2012). if it so the researcher believe that doing an effective work in the minds of customers through branding and knowing the impact of the branding on the consumers buying behavior helps to the companies to build strong brands and get a competitive advantage on the market for both of new and existing companies too. the researcher also believe that there is no enough number of researches made on this specific area and this issues is one of the problem for



the failure of the most new up growing companies and existing ones are the problem of unknowing the true power of brands and its linkages to the customer buying behavior as I have described before and this research paper will contribute some empirical findings and results too and fill the gaps as well.

### 1.3 Research Questions

In order to achieve valid facts, the researcher was formulated the following basic research questions:

- What is the effect of Brand Awareness on consumers buying behaviour?
- To what extent Brand Image affect consumers buying behaviour?
- To what extent Brand Association influence consumers buying behaviour.?
- What is the effect of brand Loyalty on consumers buying behaviour?

### 1.4 General Objective of the study

General Objective of the study was to know the impact of branding on consumer buying behaviour of packed food products in the case of bola sub-city.

#### 1.4.1 Specific objectives of the study

- To identify the impact of Brand Awareness on Consumer Buying Behaviour.
- To find the relationship between Brand image and Consumer Buying behaviour.
- To identify the influence of brand association on consumers buying behaviour.
- To examine the effect of brand Loyalty on consumers buying behaviour.

### 1.5 Definition of Terms

#### 1.5.1 Conceptual definition

##### **Food**

Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells in an effort to produce energy, maintain life, or stimulate growth and here one thing we have to know is that alcoholic beverages doesn't considered as a food. Historically, people secured food through two methods: hunting and gathering, and agriculture. Today, most of the food energy

consumed by the world population is supplied by the food industry. T.k Ghose & . Fiechter (1970)

### **Packed food**

Packaged food means any food offered for retail sale in Oregon, other than raw food and food served, sold, or provided ready to eat in any bake sale, restaurant, or cafeteria, supermarkets and homes and that is already packed with a container or wrapper .It is a food that can be taken from the above sites and consumed at home, on the way or anywhere based on the needs and wants of the consumer. T.k Ghose & . Fiechter (1970)

### **Brand**

Brand is a name, term, sign, symbol, design or a combination of these, that identifies the maker or seller of a product service or a group of sellers and differentiates them from those of competitors. Kotler (2008).

### **Branding**

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products

### **Consumer behaviour**

Consumer behavior is simply defined as “the study of psychological, social and physical actions when people buy, use and dispose products, ideas, services and practices (Peter and Olson, 2008).” In accordance with Solomon (2006) “consumer behavior is defined as the process of decision making and physical activity involved in acquiring, evaluating, using, and disposing of goods and services to satisfy needs and want”. Similarly, Belch and Belch (2001) quoted that consumer behavior is “the process and activities of people engage when searching for selecting, purchasing, using, evaluating and disposing of products and services as if satisfy their need and desires”generally it is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

### **1.5.2 Operational definition**

From the deferent references of marketing researches which are made on the brand. This paper will define a branding is a process of setting the mark, symbol, image, or a design in to consumer mind.

### **1.6 Significance of the study**

The outcome of this study will be expected to contribute significantly towards food processing companies on the impacts of branding on consumers buying behavior. This is to rejuvenate and reminds food processing companies about the perception and attitude of their target customers on the very branding strategies they have been deploying. Thus, there will be an insight into what product actually influences consumers of branded food product to help them develop the best strategies in winning the heart of their consumers. more of, the study will provide an important findings to the manufacturers that knowing the impact of the branding on the consumers buying behavior helps to them to build strong brands and get a competitive advantage on the market for both of new and existing companies too. This study will also expect to contribute a value towards existing knowledge on branding and food processing business environment in providing the insights of consumers on branding. Particularly it is expected to serve as a reference document to prospective researchers who may endeavour to repeat and expand on this study.

### **1.7 Scope of the study**

#### **Geographical scope**

The geographical scope of the study was limited to Addis Ababa, bola sub -city.

#### **Conceptual scope**

The study is to determine impact of branding (Brand Awareness, Brand image, brand association and brand loyalty) on consumer buying behaviour of packed food. In view of this the following specific brands was chosen to know their impact on the buying behaviour of consumers this was Rani juice, Tuna, Yes Mineral Water, Mama Pasteurized milk, Cocktail Biscuits and Coca –Cola respectively.

#### **Methodological Scope**

The study limited to quantitative study only.

#### **Time Scope**

The time Period for this study is cross sectional meaning data was taken once in the life time of the study. The target respondents would be limited to students, family leaders, professionals, households and everyone who have a tendency to use this packed food products.

## **1.9 Limitation**

During the study there were a lot of limitations regarding this research study. Primarily, it was so difficult to investigate a broad topic that requires deep investigation, associated with large number of factors within the budgeted time, and allocated fund. Secondly, the research was also being confined to the viewpoints of consumers only. It will not include the viewpoints of manufacturers, whole sellers and distributors. Thirdly, the research was mainly depending on the primary data even if the researcher were used the secondary data too. It was also difficult to find the exact number of packed food consumers in Addis Ababa, bola- sub city due to various natures and behaviour of people. Moreover, the result which was obtained from this research may not represent the whole country (Ethiopia), since it was done only in bola sub city. Other cities and places of the country will also require the conduction of the same investigation in order to know the impact of branding on the consumer buying behavior. Finally there was huge difficulty on the collection of questioner because most of the consumers found in the different markets are not allowed to set due to the nature of the markets so this may create a difficulty during the collection of the questioner. Not only that the presence and the fright the target population on the new pandemic virus called covid 19 was a great battle for the researcher.

### **1.9.1 Organization of the paper**

This research paper is organized into five chapters. The first chapter starts with introduction which gives general information about the study .then it followed by statement of the problem and continued with the research objective of the study, the research question, and significance of the study, the scope and limitation of the study. The second chapter is looking into some previously conducted related researches and literatures on the subject. The third chapter shows the research methodology, chapter four is mainly focused on the results and discussions of the data analysis. Then the last chapter which is chapter five will gives the summary, conclusion and recommendation.

## Chapter two

### 2. Literature Review

#### 2.1 Introduction

In this section of the study, the researcher was try to relate the research topic to the theory's which can help him to present the theoretical evidences from the different sources. The review was done to get a clear understanding of the overall background of different studies done on this particular topic. So, on the following pages I'm going to set ideas related to the branding and consumer buying behaviour. This was help me to give brief clearance on the various theories and concepts regarding to the objective of the research impacts of branding on consumer buying behaviour of packed food products.

#### 2.2 Theoretical Review

##### **Brand**

Production that is produced in a factory it may be the goods or services are product and a brand is unique something that differentiate itself from same products it is conveyed by a customer. A product is common & can easily copied but a brand is somehow unique. By time products can be old-fashioned but one successful brand may be for entire life McQuiston (2004).

The market management team states brands as being valuable objects including intangible characters covering from sign or logo, product or bundle of unique features to the entire corporation Kotler (1991) Aaker (1996) Park and Srinivasan (1994), Hatch and Schultz (2001), Leitch and Richardson (2003), Kapferer (2012). Brand meaning is often used for the people or group which may be the member of brand interest group Sherry, (2007).

##### **Brand Image**

Consumers consider some attributes of the product before making decision. Keller (1993) stated that the brand image is the whole the reflection and understanding about the product that he has in his mind. Brand is as an image that public remembered & which makes a positive brand image and easily recalled by the people Aaker (1997).

As make people to think about everything from business side, brand image was created as well-defined brand image benefits the company in the long term (Morgan and Hunt 1994). Brand

image is also referred to as the customer perception through more emotions towards selected brand Assael (2005), Malhotra (2008).

Brand image is also stated as an explanation of company's offer that includes the symbolic meaning attached to customers through specific benefits and features of the products or services. Brand image is an understanding in customer's mind with fair history(Hawkins, Best et al. 2010). The fair & good impression can only be raised by brand's unique advantage, goodRepute, popularity, trust and willingness to provide the best service Kottler and Keller (2006).

### **Brand Loyalty**

According to Aaker (1991), in brand equity consumer only makes purchase to same brand regardless of the demonstrated benefits (including quality, price, and ease of use). Customer loyalty means a brand has strong position in the market and the chances of customers to switch in another brand become low and customers are willing to purchase the same brand, they want to invest time and money in that brand. But Keller (2003) highlights the fact customers purchase the same brand continuously, is not brand loyalty, they just do it because of their common habits, that don't change or, they are being attracted by sales pitch or any other promotional tool.

Brand Loyalty Pyramid introduced. This brand loyalty pyramid represents major five brand loyalty stages. The basic first stage defines customers aren't questioning about brand loyalty. Switchers purchase the brand that is in sale whether to look at brand name, suggested that best marketing strategy that increase brand awareness. The Habitual buyers are following Customers that purchase the specific brand habitually and don't want a need to change the specific brand. Highest level of the customers is satisfied and pleased buyers with switching cost in this pyramid. Such customers are highly satisfied but only switched to another brand due to more distance cost, additional cost and time wastage.

Customers prefer the brand which satisfies his need and wants. The most of the loyal customers are called the committed buyers. The brand plays a vital role in their lives, and they don't raise any question about switching brand. A committed buyer purchases the brand because of close relationship between the brand and their personal values. Hence best marketing strategy to retain these customers segment is that suggested by him is loyalty program. This could efficiently be done by introducing loyalty points programs, loyalty cards program, and etc.

Every company desires to have loyal customer base and retain them. Brand loyalty is thought as the most important and vital asset for the company. Brand loyalty can help company in reducing marketing cost, as loyal customer tends to repeat purchase of same brand and it cost less to the company than collecting the new customers to purchase the same brand.

### Brand Awareness

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993). Brand awareness refers to the ability of a potential customer to recognize the brand while categorizing the brand to a specific class (Aaker, 1991). It is believed that brand awareness is one of the main subjects to pay attention to in brand equity.

Consumer awareness of the brand refers to the ability to recall, recognize the brand in various situation and link to the brand name, logo, jingles and so on to certain associations in memory (Aaker, 1991). As mentioned by Keller (1998), brand awareness can be enhanced through repeat exposure to the brand. In order to achieve brand awareness, two tasks are to be accomplished, namely increasing brand name identity and associating it with the product class. Advertising and celebrity endorsement could be some useful tools for raising brand awareness, (Tsai et al., 2007).

### Consumer Behaviour

In consumer behavior consumer shows the attitude towards the product experience, ideas and services. Nation's economy is affected by the consumer behavior Engel, Miniard et al. (2006). To meet customer need marketing strategies are made Engel, Miniard et al. (2006). Blackwell, Miniard et al. (2001) define that consumer behavior is a combination of buying and using services or products. Therefore, seven steps for consumer buying decision are "need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post- consumption evaluation and divestment Engel, Miniard et al. (2006)".

In defining consumer behavior, one may refer to consumer behavior is accessed in planning, purchasing and using brands. Solomon and Behavior (1994) again explains further by defining it as consumer behavior is the set of process involved when customers select, buy, and use

products services and ideas to satisfy their requirements. Teng, Laroche et al. (2007) stated that purchase intention of the particular brand needs information of all alternative brands. Customers see the brand, features, prices, performance, quality, user convenience and friendliness before purchase Khan, Ghauri et al. (2012).

### 2.3 Empirical Review

According to Denmark, (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader.

Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood. The researcher argued that there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers.

Alizadeh, et al., (2014) determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers. There are an appreciable number of literatures that supports this assertion. Through customer awareness, consumers build loyalty, advertisement and brand image towards a particular brand and influence their buying behaviour both directly and indirectly. In the real business environment, branding performs multidimensional activities through its complex semiotic models. Branding through it model assists organizations to strategically align themselves with other organizations they share similar characteristics with and to a larger extent share the same policy arrangements, corporate goals and objectives and their visions and missions are simile geared toward a common destination.



Fatima Sarwar, (2013) identified and proved that branding is very important now days in effecting consumer behaviour People are switching from the local products to branded products. They like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment to the brand.

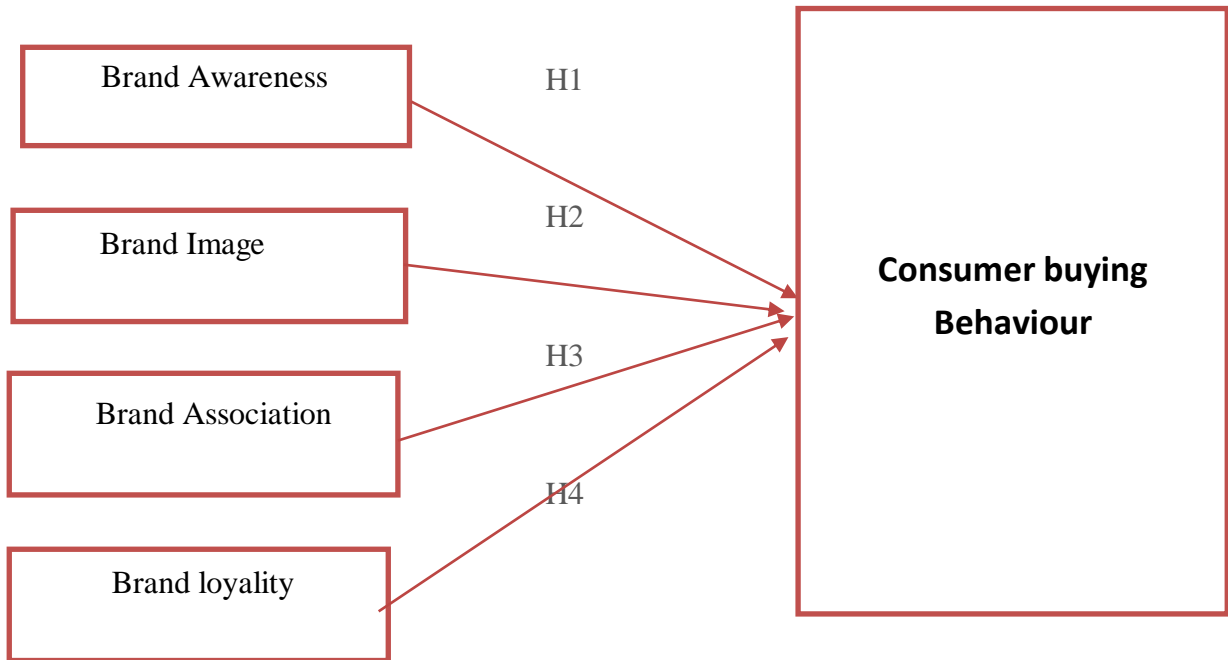
Ghodeswar (2008) identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including positioning of the brand, communicating the brand to the masses, delivering of the brand performance and lastly leveraging the brand equity.

Zhang, (2015) assessed the Impact of Brand Image on Consumer Behavior: A Literature Review. The perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There are an appreciable number of literatures that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study it was ascertained that brand image does not have direct impact on loyalty but through customer satisfaction consumers build loyalty.

Mohammed Seid (2015) conducted a study in “the impact of branding on consumer buying decision behavior of local leather footwear products”. The researcher aimed on manufacturers and distributors of local footwear products understand the impacts of branding the consumer buying decision behaviors of local leather footwear products. The study used descriptive and inferential statistics methods. The research was concluded on brand name and brand logo has significant impact on consumer buying decision behavior.

## 2.4 Conceptual framework of the study and hypothesis of the study

### 2.4.1 Conceptual framework of the study



**Figure 1; - conceptual frame work**

**Sources:** -Authors Construction

### 2.4.2 Hypothesis of the study

- H1: Brand Awareness has a significant and positive effect on consumers buying behaviour.
- H2: Brand Image has a significant and positive effect on consumers buying behaviour.
- H3: Brand Association has a significant and positive effect on consumers buying behaviour.
- H4: Brand Loyalty has a significant and positive effect on consumers buying behaviour.

## CHAPTER THREE

### 3. RESEARCH DESIGN AND METHODOLOGY

#### Introduction

A research methodology is a methodology that helps to describe how and where will be the research is going to done. In addition to that, it is the way to solve the research problem systematically (Kothari, 2004). This chapter will present the selected packed food consumers and the selected research method, various research methodologies will be used in the whole process of undertaking research around the area occupied consumers. The research methodology will include research design, population of the study, sampling techniques and sample size, data collection procedures, and finally, it will explain the ethical considerations that the researcher takes into account.

#### 3.1 Description of the research area

Addis Ababa, the capital city of Ethiopia is located almost in the centre of Ethiopia and found in an altitude of about 2,400 meters above sea level. It had a built up area of 290 square km in 2004 (UN-Habitat, 2007).the capital is currently experiencing one of the lowest population growths of its history (6.37 in 1976, 3.95 in 1994, and 2.92 in 2004), the capital city continues to attract 90.000 to 120.000 new residents every year, according to the CSA July 2015 estimate. The current population of Ethiopia is 113,678,547 based on World meter elaboration of the latest United Nations data (2020). The total population, 19.5% (17.5 million people) live in urban areas. This number is rising fast due to an annual urban population growth of 4.89%. Ethiopia's urban population is expected to triple by 2037 (World Bank, 2015). Addis Ababa hosts an estimated 3.238 million people, which is a 17% share of Ethiopia's total urban population. Currently, Addis Ababa is experiencing an annual growth rate of 3.8% and is estimated to reach 4.7 million inhabitants by 2030. There is no reliable comprehensive statistical data to show Addis Ababa's population trends since its establishment. The first census data was obtained only in 1961. However, several researchers have provided estimated population numbers for the city. The economic role of Addis Ababa's attractiveness to businesses, companies, individuals and foreign direct investment has enhanced its importance in the domestic economy. Based on the urban employment and unemployment survey (CSA 2015), the overall primacy index of Addis Ababa is 24.8. The city is simultaneously experiencing high rates of economic growth and urbanization, suggesting a likely further rising dominance of Addis Ababa in Ethiopia's economy as well as growing agglomeration of economic activities in and around the city. According to the State of Ethiopian Cities 2015 report, Addis Ababa's share in GDP accounts for 29% of the total urban centers. Furthermore, the recent World Bank's Ethiopia Urbanization Review (2015) shows that 20% of the country's urban labor force is employed in Addis Ababa and the city is home to 68% of the country's urban jobs, particularly in real estate, information and communication, and in financial services. The implementation of publicly financed mega urban projects, such as condominium housing, the Light Rail Transit, the international airport and industrial zone development, have significantly contributed to the city's overall economic performance. Most of the international large and medium-size enterprises are located in and around Addis Ababa, creating huge opportunity for employment creation and technology transfer. Furthermore, Addis Ababa is, besides many embassies, also home to inter-governmental

organizations like the African Union, the United Nations Economic Commission for Africa, which collectively creates strong demand for goods and services. Addis Ababa is divided and ruled under 10 sub- city administrations. One of the sub-cities and among the largest one is a bola sub-city. the bola sub city is consumed an Area of 122.08 sq.km from the total area of the capita. Number of the population which is living in this specific sub city is reached 328,900 peoples according to the official web site of the bola-sub city administration.

The total population density of the bola sub-city per sq. is 2,694.1 according to the city administration official page and finally the sub-city is divided in to 14 different woredas and there are around 18 supermarkets, 26 minimarkets, and over 300 shops.

Based on that, the researcher was taken a sample by using a survey method. In this study both the primary and secondary research methods was conducted. For the primary research method, the researcher used the questioner which is developing by him and from different sources. So those questioners was helped him to investigate the impact of brand image, advertisement, brand loyalty, and brand association on consumer buying behavior of packed foods product. The secondary research was done by literature review which can help the researcher to formulate the conceptual framework. It also helpful to distinguish what was this research describes and also helps the researcher to get a relation to the research topic.

For the questioner's part the researcher were tried to ask 30 respondents before he have raised his questioners to the total population or the sample size. This will help him to know the validity of the question. Then 5 questions was prepared for brand image, 5 questions for advertisement, 5questions for brand loyalty, 5questions for brand association, and 8 questions for the branding consumer buying behavior. That was a total of 32 questions for both dependent and independent variables to chalk the impact of brand on consumer buying behavior and the impact of branded products.

### **3.2 Research Design**

Research design of this study was explanatory and the approach used for this specific study was quantitative. In most instances research design is about data, sources of data, collection, data analysis, ethical considerations or combination of all the above that need to be duly observed in order to achieve the objectives of a study or answer series of research questions to draw a meaningful conclusion Creswell (2003); Sakaran ( 2003); Wilson ( 2014). Based on the nature of data this study were conducted based on quantitative method. This method is done by using some quantitative measurementof characteristics (collecting data in the form of numbers). This method is also applicable to phenomena that can be expressed in terms of quantities. explanatory research is used in a number of situations which are helps the researcher to gain background information, to define terms, to clarify problems and hypotheses.in addition to that explanatory research is a research that helps to identify any causal links between the dependent and independent variables that pertain to the research problem.

A variety of methods is available to conduct explanatory research. Respondents are asked variety of questions regarding their feelings, emotions, behavior, attitudes, intentions, emotions and other variables. paurav Shukla,(2010) so, due to that the researcher believe that he was chosen an appropriate choice for the research purpose.

### **3.3 Data Type and Source**

#### **3.3.1 Data Type**

For this study both the primary and secondary data types were conducted by the researcher.

#### **3.3.2 Data Source**

Data are information that has been translated into a form that is more convenient to move or process (Morgan, 1997). There was two kinds of data sources for this specific study which are primary data source and secondary data sources

##### **3.3.2.1 Primary Data**

Primary data is original research that is obtained through first-hand investigation, and it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements (Sakaran, 2003). Primary data was used for this study through questionnaires.

##### **3.3.2.2 Secondary Data**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process Kothar C.R (2004). The secondary data were collected from official documents and reports. Data included identification of branded goods products Secondary data can be found in publications, journals and newspapers Sakaran (2003).

### **3.4. Sample Size Determination**

Sample is a portion of a population or universe. It is a normal parlance in research which state that the high the sampling size the higher the reliability and validity in the result and the vice visa (Creswell, 2003; Tailor, 2005). For this study the researcher was conducted to use the stratified sampling method which is a probability sampling method. This method is widely used in marketing research. So the method were conducted by dividing the population in to a group or strata (meaning: layer or a group) which are mutually exclusive and inclusive or they have no members in common, and together the study was included all the items of the population by dividing in to four strata's called stratification. Here we should have to noticed that a simple random sampling method are a purely a random sample where as a stratified random sample method has a purpose full modification in it due to the above clarifications. Depending on that clarification the study was subdivide the heterogeneous population in to a layer of comparatively

homogenous nature and then the data were taken a random sample from each layer or strata .so, depending on that if the total population of packed food stores found in the bola sub-city is 52.

Based on the nature of stores available in Bole Sub City the student researcher has classified into 3 strata as shown in the table below:

| Store stratum | No. of stores found | % of total |
|---------------|---------------------|------------|
| Super market  | 10                  | 19.4%      |
| Mini market   | 12                  | 23.076%    |
| shops         | 30                  | 57.73%     |
| total         | 52                  | 100%       |

*Source: - Bole Sub City Trade Office*

Based on the above information the researcher was selected to take a sample randomly from 4 super markets, 5 mini markets, and 10 shops were selected. Totally 21 packed food stores were taken for a sampling purpose. The sample size was taken by using taro Yamane (1967) sample size formula.

Yamane (1967:886) simplified formula for calculation of sample size from a population were described below & According to him, for a 95% confidence level and  $p = 0.5$ , size of the sample should be: -

$$\begin{aligned}
 N &= 1.962(pq)/ e^2 \\
 &= 1.962(50 * 50) / 5^2 \\
 &= 3.84(2,500) / 25 \\
 &= 9,600 / 25 \\
 &\underline{\underline{= 384}}
 \end{aligned}$$

Where N is the sample size

e is the level of precision.

p = estimated percent in the population

q = 100 –p

In order to know the number of questioners that was distributed to each stratum the researcher was calculated and get the average customers that were visited on each stratum per day and get the following result on the table as below

| Store stratum     | No. chosen from the strata randomly | Average No. of customer visited the strata per day | The sum of customer visited at each strata (N) |
|-------------------|-------------------------------------|--|--|
| Super market (n2) | 4                                   | 83*4   | 344  |
| Mini market (n3)  | 5                                   | 60*5   | 300  |
| Shops (n4)        | 10                                  | 45*10  | 450  |
| total             | 21                                  |  | <b>1094</b>                                    |

**Source: - taken from the managers and owners of the stratum**

In order to know the total number of questioners divide to each stratum, the Sample size was calculated through proportional allocation method.

The proportional allocation method was originally proposed by Bowley (1926). In this method, the sampling fraction,  $n/N$  is same in all strata. This allocation was used to obtain a sample that can estimate size of the sample with greater speed and a higher degree of precision. The allocation of a given sample of size  $n$  to different stratum was done in proportion to their sizes .

the formula for number of questioners; -

I.e. in the  $i^{\text{th}}$  stratum,

$$n_i = n N_i / N, i = 1, 2, 3,$$

Where  $n$  represents sample size,  $N_i$  represents population size of the  $i^{\text{th}}$  strata and  $N$  represents the population size. For this study,  $N = 1094$ ;  $n = 384$ . Therefore, in order to get No. of questioner divided to each stratum the researcher was applied the above formula and get the following results

No. of questioner for the strata of super market  $n_1 = N_1/N \times 384 = 120$

No. of questioner for the strata of mini markets  $n_2 = N_2/N \times 384 = 106$

No. of questioner for the strata of shops  $n_3 = N_3/N \times 384 = 158$

After calculating each stratum, we will get the number of questioners divided to each stratum is

$$n_1=120$$

$$n_2=106$$

$$n_3=158$$

Total 384 questioners were divided to each stratum.

Here, as I have described before the researcher conducted to divide the number of questioners based on the Proportionate stratified sampling method. Which is the number of sampling units drawn from each stratum is in proportion to the population and size of that store. The stratification process also done based on that.

### **3.5. Sampling Methods**

From the probability sampling methods, the study was conducted by using a simple random sampling method because it was helpful to give an equal probability of chance for every population to be chosen from the hall sample size. This was done by using a lottery method of sampling.

### **3.6 Data Collection Methods and Instruments**

After the consideration several data collection methods and finally, the structured Questionnaires was chosen. A questionnaire is a data collection technique in which each person is asked to respond to some set of questions in a predetermined order Saunders et al. (2003). This is because questionnaires have the tendency to cover a wider area within a short time. Moreover, it will prefer in studies which adopt the quantitative research design approach.

The questionnaires were distributed to the target respondents of the study. These was included; students, officials, households, family leaders, servants and anyone who have a tendency to use packed foods and have a probability to use a packed food product. Data was collected from the different market, supermarkets, mini markets and shops. Two main measurement scales was adoptee and used in this study which was the nominal scale and ordinal scale respectively. In the nominal scale the variables that were affected include. Age group, gender, profession, education etc. were considered.

And preferred brand and other important variables were included. In the ordinal scale, a five-point scale will be used which 1-implies strongly agree and 5-plies strongly disagree. The questionnaires were further divided according to the objectives of the study for easily validity and identification. Total of 384 questionnaires was be distributed to the target group but 301



questioners was collected due to the covid 19 case and the fright of people not to take a paper for the afraid of the virus .

### **3.7 Data Processing and Presentation**

The brand selection interview and questioner was done to know and to screen the number of brands and their power too. The questioners which is provided to the target population that can helps the researcher to conduct the brand knowledge, number of repetition or used, and then the brand features too. So that can help me to identify the most effective brand from all and its impacts on consumer buying behavior.

### **3.8. Data Analysis Methods**

Data analysis is the process of transforming raw data into useful output. Creswell (2003), Tailor (2005). The study was processed after the questioner is collected by using a descriptive statistics and inferential statistics which are correlations and regression. Hence statistical package for social sciences (SPSS) version 20 was used to analyse the field data. This software was available to know the statistical relations of the dependent and independent variables, the significance level of the variables and even the model goodness too. So, this was done with the aid of Microsoft excel. The result was presented using tables and charts too.

### **3.9. Ethical Consideration**

Most of the time research will not be easy to conduct because some of it activates needs and holds some ethical considerations that will be essential to be fulfilled by the researcher for raising and insuring the realbleity and validity of the research findings. Ethical considerations can take various forms depending on the nature of research activity. For this research or study, I was applied and meet some ethical considerations by taking an appropriate step. For example, the researcher was taking a formal permission latter or a reference latter from my university which was very useful during the data collection times. Moreover, I was taking a formal permission and approval of respondents for taking part for that data collection activity and the researcher was not trying to use any force or compassion were not be posted on the respondents and anonymous. The study was also maintained on such a way's so that the respondents was respond with ease without any fear of implication except the covid 19 case.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

#### 4.1 Introduction

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. Questionnaires were distributed to 384 respondents selected by a simple random sampling method (lottery method) which is a probability sampling methods, . From these only 301 were properly filled and returned back. Thus, the analysis is based on the valid 301 questionnaires response from customers.

The data collected through questionnaire, were analysed and interpreted by using the SPSS software. Also for data analysis descriptive statistics, correlation, and regression data analyze techniques were employed. Demographic characteristics of respondents are summarized by using frequencies and percentages for all variables including age, sex, Occupation and educational attainment.

#### 4.2 Empirical Description of the Study

After the collection of the questionnaires from the respondents, the researcher explored the impact of branding on the customer buying behaviour of packed food products.

The researcher used the 4 dimensions of branding scale; (Advertisement, Brand Image, Brand Loyalty, and Brand Associations) which were subdivided into 20 statements, which were directed to measuring the impact of branding on packed food products.

The researcher was also distributed a brand selection questioner which was a 100 in number to the respondents before the main research questioner were distributed. The main aim of the questioner was in order to select the strong brand from a number of different brands. Based on the respondents response 6 brands of packed food products was selected which was Rani Juice, Tuna, yes mineral water, mama milk, cocktail snacks and Coca-Cola are the main ones. Depending on that the researcher was developed the remaining questions in order to know their impact on consumer buying behaviour.

The demographic part that provides general information about respondents on age, gender, educational status and occupation. This was to enable the researcher to get a better understanding of the type respondents and relate to customer buying behaviour.

#### 4.2.1 Demographic Profile

The demographic data of the packed food product consumers were collected through the questionnaire conducted. This analysis shows information which are directly related to the demographic part of the of the respondents in terms of sex, age, educational level and occupation.

##### 4.2.1.1 Characteristics of Responses on Gender

As it is known the term "gender" or "sex" distinguishes the set of learned expectations, behaviors, and attitudes about being a man or woman from our biologically determined traits collectively termed our sex. During the study the researcher found that both genders which are male & females were involved in data collection and thus the findings of the study was free from rom gender biasness and both of them are engaged in branding and consumer buying behavior, both are at the same position to acquire what they wanted.

**Table 1: Gender Distribution Respondents:**

|         |        | gender    |         |               |                    |
|---------|--------|-----------|---------|---------------|--------------------|
|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid   | Male   | 172       | 45.0    | 57.1          | 57.1               |
|         | Female | 129       | 33.8    | 42.9          | 100.0              |
|         | Total  | 301       | 78.8    | 100.0         |                    |
| Missing | System | 81        | 21.2    |               |                    |
| Total   |        | 381       | 100.0   |               |                    |

**Source: Researcher's survey result (2020)**

In the table 1 above out of 301 participants 172 were male (57.1 percent) and 129 were female (43 percent) respondents, where both of them where used in data collection. This can show that males were the dominant in the packed food product market particularly in the current study setting. But the numeric value of the gender distribution can be changed or not if the total 384 responses were collected.

##### 4.2.1.2 Characteristics of Responses on Age

The time of life when a person becomes qualified to assume certain civil and personal rights and responsibilities, usually more than 18 years old according to laws of our country, depending on that reality the researcher used different ages group to make sure research is inclusive and understandable with the target group. This could make the research free from any complaints and bias in age. The research was employs and gathered respondents of different age in order to get wide answers concerning the subject.

**Table 2: General Information of Respondents: age distribution**

|         |              | age       |         |               |                    |
|---------|--------------|-----------|---------|---------------|--------------------|
|         |              | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid   | 18-25        | 30        | 7.9     | 10.0          | 10.0               |
|         | 26-35        | 65        | 17.0    | 21.6          | 31.6               |
|         | 36-45        | 92        | 24.1    | 30.6          | 62.1               |
|         | 46-55        | 79        | 20.7    | 26.2          | 88.4               |
|         | 56 and above | 35        | 9.2     | 11.6          | 100.0              |
|         | Total        | 301       | 78.8    | 100.0         |                    |
| Missing | System       | 81        | 21.2    |               |                    |
| Total   |              | 382       | 100.0   |               |                    |

**Source: Researcher’s survey result (2020)**

When we summarize the respondents' age distributions, majority (24%) of the respondents were between the age group 36-45 years, 21% were within the age group 46-54, 17% were aged between 26-35, 9% of the respondents were between the ages of 56 years and the remaining 7.8% were aged between 18-25 years.

#### 4.2.1.3 Educational background

Education can be formal or informal. Informal education indicates to the general social process by which human beings acquire the knowledge and skills needed to function in their culture. Formal education refers to the process by which teachers instruct students in courses of study within institutions. Therefore, the study covers responses of both forms of education.

**Table 3:-General Information of Respondents: Educational Level**

|       |                   | education |         |               |                    |
|-------|-------------------|-----------|---------|---------------|--------------------|
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Informal school   | 7         | 1.8     | 2.4           | 2.4                |
|       | Elementary school | 13        | 3.4     | 4.4           | 6.8                |
|       | High school       | 34        | 8.9     | 11.5          | 18.2               |
|       | Tvet              | 45        | 11.8    | 15.2          | 33.4               |
|       | Diploma           | 60        | 15.7    | 20.3          | 53.7               |

|         |                 |     |       |       |       |
|---------|-----------------|-----|-------|-------|-------|
|         | Degree          | 121 | 31.7  | 40.9  | 94.6  |
|         | Master's degree | 13  | 3.4   | 4.4   | 99.0  |
|         | Ph.D            | 1   | .3    | .3    | 99.3  |
|         | 9.00            | 2   | .5    | .7    | 100.0 |
|         | Total           | 296 | 77.5  | 100.0 |       |
| Missing | System          | 86  | 22.5  |       |       |
| Total   |                 | 382 | 100.0 |       |       |

**Source: Researcher's survey result (2020)**

Regarding to the respondents educational level, it was revealed that 31.7% of the respondents were having a bachelor Degree, also 15% of the respondents were Diploma holders, another 11.8% TVET Level, 8.9% of the respondents were high school levels, 3.38% Elementary school leaver, 3.4% were master's degree holders, 1.8% were informal school , .3% were PHD holder and about 1.3% of the respondents were within other unspecified categories.

#### 4.2.1.4 Characteristics of Responses on Occupation

Occupation is a job by which somebody earns a living. The study includes numerous occupational areas, such as Private Sector, Government Service, self-employed, Doctors, Engineers, Entrepreneurs and others.

**Table 4: - General Information of Respondents: Occupation**

|         |                   | occupation |         |               |                    |
|---------|-------------------|------------|---------|---------------|--------------------|
|         |                   | Frequency  | Percent | Valid Percent | Cumulative Percent |
| Valid   | private sector    | 126        | 33.0    | 41.9          | 41.9               |
|         | government sector | 43         | 11.3    | 14.3          | 56.1               |
|         | self employed     | 68         | 17.8    | 22.6          | 78.7               |
|         | engineer          | 4          | 1.0     | 1.3           | 80.1               |
|         | entrepreneur      | 8          | 2.1     | 2.7           | 82.7               |
|         | other             | 52         | 13.6    | 17.3          | 100.0              |
|         | Total             | 301        | 78.8    | 100.0         |                    |
| Missing | System            | 81         | 21.2    |               |                    |
| Total   |                   | 382        | 100.0   |               |                    |

**Source: Researcher's Survey result (2020)**

As we see from the field survey result occupation of respondent the private sector takes the leading part by taking 33% of the result , the self-employed ones takes an amount of 17% from the total , other and government sectors takes 13.6 % & 11.3% , entrepreneurs was scored 2.15% , doctor's(PHD) as well as engineers were counted 1.3% respectively.

#### 4.2.2 Coding of Branding Dimensions

The brand dimensions were the main variables used in this study and coded. These dimensions were available in order to do the analysis of data collected. the variables are here with their coding name for analysis.

#### **Brand awareness (BA)**

|               |  |
|---------------|--|
| <b>BA (1)</b> | Advertisings from TV, Radio, Print and Internet have an effect on me to know about the product |
| <b>BA(2)</b>  | I have heard about the product from one of the above sources                                   |
| <b>BA (3)</b> | I believe adverts of different medias are real & I can believe them                            |
| <b>BA (4)</b> | I didn't get a fake product after I heard their advertisement from the TV, radio or print      |
| <b>BA (5)</b> | I believe medias have a responsibility of giving a real advertisement                          |

#### **Brand Image (BI)**

|               |  |
|---------------|--|
| <b>BI (1)</b> | When I heard an advert or any brand stimuli, I can remember the brand image easily                 |
| <b>BI (2)</b> | I can say that those brands have a good image for me   |
| <b>BI (3)</b> | I would tell to my nearest ones about the goodness of those brands                                 |
| <b>BI (4)</b> | I have an information that those brands have a good image for the persons and neighbors near to me |
| <b>BI (5)</b> | Due to repetition of using those brands I have a strong felling and view for those brands          |

## Brand Association

|               |   |
|---------------|---|
| <b>BA (1)</b> | I can have many connections or associations between me and this brand in my life                                    |
| <b>BA (2)</b> | I usually trust this brand because of the advertisement with celebrity and famous peoples.                          |
| <b>BA (3)</b> | I like this brand because of its origin.  |
| <b>BA (4)</b> | I have noticed this brand with celebrity and sport endorsements, well known and admired people to promote a product |
| <b>BA (5)</b> | I use this brand to define and express the ‘I’ and “me” within myself.  |

## Brand Loyalty

|               |  |
|---------------|--|
| <b>BL (1)</b> | I would continue to use this brand for the next time   |
| <b>BL (2)</b> | I like to talk to other people about this brand        |
| <b>BL (3)</b> | I consider myself loyal to this brand                  |
| <b>BL (4)</b> | This brand is more than a product to me                |
| <b>BL (5)</b> | I usually trust this brand because of the social image |

### Recoding of brand dimensions

|           |                                  |                                     |
|-----------|----------------------------------|-------------------------------------|
| <b>BA</b> | Average score of Brand Awareness | $\frac{BA1+BA2+BA3+BA4+BA5}{5}$     |
| <b>BI</b> | Average score of Brand Image     | $\frac{BI1 +BI2 +BI3 +BI4 +BI5}{5}$ |

|           |                                 |   |
|-----------|---------------------------------|---|
| <b>BL</b> | Average score of Brand Loyalty  | $\frac{BL1 + BL2 + BL3 + BL4 + BL5}{5}$ |
| <b>BA</b> | Average score Brand Association | $\frac{BA1 + BA2 + BA3 + BA4 + BA5}{5}$ |

### 4.3 Empirical Results and Analysis

In this part the researcher was analysed his analysis whose helped him to find out the objectives of the study which were mainly describing empirical phenomena which were impact of branding and customer buying behavior. The researcher were checking the reliability of the brand dimension made up of five Lickert scale and cronbach's alpha was computed for each branding dimension.

#### 4.3.1 Survey Response Rate and Reliability Test

The 384 questionnaires were administered in the second and third weeks of the month of February 2020 and respondents were reached at the exit of the supermarkets and mini-markets after buy and leave the store. For the respondents of the shops the researcher were distributed his questioner near to the target shops and filled before they leave the surrounding. However, an aggregate of 301 questionnaires were collected, of which were 83 were incomplete due to the covid 19 and related cases. In this manner, 301 questionnaires were observed to be usable and prepared for analysis, which is 78.8 % response rate.

The first analysis conducted, after coding and entry of data into SPSS version 20 was to check the reliabilities of the scales used in the data collection instrument. According to Malhotra & Birks (2007), reliability is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. The Cronbach alpha was used to measure internal reliability as it is a widely used measure of internal consistency. A Cronbach's Alpha above 0.7 is considered acceptable for most research objectives .Allen & Bennett, (2012). Overall, the internal reliability coefficients for the entire constructs are very strong as all alpha coefficients are more than 0.70 Singh, (2007). The Cronbach - alpha coefficient of this study ranged from 0.65 to 0.88, indicating acceptable internal consistency and reliability for the four factors.



Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .195             | 2          |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .562             | 2          |

Average test for the 28 questioner

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .859             | .799   | 28         |
|                  |  |            |

**Table 5 Cronbach's Alpha Data Analysis:**

**Source: Researcher's Survey result (2020)**

As it is described on table 5 above, the SPSS result the internal consistency of the branding and consumer behaviour items was assessed by computing the total reliability scale. The total reliability scale for the study was 0.859, indicating an overall reliability factor was an acceptable.

**4.3.2 Customers' View on Branding and Buying Behaviour**

Regarding the customer understanding of branding and buying behaviour in the case of packed food products consumers give the following response for this study.

**Table 6 consumer's Understanding about Branding**

| What do you understand usually about brand? |               |               |         |                  |                       |
|---|---------------|---------------|---------|------------------|-----------------------|
|   |               | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid                                       | name          | 94            | 24.6    | 31.2             | 31.2                  |
|   | labelling     | 81            | 21.2    | 26.9             | 58.1                  |
|   | company image | 47            | 12.3    | 15.6             | 73.8                  |
|   | slogan/ motto | 17            | 4.5     | 5.6              | 79.4                  |
|   | package       | 13            | 3.4     | 4.3              | 83.7                  |

|         |                  |     |       |       |       |
|---------|------------------|-----|-------|-------|-------|
|         | design           | 15  | 3.9   | 5.0   | 88.7  |
|         | all of the above | 34  | 8.9   | 11.3  | 100.0 |
|         | Total            | 301 | 78.8  | 100.0 |       |
| Missing | System           | 81  | 21.2  |       |       |
| Total   |                  | 382 | 100.0 |       |       |

**Source: Researcher's Survey result (2020)**

As we seen from the result most of the respondents view on the brand is limited highly on 3 things which are brand name, brand label, company image as well as other elements of the brand.

**Table 7:**

| Which brand of packed food product comes into your mind first from the following packed food products? |                    |           |         |               |                    |
|--|--------------------|-----------|---------|---------------|--------------------|
|  |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid  | Rani juice         | 68        | 17.8    | 22.6          | 22.6               |
|  | Tuna               | 37        | 9.7     | 12.3          | 34.9               |
|  | Yes, mineral water | 32        | 8.4     | 10.6          | 45.5               |
|  | Mama milk          | 81        | 21.2    | 26.9          | 72.4               |
|  | Cocktail biscuit   | 20        | 5.2     | 6.6           | 79.1               |
|  | Coca-Cola          | 63        | 16.5    | 20.9          | 100.0              |
|  | Total              | 301       | 78.8    | 100.0         |                    |
| Missing  | System             | 81        | 21.2    |               |                    |
| Total  |                    | 382       | 100.0   |               |                    |

From the preserved brands of different categories the respondents were giving a high attention to the rani juice, mama pasteurized milk and coca cola are the leaders with 17.8%, 21.2% and 16.5%.

For the consumer's brand choices

According to the respondents of the table 6.1(c) mama pasteurized milk, Coca-Cola and rani juice were the most consumed packed food products by the respondents. Tuna, cocktail biscuits and yes mineral water takes the next choice according to result.

### **For the Customers' buying decision**

According to the result, the quality & the test of the product have a great effect for their purchase decision. In addition to that the products liability & familarity as well as brand image have a great role for purchase decision during the market time. The other factors can play their own role even though they are not much effective like the above ones.

### **Consumer's responses about reward**

According to the result found from the survey , most of the consumers buying behaviour or buying decisions was not related to the companies offers or reward and 298 respondents answered "no" therefore the purchase dictions are made by own qualifications as we seen on the above response rates.

According to table 6.1 (g) on what are the attributes consumers prefer when they wanted to choose a particular brand, due to different behaviour there are also different attributes consumer prefer the most. The research shows 298 respondents equivalent to (78%) agreed that they are not buying a product for the reward and they didn't won any reward for their brand preference on this study. The result also show that 3 respondents were achieved a free-gift reward from the packed food providing company.

## **4.4 Inferential Analysis**

The following part of analysis presents relations between various components of branding and consumer buying behaviour. In this study, correlation and multiple regressions are the selected method to study the relationship between the independent variables which was; advertisement, brand image, brand loyalty & brand association, the dependent variable for this specific study was; consumers buying behaviours.

### **4.4.1 Correlations Analysis**

A correlation analysis with Pearson's correlation coefficient ( $r$ ) was conducted on all variables in this study to explore the relationships between variables. A correlation coefficient is to summarize the relationship between variables with a single number that falls between -1 and +1. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity of the study.

The classification of the correlation coefficient (r) according to Field (2005) is as follows: 0.1 to 0.29 is stated as a weak; 0.3 to 0.49 is moderate; and > 0.5 is strong. Although it cannot make direct conclusion about causality, we can take the correlation coefficient a step further by squaring it (Andy, 2005).

**Table 18: Correlation result between Branding and Consumer Buying behaviour**

|  |                     | Correlations |        |       |        |     |
|--|---------------------|--------------|--------|-------|--------|-----|
|  |                     | CBB          | ADV    | BI    | BL     | BA  |
| CBB  | Pearson Correlation | 1            |        |       |        |     |
|  | Sig. (2-tailed)     |              |        |       |        |     |
|  | N                   | 301          |        |       |        |     |
| BA W   | Pearson Correlation | .427**       | 1      |       |        |     |
|  | Sig. (2-tailed)     | .000         |        |       |        |     |
|  | N                   | 301          | 301    |       |        |     |
| BI   | Pearson Correlation | .144*        | .111   | 1     |        |     |
|  | Sig. (2-tailed)     | .012         | .055   |       |        |     |
|  | N                   | 301          | 301    | 301   |        |     |
| BL   | Pearson Correlation | .366**       | .466** | .147* | 1      |     |
|  | Sig. (2-tailed)     | .000         | .000   | .011  |        |     |
|  | N                   | 301          | 301    | 301   | 301    |     |
| BA   | Pearson Correlation | .291**       | .636** | -.094 | .424** | 1   |
|  | Sig. (2-tailed)     | .000         | .000   | .105  | .000   |     |
|  | N                   | 301          | 301    | 301   | 301    | 301 |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |              |        |       |        |     |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |              |        |       |        |     |

**Source: Researcher's Survey result (2020)**

Based on the correlation result in the above table revealed that advertisement had a moderate relationship with customer buying behaviour with the value of 0.427 this result was followed by brand loyalty with the value 0.366. The brand loyalty and brand image had reserved a weak correlation by counting 0.366 & 0.144 with the dependent variable which is consumer buying behaviour.

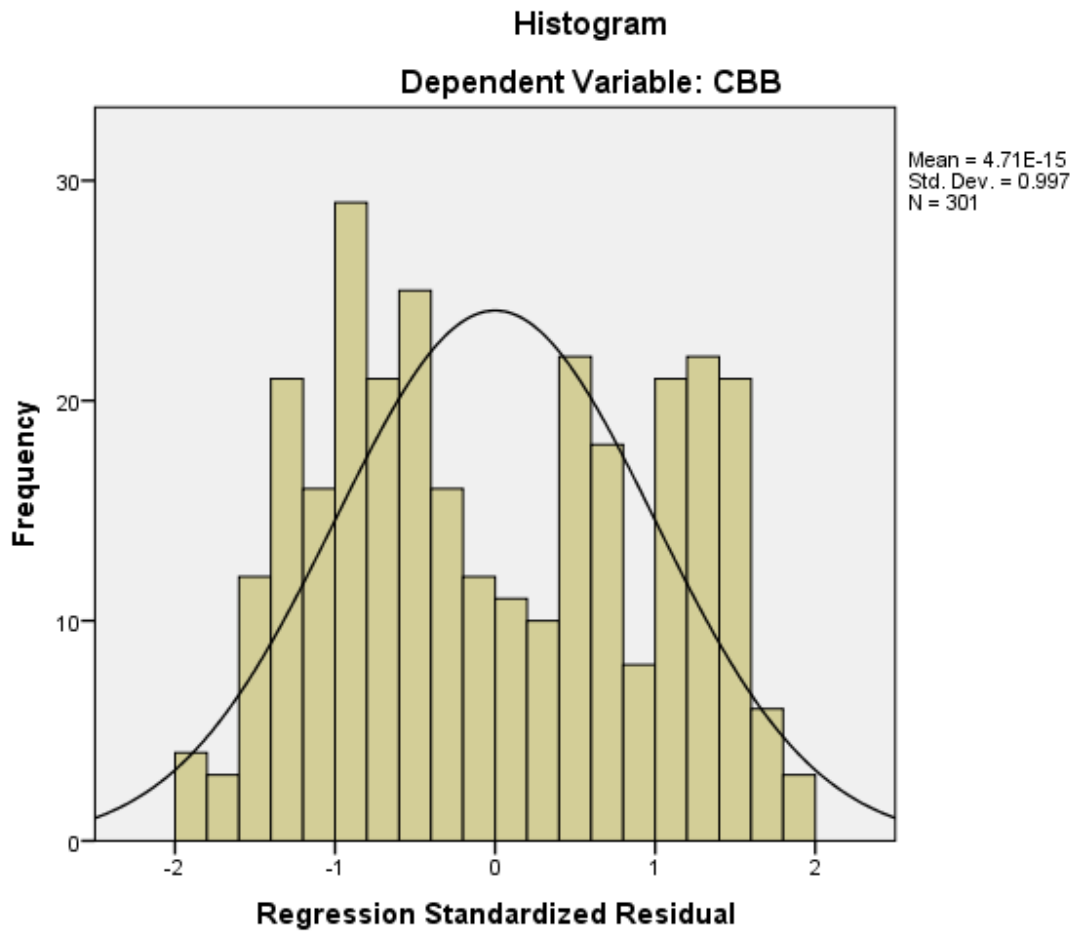
The overall result of the correlation indicates that all brand dimensions have a positive linear relationship with customer buying behaviour.

#### **4.4.2 Regression Analysis**

The regression analysis has done using customer buying behaviour as dependent variable and the branding dimensions (brand awareness, brand loyalty perceived quality, brand association) as independent variable.

##### **4.4.2.1 Test for Normality**

In statistics, normality tests are used to determine if a data set is well-modelled by a normal distribution curve or plots and to compute how likely it is for a random variable underlying the data set to be normally distributed. A graphical tool for assessing normality is the normal probability plot of the standardized data against the standard normal distribution. For a normal data the result should fall approximately with in a normal curve line, Gujarati (2002).



**Figure 2 Tests for Normality of Data**

**Source: Researcher's Survey result (2020)**

For this study a normality test has been conducted and the result on figure 2; shows that most of the line falls approximately with in a normal curve line but it shows some increment from the tail. The researcher believes that this can be normal and may happen for the data which was incomplete due to reasons specifically well described at the limitation part of the study. Even if the collected data was counted around 78.8% from the total 100% and based on the current evidence it is possible to conclude that the study met the first test of regression and the data are normally distributed.

#### 4.4.2.2 Test for Multicollinearity

Multicollinearity (also collinearity) is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy.

For this research Variable Inflation Factor (VIF) technique is employed. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors: which is  $(VIF=1/(1-r^2))$ . The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as  $1/VIF$ , It also used by many researchers to check on the degree of collinearity among the variables. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. Gujarati, (2002)

**Table 19 the multicollinearity statistics**

Coefficientsa

| Model | Collinearity Statistics |       |
|-------|-------------------------|-------|
|       | Tolerance               | VIF   |
| BAW   | .531                    | 1.882 |
| BI    | .920                    | 1.087 |
| BL    | .738                    | 1.356 |
| BA    | .541                    | 1.848 |

a. Dependent Variable: CBB

**Source: Researcher's Survey result (2020)**

Table 14 shows that: VIF values for all variables are less than the tolerable value that is 10. And Tolerance value of all variables also is above 0.1 which indicates that this model is free from multicollinearity problem between the dependent variables.

#### 4.4.2.3 Test of Independent of Residuals

Multiple linear regression models assume that the residuals are independent of one another. The Durbin-Watson statistic was used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50-2.50

**Table 20 Test of Independent of Residuals**

#### Model Summary<sup>b</sup>

| Model                                      | R      | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|--|--------|----------|-------------------|----------------------------|---------------|
| 1  | .7473a | .6224    | .6124             | .90207                     | 1.513         |
| a. Predictors: (Constant), BA, BI, BL, BAW |        |          |                   |                            |               |
| b. Dependent Variable: CBB                 |        |          |                   |                            |               |

**Source: Researcher's Survey result (2020)**

Table 15: shows that the assumption of independence of residuals is met. Durbin Watson value for this study is 1.513



#### 4.4.2.4 Testing For Model Fit (ANOVA)

F value where F equals to mean square of explained data divided by mean square of residual data, Sekaran, (2003).

**Table 21: ANOVA**

| ANOVA <sup>a</sup>                         |            |                |     |             |        |                   |
|--|------------|----------------|-----|-------------|--------|-------------------|
| Model                                      |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1  | Regression | 87.600         | 4   | 21.900      | 21.381 | .000 <sup>b</sup> |
|  | Residual   | 303.190        | 296 | 1.024       |        |                   |
|  | Total      | 390.791        | 300 |             |        |                   |
| a. Dependent Variable: CBB                 |            |                |     |             |        |                   |
| b. Predictors: (Constant), BA, BI, BL, BAW |            |                |     |             |        |                   |

#### Source: Researcher's survey finding (2018)

ANOVA table, overall significance/acceptability of the model from a statistical perspective can be determined. As the significance value of F statistics shows a value (.000), which is less than  $p < 0.05$ , the model is significant. Significance of the overall model by p-value of 0.000 which is below the alpha level, i.e. 0.05, which means, the independent variables or the overall dimensions of branding has statistically significant relationship with the dependent variable (customer buying behaviour) under this study.

#### 4.4.2.5 Model Summary

Regression model was applied to test how far the branding elements have effect on the consumer buying behaviour. Coefficient of determination- $R^2$  is the measure of proportion of the variance of dependent variable about its mean that is explained by the independent or predictor variables Hair, et.al, (1998), higher value of  $R^2$  represents greater explanatory power of the regression equation.

| Model                                      | R      | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|--------|----------|-------------------|----------------------------|
| 1  | .7473a | .6224    | .6124             | .90207                     |
| a. Predictors: (Constant), BA, BI, BL, BAW |        |          |                   |                            |
| b. Dependent Variable: CBB                 |        |          |                   |                            |

**Table 22 Model Summary**

**Source: Researcher’s survey result (2020)**

Under the model summary of table 16: shows that the R or coefficient of correlation of the model is 0.7473 or 74%. This shows there is a strong relationship between the independent variables and dependent variable.

Coefficient of determination or R Square of the model is 0.6224. R square shows the proportion of the variation in the consumer buying behaviour is explained at 62% by the independent variables which was advertisement, brand image, brand loyalty and brand association in other words branding is contributing 62% in order to buy and decide and remaining 38% can be attributed by other factors which are not studied, due to their scope is beyond this study.

The model summary derived from multiple regression shows that adjusted R square is 0.6124 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 301 target respondents, their perception of branding is account for 77.3 percent of total variation in consumer buying behavior. This indicates that the level of relationship between branding and consumer’s buying behavior is on packed food brands is high.

**4.4.2.6 Coefficient of Determination**

The study analysed four major brand dimensions on the data using multiple linear regression models. Since the entire four brand dimensions were not violated, the researcher examined the data collected by the questionnaires using multiple regression model as follow.

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. In multiple regressions we use an equation of:

$$y_i = (b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n) + E_i \text{ Where:}$$

- $y_i$  = the outcome variable
- $b_0$  = the coefficient of the predictor ( $X_0$ )
- $b_1$  = the coefficient of the first predictor ( $X_1$ )
- $b_2$  = the coefficient of the second predictor ( $X_2$ )
- $b_n$  = the coefficient of the  $n^{\text{th}}$  predictor ( $X_n$ )
- $E_i$  = the difference between the predicted and observed value of  $y$  for the  $i^{\text{th}}$  participant

Therefore, in this study the following multiple regressions were used:

Where:

- $(y_i)$  = customer buying behaviour
- $BA (X_1)$  = Brand Awareness
- $BI (X_2)$  = Brand Image
- $BL (X_3)$  = Brand Loyalty
- $BA (X_4)$  = Brand Association

From the above description we can drive the model as follows;

$$\text{Consumer buying behaviour} = b_0 + b_1 (AD) + b_2 (BI) + b_3 (BL) + b_4 (BA)$$

**Table 23 Regression Coefficients Result**

| Model |            | Coefficients <sup>a</sup>   |            |                           |       |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | .305                        | .133       |                           | .704  | .482 |
|       | BAW        | .846                        | .188       | .316                      | 4.506 | .000 |
|       | BI         | .265                        | .176       | .081                      | 1.508 | .133 |
|       | BL         | .732                        | .116       | .202                      | 3.394 | .001 |

|    |      |      |      |      |      |
|----|------|------|------|------|------|
| BA | .028 | .167 | .011 | .165 | .869 |
|----|------|------|------|------|------|

**a. Dependent Variable: CBB**

**Source: Researcher’s survey result (2020)**

In order to establish the impact that each dimension (branding) has on the dependent variable (Consumer buying behavior); the study checked the Standardized Coefficients of. Table ; shows that, all the independent variables have statistically significant effect on the dependent variable except the brand association dimension, since its p-value is below the alpha level which is 0.05. Considering the standardized beta coefficients, the strongest predictor of the dependent variable is brand loyalty and advertisement (0.22 and 0.316) respectively, moreover, brand image have a beta value of 0.11.

From this result, one can deduce that, advertisement element is the major contributor of overall customer buying behaviour; this implies that a one unit increase in advertisement would lead to 0.316 unit (or 31.6%) increased in customer buying behaviour. Similarly a one unit increase in brand loyalty would lead to 0.202 units (or 20.2%) increase in customer buying behavior. Lastly, a one unit increase in brand image would lead to 0.11 (or 11%) in customer buying behaviour for packed food product.

Based on table 18, we can drive the model as follows:

$$\text{Consumer's buying behaviour} = b_0 + b_1 (BAW) + b_2 (BL)$$

$$\text{Consumer's buying behaviour} = 0.305 + 0.846(BAW) + 0.732(BL)$$

#### 4.5 Hypothesis Testing and Discussions

Proposed hypothesis are tested based on the results of the correlation analysis. By looking at the Sig.-value in Table 13, it is possible to interpret whether the particular independent variable has a significant relationship with the dependent variables. Hypothesis is supported when the Sig. value is smaller than 0.05; and a null hypothesis is rejected when the Sig. value is equal or larger than 0.05. Based on that the researcher was finds the following results.

## **Hypothesis #1**

- **H<sub>1</sub>:** Brand awareness has a significant and positive effect on consumers buying behaviour.

Regarding the association between brand awareness and consumers buying behaviour, Pearson correlation analysis reported that it has 0.427 at a significance level of .000 and a positive strong relationship with consumers buying behaviour. Hence, based on the table 13 result of correlation it is possible to conclude that brand awareness have strong effect on customers buying behaviour in packed food product. Therefore, the hypothesis is accepted.

## **Hypothesis #2**

**H<sub>2</sub>:** Brand Image has a significant and positive effect on consumers buying behaviour

When we come to the second hypothetical test which was Concerned about the association between brand image and consumers buying behaviour, the result of table 13 ,Pearson correlation analysis reported that it has 0.144 at a significance level of .000 and have insignificant and positive effect on customers buying behaviour. Hence, it is possible to conclude that brand image doesn't have a relationship with customers buying behaviour in packed food products. Therefore, the hypothesis is rejected that brand image was found a invalid variable for customer buying behaviour.

## **Hypothesis #3**

**H<sub>3</sub>:** Brand Association has insignificant and positive effect on consumers buying behaviour.

About the association between brand association and consumers buying behaviour, Pearson correlation analysis reported that it has .869 at a insignificance level of 0.000 and a positive strong relationship with customers buying behaviour. Hence, it is possible to conclude that brand association have no effect on customers buying behaviour in packed food product. Therefore,

the hypothesis is rejected that brand association doesn't has strong effect to customer buying behaviour & the hypothesis is rejected.

#### **Hypothesis #4**

- H4: Brand Loyalty has a significant and positive effect on consumers buying behaviour.

For the issue of the brand loyalty and consumers buying behaviour, Pearson correlation analysis reported that it has 0.366 at a significance level of 0.000 . this result shows that it have a positive strong effect on consumers buying behaviour. Hence, it is possible to conclude that brand loyalty have a relationship with customers buying behaviour in packed food product. Therefore, the hypothesis is accepted.

## Chapter Five

### Summary, Conclusions and Recommendations

#### 5.1- Summary & findings

The study was intended to investigate the impact of branding on consumer buying behaviour the case of bola sub-city based on the questionnaire consisting of 301 randomly selected consumers by using convenient selection i.e. conveniently distribute the questionnaires at the outlet of super markets, mini-markets as well as shops. The results of background information of respondents indicated that majority of the total respondents (57%) are male, majority of the respondents aged in the range of 26-35 years which is (24.1%), (31.7%) of the respondents are degree and above holders, and (33%) of the respondents were a private sector employers. The results of the descriptive statistical analysis also indicated that, consumers mostly chose agree among the alternatives on the Likert scale.

Branding dimensions are the key indicators of consumer buying behaviour according to results found in correlation and regression analysis too. In this regard, all the respondents were rated as high (Av. Mean > 2). In correlation analysis; brand awareness shows the highest positive correlation ( $r=0.427$ ,  $p<0.05$ ) positively correlated with customer buying behaviours and brand loyalty also achieved the second highest positive correlation ( $r=.0.366$ ,  $P<0.05$ ) positively correlates with customer buying behaviour followed by brand association and brand image with ( $r=.0.29$  and  $0.144$ ,  $p<0.05$ ) respectively.

The overall fitness of the model, this fact has been confirmed by different types of statistical results. The first way is the ANOVA test that produced a P-value of 0.000 which is below the alpha level, i.e. 0.05. That means the overall independent variable have statistically significant relationship with that of the dependent variable, which was a customer buying behaviour.

The R value or (Coefficient of Correlation) which is simply a measure of the degree of association or co-variation that exists between independent variables (branding) and dependent variable (consumer buying behavior). It only measures degree of association or variation between the two variables. In this case the value of R which is 0.7473 shows, there is a very strong relationship between the independent variables and dependent variable.

The R square value (Coefficient of Determination), stated as the proportion of the total variation or dispersion in the packed foods customers buying behaviours (dependent variable) that explained by the variation independent variables in the regression is 0.62; meaning, 62.2% of customer buying behaviours is explained by the linear relationship with all the independent variables (branding). Adjusted R square is 0.6124 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 384 target respondents, their perception of branding is account for 61.24% percent of total variation

in consumer buying behavior. This indicates that the level of relationship between branding and consumer's buying behaviours is on packed food brands is high.

Generally speaking, the regression model developed under the study can be considered as a good predictor of customer buying behaviours of the packed food products. The individual effects of the independent variables can be explained by their respective beta coefficients. By looking its standardized coefficients (beta) advertisement has the highest standardized coefficient and it means it is the best predictor.

## 5.2 Conclusions

This study was conducted to assess the impact of branding on consumers buying behaviours in the case of bola sub-city packed food consumers.

This study is evaluated on the basis of brand dimensions encompassing brand awareness ,brand image , brand loyalty and brand association. Based on these four branding dimension questionnaire is conducted all aspects of the consumer buying behaviour.

Concerning customers view on branding majority of the respondents had adequate knowledge on branding dimension. That is they acknowledged that branding is about name, label, logo, slogan or motto, design and package too. That means customers have an emotional connection with the brand logo, image, slogans, design, as well as coverage etc.

Finally, the study had also discovered from the analysed data that, branding has a significant association with customer buying behaviour. It also revealed that brand awareness & brand loyalty has positive and significant association with customer buying behaviour but brand image, and brand association was found positive and insignificant associations to customer buying behaviour. To identify the relationship between branding and customer buying behaviour in packed food consumers Pearson correlation analysis was used. It was found that the four dimensions of branding are important for customer's purchase behaviour.

## 5.3 Recommendations

Based on the results of the analysis concerning about branding and consume buying behavior the following recommendations are forwarded.

The researcher will recommend that branding play significant role in the success of every business. In this view the packed food manufacturers and companies are encouraged to improve and sustain their brand. These could be done based on the customer survey on their brand or brand performance assessment this is because of customers have a good knowledge about the different brands of packed food brands or products, they trust the well-known brand.



Not only that it is visible that the correlation result showing that advertising and it is the main means of creating a brand awareness. It plays a vital role for the success of any new brand as well as the existing brands . Based on that road map the packed food manufacturers have to concentrate to their view to the quality as well as the message of their adverts on the Medias just like they concentrate for the quality of their products.

Moreover, branding is very vita to attract and retain customers especially in the manufacturing business market where competitions among firms are very intensive and unchanged. Customer relationship management must be given a maximum attention and also their brands must have much impact on their behaviours to build a strong relationship between their brand and consumer buying behavior.

The continues improvement must be maintained at all times on advertising , brand image ,brand loyalty and brand association that helps to meet consumer buying behaviour.

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## Appendix One

### St. Mary's University School of Graduate Studies

#### Department of Marketing Management

#### **Sir/madam**

This questioner is a part of a study for a partial fulfillment of master's degree from St. Mary university school of graduates in marketing management program. The aim of this questioner is to collect a data that determines the impact of branding on consumer buying behavior specifically in the case of bole-sub city. The data & the response of the study will solely use for academic purpose and thus it doesn't affect you in any ways. Therefore, you are kindly requested to select the right response from the given alternative answers for each question by circling (Ⓛ) on the appropriate number. When an alternative answer is not provided please fill on the gap provided.

**Thank you for your co-operations!!!**

#### **Section A: - General information**

##### 1. Your sex

1. Male
2. Female

##### 2. Your age

1. 18-25
2. 26-35
3. 36-45

4. 46-55
5. 56 and above

3. What is your highest educational level?

1. Informal school
2. Elementary school
3. high school
4. TVET
5. Diploma
6. degree
7. master's degree
8. PhD
9. other

4. Your occupation

1. private sector
2. government service
3. self employed
4. Engineer
5. Doctor
6. entrepreneur
7. student
8. other

### **Section B: - Branding and Consumer Buying Behavior Questioner**

1. What do you understand usually about brand?

1. Name
2. Labeling
3. Company image
4. Slogan or motto
5. Package

6. Designee
7. All of the above
8. none of the above

2. Which brand of packed food product comes into your mind first from the following packed food products?

1. Rani juice
2. Tuna
3. Yes mineral water
4. Mama milk
5. Cocktail biscuit
6. Coca-cola

3. From question no.2 how do you come to know about this packed food brand?

1. Advertising
2. Self-judgments
3. Its name or logo
4. Country image
5. Group reference or recommendation
6. Availability and accessibility
7. Colour, durability
8. Other specify

4. Which brand of packed food product do you buy and consume

1. Rani juice
2. Tuna
3. Yes mineral water
4. Mama milk
5. Cocktail biscuit
6. Coca-cola

5. Regards to your daily food consumption, how often do you purchase & consume your preferred packed food product?

1. Daily
2. Weekly
3. monthly
4. Have no planned schedule
5. other specify

6. What encourages you to take the decision for purchasing your most preferred packed food brand.

1. Product shelf life
2. product quality and testing
3. Price
4. Time and energy costs
5. Brand image and designee
6. Familiarity, likability and regulation
7. Availability
8. Promised benefits from the company
9. Social value
10. Other specify

7. Is there any reward that you get by using your preferred food product?

1. Yes
2. No

8. For the above question no.7 if your response is “yes” what are the rewards that you get from the brand or the brand owner company?

1. Bonus
2. Reward
3. Free gifts
4. Discount
5. Draw or lotto
6. Other specify

### **Section C: -Dimensions of Branding**

For the following question refers to the brand of packed food products which is predominantly purchased and consumed by you. Please indicate your agreement or disagreement by encircling

the appropriate number on the following statement. Where, 1= strongly agree; 2=Agree; 3= Neutral; 4=Disagree; 5= strongly disagree

**1. Brand awareness**

| No | Level of agreement   | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|----|--|----------------|-------|---------|----------|-------------------|
| 1  | Advertisings from TV, Radio, Print and Internet have an effect on me to know as well as to have an awareness about the product | 1              | 2     | 3       | 4        | 5                 |
| 2  | I have heard about the product from one of the above sources & have an awareness about the product.                            | 1              | 2     | 3       | 4        | 5                 |
| 3  | I believe messages transferred at a different medias are real & I can believe them   | 1              | 2     | 3       | 4        | 5                 |
| 4  | I have a good awareness about products that I have purchased from the market.  | 1              | 2     | 3       | 4        | 5                 |
| 5  | I believe medias have a responsibility of giving awareness about the products and types.                                       | 1              | 2     | 3       | 4        | 5                 |

**2. Brand Image**

| No | Level of agreement  | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|----|---|----------------|-------|---------|----------|-------------------|
| 1  | When I heard an advert or any brand stimuli, I can remember the | 1              | 2     | 3       | 4        | 5                 |



brand image easily

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| 2 | I can say that those brands have a good image for me   | 1 | 2 | 3 | 4 | 5 |
| 3 | I would tell to my nearest ones about the goodness of those brands                                 | 1 | 2 | 3 | 4 | 5 |
| 4 | I have an information that those brands have a good image for the persons and neighbors near to me | 1 | 2 | 3 | 4 | 5 |
| 5 | Due to repetition of using those brands I have a strong feeling and view for those brands          | 1 | 2 | 3 | 4 | 5 |

### 3. Brand Loyalty

| No | Level of agreement                                   | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|----|--|----------------|-------|---------|----------|-------------------|
| 1  | I would continue to use this brand for the next time | 1              | 2     | 3       | 4        | 5                 |
| 2  | I like to talk to other people about this brand      | 1              | 2     | 3       | 4        | 5                 |
| 3  | I consider myself loyal to this brand                | 1              | 2     | 3       | 4        | 5                 |
| 4  | This brand is more than a product to me              | 1              | 2     | 3       | 4        | 5                 |
| 5  | I usually trust this brand because of the social     | 1              | 2     | 3       | 4        | 5                 |

image

#### 4. Brand Association

| No | Level of agreement   | Brand Association |       |         |          |                   |
|----|--|-------------------|-------|---------|----------|-------------------|
|    |  | Strongly agree    | Agree | Neutral | Disagree | Strongly disagree |
| 1  | I can have many connections or associations between me and this brand in my life                                     | 1                 | 2     | 3       | 4        | 5                 |
| 2  | I usually trust this brand because of the advertisement with celebrity and famous peoples.                           | 1                 | 2     | 3       | 4        | 5                 |
| 3  | I like this brand because of its origin.   | 1                 | 2     | 3       | 4        | 5                 |
| 4  | I have noticed this brand with celebrity and sport endorsements, well known and admired people to promote a product. | 1                 | 2     | 3       | 4        | 5                 |
| 5  | I use this brand to define and express the 'I' and "me" within myself.   | 1                 | 2     | 3       | 4        | 5                 |

## Appendix Two

### **Sir/madam**

This questioner is a part of a study for a partial fulfillment of master's degree from St. Mary university school of graduates in marketing management program. The aim of this questioner is to choose power full brands from a number of similar brands that help to determine the impact of branding on consumer buying behavior specifically in the case of bola-sub city. The data & the response of the study will solely use for academic purpose and thus it doesn't affect you in any ways. Therefore, you are kindly requested to select the right response from the given alternative answers for each question by ticking ✓ in the appropriate box or by writing the appropriate answers on the space provided lines. When an alternative answer is not provided please fill on the gap provided.

### **Thank you for your co-operations**

1. Please state the most and recently used packed food product on the space provided below

NB: - u can write any brand that are remembered, known or used packed foods products and have no limitation.

1. Soft  
drink .....

2. Packed  
juices .....

3. Packed cakes and cream  
cakes.....

4. Packed milk  
products.....

- 5. Packed water products.....
- 6. Prepared and finished foods.....
- 7. Packed fats and animal meat products.....
- 8. Packed soya and vegetable foods.....
- 9. Packed baby food products.....
- 10. Other .....

2. What is your criteria t choose this products or for choosing them?

- 1. Brand name
  - 2. Availability
  - 3. Quality
  - 4. Brand association
  - 4. Peer pressure
  - 5. Experience
  - 6. Likability
  - 7. other, specify
3. Do you have any experience about those brands
- 1. Yes
  - 2. No
4. for how many times did you used those brands
- 1. I'm new user
  - 2. for weeks
  - 3. Months

4. Years

5. Other specify

5. Which brand is the most effective brand (specify according to the brand you choose in to the above)

.....  
.....  
.....  
.....

6. What are your criteria to purchase those brands?

1. Price

2. Past experience

3. References

4. Self-judgment

5. Quality

6. Availability

7. Which criteria can make you to be more interested on them

1. Quality

2. Price

3. Availability

4. Experience

5. Durability

6. Innovation

7. Other specify

Appendix Three

ቅድስተ ማርያም ዩኒቨርሲቲ

የድህረ-ምረቃ ፕሮግራም

የገበያ አስተዳደር ት/ት ክፍል

ለደንበኞች የተዘጋጀ መጠይቅ

ውድደንበኛ:-ይህ መጠይቅ የተዘጋጀው ቅድስተ ማርያም ዩኒቨርሲቲ የድህረ-ምረቃት ምህርት ቤት የገበያ አስተዳደር ት/ት ክፍል ለ2ኛ (ማስተርስ) ዲግሪ ማሙዋያ የሚደረግ ጥናትና ምርምር ነው። የጥናቱም ዋና ዓላማ ” የምርት ስያሜ (ብራንድ) በደንበኞች የመግዛት ሂደትና ባህሪ ላይ ያለው ተጽእኖ ” በሚል ርዕስ መርጃ ለመስብስብ ነው። ጥናቱ ትኩረት ያደረገው “በአዲስ አበባ ከተማ ቦሌክፍለ ከተማ ላይ በሚገኙ የታሽጉ ምግቦችን ተጠቃሚ ደንበኞች ላይ ” ያተኮረ ሲሆን ጥናቱ የሚደረገው ሙሉ ለሙሉ ትምህርታዊ ለሆነ አላማ ሲሆን በየትኛው መመልከት እርስዎን የማይነካ እና ለጉዳት የማይዳርግ ነው። ስለዚህ በተሰጡት አማራጮች ውስጥ ለእርስዎ ተገቢ የሆነውን ምላሽ በመክብብ ማድረግ በተሰጠው ሣጥን ውስጥ በመሙላት እንዲመልሱ በአክብሮት እጠይቀዎታለሁ። ከተሰጡት አማራጮች ውስጥ መልስ ካላገኙ በተሰጠው ክፍት ቦታ ላይ መልስዎን እንዲያስቀምጡልኝ ስልበትህትና እጠይቃለሁ።

ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

**ክፍል 1:-** ስለእርስዎ አጠቃላይ መረጃ /እባክዎንሳጥኑ ውስጥ ምልክት ያስቀምጡ።

1:- ጾታ

1. ወንድ

2. ሴት

2. እድሜ

1. ከ18-25

2. ከ26-35

3. ከ36-45

4. ከ46-55

ከዚያ በላይ .....

3. የትምህርት ደረጃ

1. መደበኛ ያልሆነ ት/ት

2. የመጀመሪያ ደረጃ ት/ት

3. 2ኛ ደረጃ ት/ት ያጠናቀቀ

4. ቴክኒክና ሙያ

5. ዲግሎማ

6. የመጀመሪያ ድግሪ

7. ሁለተኛ ዲግሪ

8. ዶክትሬት ዲግሪ /

9. ሌላ ካለ

4. የተሰማሩበት የስራ ዘርፍ

1. የግል ድርጅት ውስጥ ተቀጣሪ

2. የራስ ሥራ /ንግድ፣ አገልግሎት

3. የመንግስት ሥራ

4. መሀንዲስ

5. ሐኪም

6. ስራ ፈጣሪ

7. ሌላ ካለ .....

**ክፍል 2:**-ስለ ንግድ ስያሜ /ብራንድ/ እና ስለደንበኞች የመግዛት ሂደት ላይ ያተኮሩ ጥያቄዎች /አባክዎን በተሰጠው ቁጥር ላይ ይክበቡ ::

1. የምርት ስያሜ /ብራንድን/ እንዴትን ይረዱታል?

1. ስም አስተሳሰብ?

2. ስያሜ የምስል አወቃቀር?

3. የአምራቹ ገጽታ

4. መፈክር

5. ሁሉንም አረዳለሁ

6. ምንም የተረዳሁት የለም

2. ከሚከተሉት የታሸጉ ምግቦች ምርቶች ውስጥ ቀድሞ ወደ አእምሮው የሚመጣው የታሸጎ የምግብ ምርት የቱ ነው?

- 1. ራኒ ጁስ
- 2. ቱና
- 3. የስ ውሃ
- 4. ማማ ወተት
- 5. ኮክቴል የታሸጎ ብስኩት

6. ኮካ-ኮላ

3. ከጥያቄ 2 ውስጥ ከተጠቀሱት ምላሽ ምርቱን እንዴት ሊያውቁትቻሉ?

- 1. በማስታወቂያ
- 2. በራስውሳኔ
- 3. በስሙ ወይም በንግድ መለያ ምልክቱ
- 4. በተመረተበት አገር
- 5. በቅርብ ሰዎች ተጽዕኖ

6. በቅርብ ስለሚገኝ

7. በአጠቃቀሙ

8. ሌላካለ

4. የየትኛው የታሸጎ ምርት /ብራንድ/ ገዥና ተጠቃሚዎች?

- 1. ራኒ ጁስ
- 2. ቱና
- 3. የስ ውሃ
- 4. ማማ ወተት
- 5. ኮክቴል የታሸጎ ብስኩት

5. በቀን ውስጥ የሚጠቀሙትን የምግብ ፍጆታ በተመለከተ የሚፈልጉትን የታሸጎ ምግብ ምርት በምን ያህል ጊዜ ገዝተው ይጠቀሙታል?

1. በቀን

4. ምንም የታቀደ ጊዜ የለኝም



2. በሣምንት

5. ሌላ ካለ .....

3. በወር

6. በቅርብ ጊዜ የገዙትን የታሸገ የምግብ ምርት /ብራንድ/ እንዲገዙት ምን አነሳሳዎት?

1. የምርቱ መጠቀሚያ ጊዜ

6. አገልግሎት ሽልማት

2. የምርት ጥራትና ጣዕም

7. የማህበረሰቡ ከበሬታ ስለሚያስገኝ

3. ዋጋው ተመጣጣኝ ስለሆነ

8. ሌላ ካለ

4. የጊዜና ጉልበት ዋጋ መቀነሱን

5. ተወዳጅነቱ፣ ቀረቤታው

7. የመረጡትን የታሸገ ምግብ በመጠቀም ምክንያት ያገኙት ሽልማት /ጥቅም/ ይኖር ይሆን?

1.አለ

2.የለም

8. ለጥያቄ ቁጥር 7 ምላሽዎ አለ ከሆነ አምራቹ ያዘጋጀው ሽልማት /ጥቅም/ ምንድን ነው?

1.ጉርሻ /ቦነስ/

4.ነጻ ስጦታ

2.ሽልማት /ቤት መኪና/

5.ዋጋ ቅናሽ

3. እጣ /ሎተሪ/

6.ሌላ

**ክፍል 3:-** ስለምርቱ (ማስታወቂያ፣ የምርት ታማኝነት፣ ስለ ምርቱ ያለዎትን አመለካከት፣ ከምርቱ ጋር ያለዎትን መስተጋብር) ላይ የሚያተኩር መጠየቅ የሚከተሉት ጥያቄዎች በዋናነት የሚያተኩሩት በእርስዎ በተገዙና በተጠቀሙባቸው የታሸጉ የምግብ ምርቶች ወይም ብራንድ ሲሆኑ ከዚህ በታች በተጠቀሱት ማብራሪያዎች ላይ ተመስርተው ከተጠቀሱት አማራጮች ውስጥ በእርስዎ አመለካከትና ፍላጎት የበለጠ ያሳያል ብለው ያመነብትን በመክብብ ይመልሱ።

የእርስዎ ተስማምቶ

1. በጣም እስማማለሁ 2. እስማማለሁ 3. ገለልተኛ /መልስ የለኝም 4. አልስማማም

5. በጣም አልስማማም

1. ስለምርቱ የማስታወቂያ መንገድ በተመለከተ

| ተ.ቁ | የምርት-ብራንድ-መግለጫ | በጣምእስማማለሁ | እስማማለሁ | ገለልተኛ /መልስየለኝም/ | አልስማማም | በጣምአልስማማም |
|-----|----------------|-----------|--------|-----------------|--------|-----------|
| .   |                |           |        |                 |        |           |

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| 1 | ቲቪ፣ሬዲዮ፣ኢንተርኔት የመሳሰሉት ላይ ያሉ ማስታወቂያዎች ስለምርቱ በደንብ እንዳውቅ በእኔ ላይ ተፅዕኖ አሳድረዋል። | 1 | 2 | 3 | 4 | 5 |
| 2 | ስለምርቱ አጠቃላይ መረጃ በተራ ቁጥር 1 ላይ ከተጠቀሱት ምንጮች ላይ ስምጅአለሁ                       | 1 | 2 | 3 | 4 | 5 |
| 3 | በተለያዩ ሚዲያዎች በሚታወቁ ማስታወቂያዎች ላይ ያለኝ እምነት ከፍተኛ ሲሆን እውነተኛ ናቸው ብዬ አምናለሁ።      | 1 | 2 | 3 | 4 | 5 |
| 4 | በቲቪ፣ሬዲዮና የተለያዩ ምንጮች ስምጅከገዛኋቸው ምርቶች ውስጥ ሀሰተኛ የሆነ ምርት አላገኘሁም።              | 1 | 2 | 3 | 4 | 5 |
| 5 | የተለያዩ ማስታወቂያዎች /ሚዲያዎች/ ትክክለኛ መረጃ ያቀርባሉብዬ አምናለሁ።                          | 1 | 2 | 3 | 4 | 5 |

2. ስለምርት ገጽታ በተመለከተ

| ተ.ቁ. | የምርት-ብራንድ-መግለጫ  | በጣምአስ ማማለሁ | እስማማለሁ | ገለልተኛ /መልስየለኝ ም/ | አልስማማም | በጣምአል ስማማም |
|------|---|------------|--------|------------------|--------|------------|
| 1    | ስለምርቱ በተለያዩ ማስታወቂያዎች ስለሰማ በቀላሉ የዚያን ምርት ገጽታ ማስታወስ እችላለሁ።            | 1          | 2      | 3                | 4      | 5          |
| 2    | ከላይ ከተገለጹ ትምርቶች በእኔ ላይ መልካም ገጽታ አስቀምጠዋል ብዬ ማለት እችላለሁ።               | 1          | 2      | 3                | 4      | 5          |
| 3    | ለእኔ ቅርብ ለሆኑ ሰዎች ስለምርቱ መልካምነት መናገር /መመስከር/ እችላለሁ።                    | 1          | 2      | 3                | 4      | 5          |
| 4    | ከላይ በተጠቀሱት ምርቶች ላይ የቅርብ ሰዎቼ እናጎረቤቶቼ ላይ መልካም ገጽታ እንዳላቸው መረጃው አለኝ።    | 1          | 2      | 3                | 4      | 5          |
| 5    | ከላይ የተጠቀሱትን ምርቶች /ብራንዶች/ በተደጋጋሚ በመጠቀሚያ ለምርቶቼ የተለየበታ እና እይታ በውስጤ አለ። | 1          | 2      | 3                | 4      | 5          |

**3. ስለምርት ተአማኒነት በተመለከተ**

| ተ.ቁ. | የምርት/ብራንድ/መግለጫ  | በጣምአስማማለሁ | እስማማለሁ | ገለልተኛ/መልስየለኝም/ | አልስማማም | በጣምአልስማማም |
|------|---|-----------|--------|----------------|--------|-----------|
| 1    | በሚቀጥሉት ጊዜያትም ይህንንምርት በተከታታይ እጠቀማለሁ።                                       | 1         | 2      | 3              | 4      | 5         |
| 2    | ስለዚህ ምርት ለሌሎች ሰዎች መናገር እችላለሁ/ እወዳለሁ።                                      | 1         | 2      | 3              | 4      | 5         |
| 3    | እኔ ለዚህ ምርት ታማኝነት ብዬ መግለጽ እችላለሁ።   | 1         | 2      | 3              | 4      | 5         |
| 4    | ይህምርት /ብራንድ/ ለእኔ ከምርትም /ዕቃ/ የተሻለ ቦታ አለው።                                  | 1         | 2      | 3              | 4      | 5         |
| 5    | ይህ ምርት ማህበራዊ ግዴታውን ስለሚወጣና በማህበረሰቡም ዘንድ መልካም ገጽ ታስላለው ምርቱን /ብራንዱን/ አምነዋለሁ። | 1         | 2      | 3              | 4      | 5         |

**4. የምርት ስያሜ /ብራንድ/ መስተጋብርን በተመለከተ**

| ተ.ቁ. | የምርት/ብራንድ/ መግለጫ  | በጣምአስማማለሁ | እስማማለሁ | ገለልተኛ/መልስየለኝም/ | አልስማማም | በጣምአልስማማም |
|------|--|-----------|--------|----------------|--------|-----------|
| 1    | በሕይወቴ ውስጥ በእኔና በዚህ ምርት መካከል በርካታ ቁርኝቶች /ተያያዥነቶች/ አሉ።     | 1         | 2      | 3              | 4      | 5         |
| 2    | ይህንን ምርት በማስታወቂያና ታዋቂ ሰዎች ሲጠቀሙ ስለማየው አምነዋለሁ።             | 1         | 2      | 3              | 4      | 5         |
| 3    | ይህንን ምርት የምወደው የተመረተበትን ቦታ ስለማውቀው /ስለምወደው/ ነው።           | 1         | 2      | 3              | 4      | 5         |
| 4    | ይህ ምርት በስፖርት እንቅስቃሴዎች/በታዋቂ ሰዎች/ ስለተዋወቀ ለምርቱት ኩረት ሰጥቼዋለሁ። | 1         | 2      | 3              | 4      | 5         |
| 5    | እኔንም ሆነ በእኔ ውስጥ ያሉ ነገሮችን ስለሚገልጽልኝ ይህንን ምርት ብዙ ጊዜ እጠቀማለሁ። | 1         | 2      | 3              | 4      | 5         |

## Appendix Four

### List of tables

**sex**

|         |        | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid   | male   | 172       | 45.0    | 57.1          | 57.1                  |
|         | female | 129       | 33.8    | 42.9          | 100.0                 |
|         | Total  | 301       | 78.8    | 100.0         |                       |
| Missing | System | 81        | 21.2    |               |                       |
| Total   |        | 382       | 100.0   |               |                       |

**age**

|         |              | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|--------------|-----------|---------|---------------|-----------------------|
| Valid   | 18-25        | 30        | 7.9     | 10.0          | 10.0                  |
|         | 26-35        | 65        | 17.0    | 21.6          | 31.6                  |
|         | 36-45        | 92        | 24.1    | 30.6          | 62.1                  |
|         | 46-55        | 79        | 20.7    | 26.2          | 88.4                  |
|         | 56 and above | 35        | 9.2     | 11.6          | 100.0                 |
|         | Total        | 301       | 78.8    | 100.0         |                       |
| Missing | System       | 81        | 21.2    |               |                       |
| Total   |              | 382       | 100.0   |               |                       |

**education**

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | informal school   | 7         | 1.8     | 2.4           | 2.4                |
|         | elementary school | 13        | 3.4     | 4.4           | 6.8                |
|         | high school       | 34        | 8.9     | 11.5          | 18.2               |
|         | tvet              | 45        | 11.8    | 15.2          | 33.4               |
|         | diploma           | 60        | 15.7    | 20.3          | 53.7               |
|         | degree            | 121       | 31.7    | 40.9          | 94.6               |
|         | masters degree    | 13        | 3.4     | 4.4           | 99.0               |
|         | phd               | 1         | .3      | .3            | 99.3               |
|         | 9.00              | 2         | .5      | .7            | 100.0              |
| Total   | 296               | 77.5      | 100.0   |               |                    |
| Missing | System            | 86        | 22.5    |               |                    |
| Total   |                   | 382       | 100.0   |               |                    |

**occupation**

|         |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid   | private sector    | 126       | 33.0    | 41.9          | 41.9               |
|         | government sector | 43        | 11.3    | 14.3          | 56.1               |
|         | self employed     | 68        | 17.8    | 22.6          | 78.7               |
|         | engineer          | 4         | 1.0     | 1.3           | 80.1               |
|         | entrepreneur      | 8         | 2.1     | 2.7           | 82.7               |
|         | 7.00              | 52        | 13.6    | 17.3          | 100.0              |
|         | Total             | 301       | 78.8    | 100.0         |                    |
| Missing | System            | 81        | 21.2    |               |                    |
| Total   |                   | 382       | 100.0   |               |                    |

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .859             | .799   | 28         |
|                  |  |            |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .195             | 2          |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .562             | 2          |

**What do you understand usually about brand?**

|         | Frequency        | Percent | Valid Percent | Cumulative Percent |       |
|---------|------------------|---------|---------------|--------------------|-------|
| Valid   | name             | 94      | 24.6          | 31.2               | 31.2  |
|         | labeling         | 81      | 21.2          | 26.9               | 58.1  |
|         | company image    | 47      | 12.3          | 15.6               | 73.8  |
|         | slogan/ motto    | 17      | 4.5           | 5.6                | 79.4  |
|         | package          | 13      | 3.4           | 4.3                | 83.7  |
|         | design           | 15      | 3.9           | 5.0                | 88.7  |
|         | all of the above | 34      | 8.9           | 11.3               | 100.0 |
| Total   | 301              | 78.8    | 100.0         |                    |       |
| Missing | System           | 81      | 21.2          |                    |       |
| Total   |                  | 382     | 100.0         |                    |       |

**Which brand of packed food product comes into your mind first from the following  
packed food products?**

|         |                   | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|-------------------|-----------|---------|---------------|-----------------------|
| Valid   | rani juice        | 68        | 17.8    | 22.6          | 22.6                  |
|         | tuna              | 37        | 9.7     | 12.3          | 34.9                  |
|         | yes mineral water | 32        | 8.4     | 10.6          | 45.5                  |
|         | mama milk         | 81        | 21.2    | 26.9          | 72.4                  |
|         | cocktail biscuit  | 20        | 5.2     | 6.6           | 79.1                  |
|         | coca-cola         | 63        | 16.5    | 20.9          | 100.0                 |
|         | Total             | 301       | 78.8    | 100.0         |                       |
| Missing | System            | 81        | 21.2    |               |                       |
| Total   |                   | 382       | 100.0   |               |                       |

**From question no.2 how do you come to know about this packed food brand?**

|         |                                    | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|------------------------------------|-----------|---------|---------------|-----------------------|
| Valid   | advertising                        | 93        | 24.3    | 30.9          | 30.9                  |
|         | self-judgments                     | 40        | 10.5    | 13.3          | 44.2                  |
|         | its name or logo                   | 57        | 14.9    | 18.9          | 63.1                  |
|         | country image                      | 8         | 2.1     | 2.7           | 65.8                  |
|         | group reference/<br>recommendation | 37        | 9.7     | 12.3          | 78.1                  |
|         | availability & accessibility       | 49        | 12.8    | 16.3          | 94.4                  |
|         | color/ durability                  | 12        | 3.1     | 4.0           | 98.3                  |
|         | other                              | 5         | 1.3     | 1.7           | 100.0                 |
| Total   |                                    | 301       | 78.8    | 100.0         |                       |
| Missing | System                             | 81        | 21.2    |               |                       |
| Total   |                                    | 382       | 100.0   |               |                       |

**Which brand of packed food product do you buy and consume**

|       |            | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|------------|-----------|---------|---------------|-----------------------|
| Valid | rani juice | 60        | 15.7    | 19.9          | 19.9                  |

|                   |     |       |       |       |
|-------------------|-----|-------|-------|-------|
| tuna              | 40  | 10.5  | 13.3  | 33.2  |
| yes mineral water | 28  | 7.3   | 9.3   | 42.5  |
| mama milk         | 85  | 22.3  | 28.2  | 70.8  |
| cocktail biuscut  | 13  | 3.4   | 4.3   | 75.1  |
| coca-cola         | 75  | 19.6  | 24.9  | 100.0 |
| Total             | 301 | 78.8  | 100.0 |       |
| Missing System    | 81  | 21.2  |       |       |
| Total             | 382 | 100.0 |       |       |

**Regards to your daily food consumption, how often do you purchase & consume your preferred packed food product?**

|                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Valid daily              | 19        | 5.0     | 6.3           | 6.3                |
| weekly                   | 2         | .5      | .7            | 7.0                |
| monthely                 | 3         | .8      | 1.0           | 8.0                |
| have no planned schedule | 190       | 49.7    | 63.1          | 71.1               |
| other                    | 87        | 22.8    | 28.9          | 100.0              |
| Total                    | 301       | 78.8    | 100.0         |                    |
| Missing System           | 81        | 21.2    |               |                    |
| Total                    | 382       | 100.0   |               |                    |

**What encourages you to take the decision for purchasing your most preferred packed food brand.**

|                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Valid product shelf life | 13        | 3.4     | 4.3           | 4.3                |
| product quality & test   | 122       | 31.9    | 40.5          | 44.9               |
| price                    | 23        | 6.0     | 7.6           | 52.5               |
| time & energy cost       | 22        | 5.8     | 7.3           | 59.8               |
| brand image & desighne   | 43        | 11.3    | 14.3          | 74.1               |



|         |   |     |       |       |       |
|---------|---|-----|-------|-------|-------|
|         | familability, likability<br>&regulation | 51  | 13.4  | 16.9  | 91.0  |
|         | availabilty                             | 7   | 1.8   | 2.3   | 93.4  |
|         | promised benefits from the<br>company   | 3   | .8    | 1.0   | 94.4  |
|         | social value                            | 13  | 3.4   | 4.3   | 98.7  |
|         | other                                   | 4   | 1.0   | 1.3   | 100.0 |
|         | Total                                   | 301 | 78.8  | 100.0 |       |
| Missing | System                                  | 81  | 21.2  |       |       |
| Total   |   | 382 | 100.0 |       |       |

**Is there any reward that you get by using your preferred food product?**

|         | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid   | yes       | 3       | .8            | 1.0                   |
|         | no        | 298     | 78.0          | 99.0                  |
|         | Total     | 301     | 78.8          | 100.0                 |
| Missing | System    | 81      | 21.2          |                       |
| Total   |           | 382     | 100.0         |                       |

**For the above question no.7 if your response is "yes" what are the rewards  
that you get from the brand or the brand owner company?**

|         | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|---------|-----------|---------|---------------|-----------------------|
| Valid   | free gift | 3       | .8            | 1.0                   |
|         | other     | 298     | 78.0          | 99.0                  |
|         | Total     | 301     | 78.8          | 100.0                 |
| Missing | System    | 81      | 21.2          |                       |

|       |     |       |  |
|-------|-----|-------|--|
| Total | 382 | 100.0 |  |
|-------|-----|-------|--|

**Descriptive Statistics**

|  | N   | Mean   | Std. Deviation |
|--|-----|--------|----------------|
| Advertisements from TV, Radio, Print and Internet have an effect on me to know about the product | 301 | 2.2027 | 1.07492        |
| I have heard about the product from one of the above sources                                     | 301 | 1.9203 | 1.04576        |
| I believe adverts of different medias are real & I can believe them                              | 301 | 2.1030 | .95883         |
| I didn't get a fake product after I heard their advertisement from the TV, radio or print        | 301 | 1.7209 | .68934         |
| I believe medias have a responsibility of giving a real advertisement                            | 301 | 1.9070 | .91541         |
| Valid N (listwise)   | 301 |        |                |

**Descriptive Statistics**

|  | N | Mean | Std. Deviation |
|--|---|------|----------------|
|--|---|------|----------------|

|  |     |        |        |
|--|-----|--------|--------|
| When I heard an advert or any brand stimuli, I can remember the brand image easily                 | 301 | 1.8272 | .80626 |
| I can say that those brands have a good image for me   | 301 | 1.4020 | .49112 |
| I would tell to my nearest ones about the goodness of those brands                                 | 301 | 1.5914 | .79317 |
| I have an information that those brands have a good image for the persons and neighbors near to me | 301 | 1.9203 | .91303 |
| Due to repetition of using those brands I have a strong feeling and view for those brands          | 301 | 1.0764 | .39683 |
| Valid N (listwise)   | 301 |        |        |

**Descriptive Statistics**

|  | N   | Mean   | Std. Deviation |
|--|-----|--------|----------------|
| I would continue to use this brand for the next time | 301 | 1.8206 | .63328         |
| I like to talk to other people about this brand      | 301 | 2.0797 | .80433         |
| I consider myself loyal to this brand                | 301 | 1.9369 | .76114         |

|  |     |        |         |
|--|-----|--------|---------|
| This brand is more than a product to me                | 301 | 2.4219 | 1.01228 |
| I usually trust this brand because of the social image | 301 | 1.6146 | .57531  |
| Valid N (listwise)                                     | 301 |        |         |

**Descriptive Statistics**

|  | N   | Mean   | Std. Deviation |
|--|-----|--------|----------------|
| I can have many connections or associations between me and this brand in my life                                     | 301 | 1.8505 | .77947         |
| I usually trust this brand because of the advertisement with celebrity and famous peoples.                           | 301 | 2.4718 | .88884         |
| I like this brand because of its origin.   | 301 | 1.6246 | 1.09328        |
| I have noticed this brand with celebrity and sport endorsements, well known and admired people to promote a product. | 301 | 1.8007 | .69292         |
| I use this brand to define and express the 'I' and "me" within myself.   | 301 | 2.1894 | .78784         |
| Valid N (listwise)   | 301 |        |                |

**Excluded Variables<sup>a</sup>**

| Model | Beta In | t                  | Sig.  | Partial Correlation | Collinearity Statistics |      |
|-------|---------|--------------------|-------|---------------------|-------------------------|------|
|       |         |                    |       |                     | Tolerance               |      |
| 1     | BI      | .098 <sup>b</sup>  | 1.872 | .062                | .108                    | .988 |
|       | BL      | .214 <sup>b</sup>  | 3.697 | .000                | .209                    | .783 |
|       | BA      | .033 <sup>b</sup>  | .482  | .630                | .028                    | .595 |
| 2     | BI      | .078 <sup>c</sup>  | 1.516 | .131                | .088                    | .976 |
|       | BA      | -.014 <sup>c</sup> | -.202 | .840                | -.012                   | .574 |

a. Dependent Variable: CBB

b. Predictors in the Model: (Constant), ADV

c. Predictors in the Model: (Constant), ADV, BL

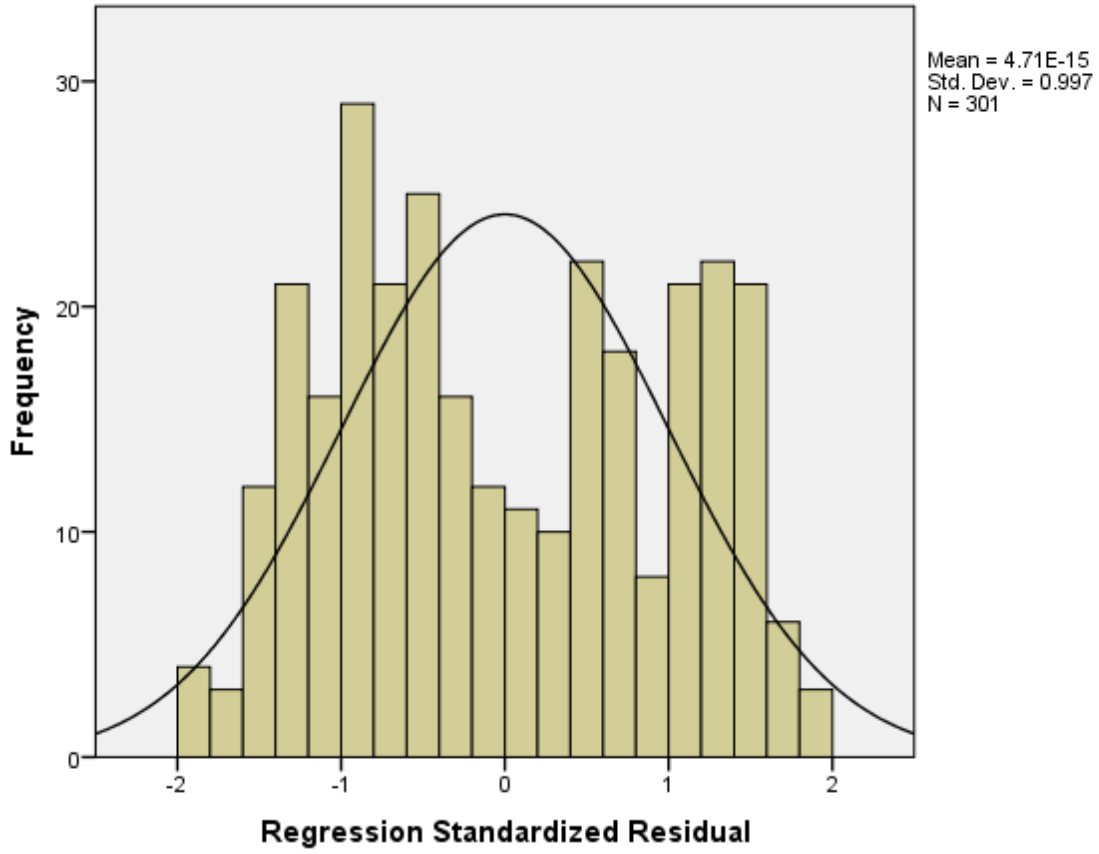
**Residuals Statistics<sup>a</sup>**

|                      | Minimum  | Maximum | Mean   | Std. Deviation | N   |
|----------------------|----------|---------|--------|----------------|-----|
| Predicted Value      | 2.9726   | 7.6104  | 3.6296 | .53300         | 301 |
| Residual             | -1.90247 | 2.00718 | .00000 | 1.00923        | 301 |
| Std. Predicted Value | -1.233   | 7.469   | .000   | 1.000          | 301 |
| Std. Residual        | -1.879   | 1.982   | .000   | .997           | 301 |

a. Dependent Variable: CBB

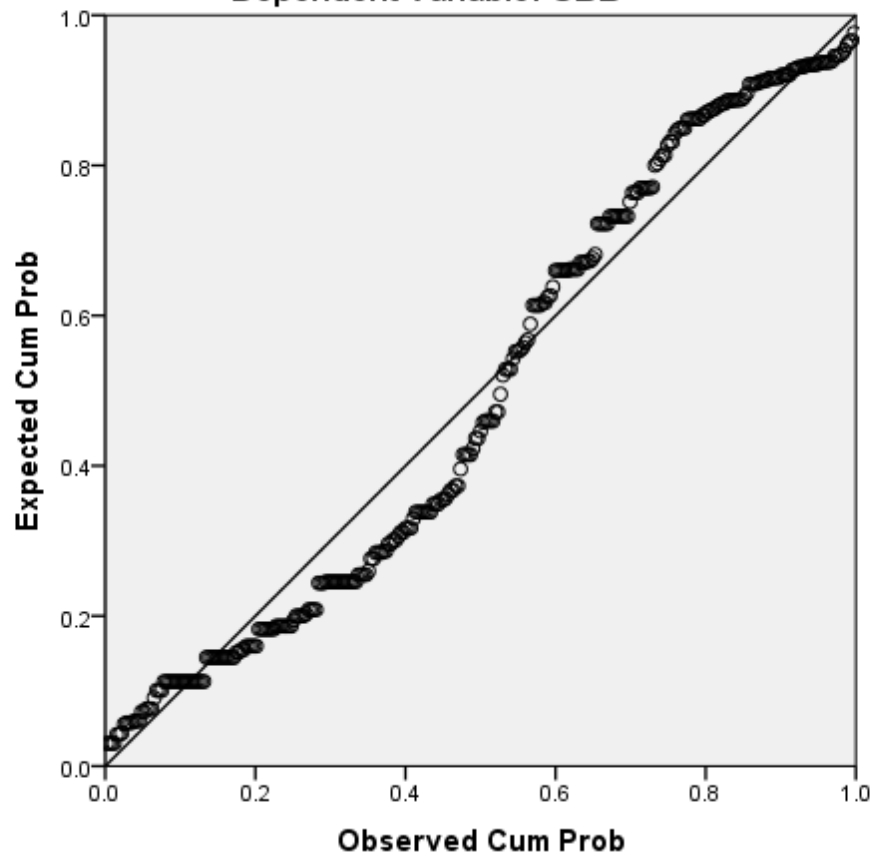
# Histogram

Dependent Variable: CBB



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: CBB



**Correlations**

|                     |     | CBB   | ADV   | BI    | BL    | BA    |
|---------------------|-----|-------|-------|-------|-------|-------|
| Pearson Correlation | CBB | 1.000 | .427  | .144  | .366  | .291  |
|                     | ADV | .427  | 1.000 | .111  | .466  | .636  |
|                     | BI  | .144  | .111  | 1.000 | .147  | -.094 |
|                     | BL  | .366  | .466  | .147  | 1.000 | .424  |
|                     | BA  | .291  | .636  | -.094 | .424  | 1.000 |
| Sig. (1-tailed)     | CBB | .     | .000  | .006  | .000  | .000  |
|                     | ADV | .000  | .     | .028  | .000  | .000  |
|                     | BI  | .006  | .028  | .     | .005  | .053  |
|                     | BL  | .000  | .000  | .005  | .     | .000  |
| N                   | BA  | .000  | .000  | .053  | .000  | .     |
|                     | CBB | 301   | 301   | 301   | 301   | 301   |
|                     | ADV | 301   | 301   | 301   | 301   | 301   |
|                     | BI  | 301   | 301   | 301   | 301   | 301   |
|                     | BL  | 301   | 301   | 301   | 301   | 301   |
|                     | BA  | 301   | 301   | 301   | 301   | 301   |

**Model Summary<sup>b</sup>**

| R                  | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               |
|--------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
|                    |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| .7473 <sup>a</sup> | .6224    | .6124             | .901207                    | .6124             | 21.381   | 4   | 296 | .000          |

a. Predictors: (Constant), BA, BI, BL, ADV

b. dependent Variable: CBB

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 87.600         | 4   | 21.900      | 21.381 | .000 <sup>b</sup> |
| Residual     | 303.190        | 296 | 1.024       |        |                   |
| Total        | 390.791        | 300 |             |        |                   |

a. Dependent Variable: CBB

b. Predictors: (Constant), BA, BI, BL, ADV



**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.  |      |
|------------|-----------------------------|------------|---------------------------|------|-------|------|
|            | B                           | Std. Error | Beta                      |      |       |      |
| (Constant) | .305                        | .433       |                           | .704 | .482  |      |
| 1          | ADV                         | .846       | .188                      | .316 | 4.506 | .000 |
|            | BI                          | .265       | .176                      | .081 | 1.508 | .133 |
|            | BL                          | .732       | .216                      | .202 | 3.394 | .001 |
|            | BA                          | .028       | .167                      | .011 | .165  | .869 |

a. Dependent Variable: CBB