ST. MARY'S UNIVERSITY
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Factors Affecting Consumers` Brand Preference of Electrical Cable Products in Addis Ababa, Ethiopia

By

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ADDIS ABABA, ETHIOPIA

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA)

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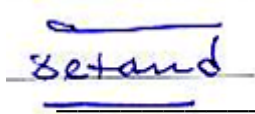
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DECLARATION

I, declare that this thesis entitled **"Factors affecting consumers` brand Preference of Electrical Cable products in Addis Ababa, Ethiopia"** is my original work prepared under the guidance of GETIE ANDUALEM, PhD. Professor. I further confirm that the thesis has not been presented for a degree in any other university. All sources of materials used for the thesis have been duly acknowledged.

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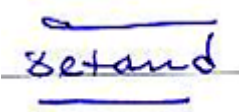
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ENDORSEMENT

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

GETIE ANDUALEM, PhD.ASSO. Professor   _____

                                                          Advisor Signature

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Table of Content

ACKNOWLEDGEMENTS

List of Tables

List of Figure

List of Abbreviations (Acronyms)

GDP: - Gross domestic product

GTP: - Growth Transformation Plan

CSA: - Central Statistics Agency

EMI: - Ethiopia Metal Institution

SPSS: - Statistical Package for the Social Sciences,

AOR: - Adjusted odds Ratio (e^{β}),

C.I:- Confidence Interval

CIF: - Cost, insurance, and freight

LV: - Low Voltage

Abstract

The main objective of this study is to examine the Factors affecting consumer *electrical cable preference for foreign producer versus local producer brand specifically in Addis Ababa. Factors such as brand name, price, durability, advertisements, packaging, availability, service quality and social value were used as independent variables. Sample sizes of 281 structured questionnaires were distributed to electrical cable products consumers to elicit information from the sampled respondents in the city of Addis Ababa. Convenience sampling technique was used to select he 281 samples. The data collected using a structured five point Likert scale was analyzed using descriptive statistic and inferential statistics was used. Descriptive statistics was used to summarize data related to general information and inferential statistics including correlation and regression analyses was employed to determine the relationship among study variables. Brand name, price, durability, advertisements, packaging, availability, service quality and social value showed a significant and positive contribution to electrical cable brand choice of consumers in Addis Ababa. The findings of the study also showed that Most of respondents were influenced by brand image to choose from electrical cable products available in the market. Local electrical cable products were more preferred brands as compared to foreign brands imported into Ethiopia. Finally, local electrical cable producers are recommended to concentrate on popular brand names and well-designed electrical cable products that will elicit customer interest and promote Company Good Will.*

Key Words*: brand choice, model of buying behavior, brand name, Price, Durability, Advertisements, Packaging, Availability, Service Quality and Social Value*

CHAPTER ONE

INTRODUCTION

This chapter of the study serves as the general introductory to the entire project. In specifics it focuses on the background of the Study, background of the industry, statement of problem, research question, and objectives of the study, research hypothesis and definition of terms. Furtherance from the above, it also covers the scope of research and significance of the study. Finally, the chapter culminates with the organization of the study.

1.1 Background of the Study

There has been a long standing interest from marketers to understand how consumers form their preferences toward a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of consumer choices leading to efficient market segmentation strategies. However, forecasting consumer's preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction (Fishbein, 1965).

Brand preference can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand. Understanding the brand preference of consumers' will dictate the most suitable and successful marketing strategies. (Mohan, 2016)

A brand shows the meaning and direction of any product and identify product with due to time and space. Brand may have several components including brand name, brand image, logo, design, packaging and promotion. Brand choice or brand behaviors are the words which are used interchangeably for brand preference which means that to identify the consumer choice among different brands. Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time (Ghose and Lowengart, 2013). For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer' experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived

risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (Kotler et al, 1999).

1.2 Background of the Industry

The Ethiopian construction sector and Government Electrical project of the country has undergone tremendous changes and development in recent years. The contribution of the construction sector to the GDP during the period 2001 – 2010 have been growing at annual average growth rate of 13 percent which is above the average annual growth rate of real GDP during the period under consideration (11.4 %), indicating a rise in the share of the construction sector within the overall economy. Moreover, during the GTP period (2010 – 2015), the construction sector is expected to grow at annual average growth rate of 20%. One of the critical factors is identified to be economic growth leading to growth of the construction sector. According to the government's "Growth and Transformation Plan" during the period 2010 – 2015 the GDP of the country is expected to grow at a minimum average annual growth rate of 11.2%. (as based of *CSA's Large and Medium Manufacturing & Electricity Industries Survey*).

Cable manufacturing and selling business in Ethiopia is largely dominated by local companies' .With the intention of protecting local cable manufacturers, Ethiopian government has introduced an additional duty of 30% for cable and Wire imports. The manufacturing goes to both the public and private market. Accordingly, from the supply point of view, the market is supplied with 65% from imported products and 35% from the local source. Any importer has to import and trade cables by paying additional duty of 30%. The Import of copper for manufacturing and finished product is approximately USD 1.3 Million in Ethiopia and the volume is 7500 Metric Tons per annum. (As based Import statistics of Ethiopian Revenue and Customs Authority 2012, "2019/20"). All Nine cables and wire manufacturing BMET CABLE, ELSEWEDY CABLE, EURO CABLE, BELAYAB CABLE, METEC, POWER BLUE NILE, ADDIS CABLE FACTORY, EASTERN CABLE and HS CABLE companies are 3000 direct employees are depending on the cable industry in Ethiopian. Due to government policies to protect local manufacturers, they are dominating the market and few imports are available. Imported volumes are negligible when compare with the large local volumes. Except few players, all other manufacturers are manufactured cables in accordance with the Ethiopian Standards policy. Usually it is calculated the market size based on copper importation to Ethiopian as different country source. Usually it is reported that initial investment and the lack of expertise in relation to the industry practices as main barriers to enter to the market.

The Ethiopian Electrical Manufacturer Production they produce Different type of production the Energy cable (wire, Low Voltage, Medium Voltage, High voltage) are 820 size of cross section, Fiber Optic cable are 50 size of cross section & Copper Telecom cable 129 size of cross section produce they use of row material are Copper & Aluminum cable in Ethiopia

The country's requirement of electrical wire and low voltage (LV) cables is supplied through import and local production.

1.3 Statement of the Problem

The brand preference research has been through probability models to quality the impact of marketing mix variables as a predictor of brand preference of cable consumers. The paper is set to examine the factors affecting consumers which were used by Gabriel (2001): Brand name, Price, Durability, Advertisement, Packaging, Product availability, Service quality & Social Value in making a particular brand preference in the cable category. The cable industry is an important segment of the economy in any country as it links industries. It is the key driver of any growing economy. It plays an important role in growing the economy in each country and one way to strengthen the industry is to improve consumer insight into Electrical cable buying behavior.

Besides, competitive pressure of Electrical cable manufacturer companies arising in Ethiopia has led the manufacturer to look for an edge to be competitive in cable industry. Both the Foreign & Local Investors invest to in Ethiopia Electrical cable manufacturer are competing to get attention from the consumers. Therefore, the objective of this study is to identify the factors influencing consumer buying behavior while buying Electrical Cable.

From different ground consumers prefer is limited to few brands from a range of brands available in the market. As various studies explained, the brand preference of consumers might be affected by marketing strategy of firms. Moreover, consumers may have their own choice criteria in selection of a particular brand from a set of brands in a given product category. This shows it is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice. In most product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumers existing preference set.

There are minimum number international journals and studies in Ethiopia that's try to show the customer preference regarding buying electrical cable for their, House Builders own purpose, Building for Government and private sectors and Government they use Power and Energy programs in the country.

Thus from the above ground, there is scanty of literatures in the study setting regarding factors affecting consumers brand preference. Therefore, this study is conducted to identify the underlying factors of consumers brand choice it will lead them to formulate a better marketing programs. The main research question of the study is determining factors that affect brand choice of electrical cable buyers in Addis Ababa Under this main research question, the following specific   research questions were addressed;

1.4 Research Question

This study attempted to answer the following main and sub- research questions.

1.4.1 Main research question

- What are the factors that affect the brand preference of Electrical cable customer buyers?

1.4.2 Sub-Research question

- Which determinant factors more significantly affect Preference of cable brand?
- Do local or foreign brands are the most preferred in Addis Ababa?
- Is there a significant relationship between brand name, advertisement, durability, Service quality, packaging, product availability, price and Social Value on cable brand preference?

1.5 Objective of the study

1.5.1 General objective of the study

The general objective of this study is to examine the factors affecting consumers' cable brand preference.

1.5.2 Specific objective of the study

The researcher will focus on the following specific objectives:

- ✓ To identify the brand preference of cable consumers.
- ✓ To examine the factors which are affecting brand preference for cable consumer.
- ✓ To investigate the relationship between brand name, advertisements, durability, Service quality, packaging, price, product availability and Social Value on cable brand preference?

1.6 Definition of Terms

Operational Definition of Terms

- **Brand:** is a name, term, sign, symbol, design, or a combination of these that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors *(Principles of Marketing, 16ᵉ, Kotler and Armstrong, 2016).*

- **Brand Preference:** It is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available *(Dibb S., Simikin L., Pride W.M., and Ferrell O.C. (2006)).*

- **Brand name:** It is the name that is given to a certain product so as to distinguish it from other. A brand name or trade name is a name (usually a proper noun*)* applied by a manufacturer or organization to a particular product or service. *(Aaker 1996, 69 & 94, 109-110).*

- **Price:** is one of the most flexible elements in the marketing mix, as unlike distribution channel or product feature, prices can be changed quickly *(Kotler and Armstrong 2009, pp. 261-263).*

- **Advertisement:** Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media *(Kotler & Keller, 2012).*

- **Durability (product quality):** Product quality means to incorporate features that have a capacity to meet consumer need (wants) and gives customer satisfaction by altering products (goods) to make them free from deficiencies or defect *(Kotler et al. 2005).*

- **Packaging:** is the buyer's first encounter with the product. A good package draws the consumer in and encourages product choice *(Kotler& Keller, 2012).*

- **Product Availability:** is perceived negatively, it influences purchase intentions via perceived feasibility, irrespective of consumer involvement *(Michael A. Kamins, publish Article in Marketing Letters · September 2013).*

- **Service quality:** *is* any intangible act or performance that one party offers to another that does not result in the ownership of anything" *(Kotler & Keller, 2009, p.789).*

- **Social value.** Community and sociality has started to become an important topic of discussion among social scientists and philosophers *(Lasch, 1991).*

1.7 Significance of the study

The result of the study will contribute to the understanding of the relationship between the identified factors (brand name, advertisements, durability, Service quality, packaging, price, product availability and Social Value) and brand preference of Cable. Electrical cable market in Ethiopia is growing rapidly. Different electrical cable brands are introducing to the market and at the different time, demand is increasing. The introduction of various brands will lead to tight competition, which in turn make consumers to face brand choice decision in the market. In such a situation, it becomes necessary for manufacturers to understand the major factors attracting buyers to one's own brand, so that they can succeed in the market and win the competition. A clear understanding of the factors that influence brand preference is critical to ensure that a company's branding and marketing efforts are matched with the needs of buyers. Therefore, this study can help marketers to design a better marketing strategy by identifying the factors that determine buyers brand preference Thus; the study will have a theoretical contribution in the area of product purchase decision and buyers brand preference criteria in the context of Ethiopian market specifically in Addis Ababa. Furthermore, the study will give insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.8 Delimitation of the study

The scope of the study is limited to Addis Ababa, capital city of Ethiopia with the subject matter of customers' brand preference regarding cable in view of factors reside by Gabriel (2001). This geographical limitation is not only chosen because of time, access and cost restriction, but also it is believed that a considerable number of Electrical cable users are available in Addis Ababa. The duration in which data will be collected through employing developed questionnaires will in February 2021. More specifically data were collected from the manufacturer and customer of electrical cable by distributing structured questioners that are related with the main variables the researcher wants to touch within convenient time for the respondents.

1.9 Organization of the Study

This study will be organized into five chapters:

The chapter first is dedicated to the background to the study, statement of the problem, research objectives, research questions, research hypothesis, significance of the study, scope and limitation of the study and organization of the study.

Chapter 2 provides the literature review which composed of theoretical, empirical research regarding the topics and concepts framework.

Chapter 3, which is about elaborates methodology of the research, presents the research design employed, the sampling, data collection methods, and the data analysis method and technique that are used in the study.

Chapter 4 discuss in detail the findings of the study on the result of the data collected and analysis will made using the statistical tools stated in the research methodology part.

Finally Chapter 5 provides a summary the findings, conclusions, recommendations and limitations of the study.

CHAPTER TWO
REVIEW OF RELATED LITERATURE

INTRODUCTION

This chapter provides an insight to readers about the theoretical reviews, empirical reviews and the conceptual framework of the study is presented at the end of this chapter.

In the developing countries the variety of imported goods available is considered making competition in the domestic markets becoming more rigorous and providing more choices to consumers *(Abu Bakar, 2011).*

Products developed in one country are finding enthusiastic acceptance in other countries. Many companies have conducted international marketing for decades. But global competition is intensifying and domestic companies that never thought about foreign competitors suddenly find these competitors in their backyards *(Kotler, 2000).*

Therefore, understanding domestic market needs is an important task in developing strong customer relationship, but it is not enough to gain competitive advantage. Companies must use this understanding to design market offers that deliver more value than the offers of competitors seeking to win consumers preference.

2.1 Theoretical reviews

Over the past few years, brands have increased in importance. A distinguishing tool of the companies' products or services is the branding. The theme or combination of themes, that can be associated to brands, such as the trademark, logo, name, identity, image, personality, value and evolving entity, create the brand *(De Chernatony and Riley, 1998).* In general, marketing is defines as a consumer-based process that permeates organizational functions and processes, and it balances the companies' objectives and customer satisfaction. Branding is a marketing tool perceived to be important for both the company and consumer. Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights *(Kotler et al., 2009).* This differs from other assets such as patents and copyrights that have expiration dates. If a company treats a brand only as a name, it misses the point of branding. The challenge in branding is to develop a deep set of meanings for the brand. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands. *(Kotler et al, 1999)*

For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer' experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (*Aaker, 1998; Kotler et al., 2009*). What consumers expect from the brand is crucial to shaping their preferences and determining their choices. Therefore, it is important for companies to build their brands based on the consumer's expectations of the brand.

Brand preference has been conceptualized in many ways in the marketing literature. In some studies, brand preference has been equated with brand loyalty (*Rundle-Thiele and Meckay 2001*). In other studies, it has been evaluated as a precursor to brand loyalty *(Odin et al. 2001).* Brand preference is typically viewed as an attitude in which the consumer has a predisposition toward one or more brand. Ben-Akiva and others (1999), define preference as comparative judgment between entities. This definition is used as a basis for distinguishing brand preference as a comparative judgment between a set of brand s which leads to more favorable attitude toward one or more of the brands. Consumers appear to have high willingness to pay for particular brands, even when the alternatives are objectively similar. The majority of consumers typically buy a single brand of beer, cola, or margarine *(Dekimpe et al., 1997),* even though relative price vary significantly over time, and consumers often cannot distinguish their preferred brand in blind taste *(Thumin, 1962).*

2.1.1 Concept of Branding

Brands are not new to marketing. Historically, the concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals *(De Chernatony and McDonald, 2003).*

Brand definitions are numerous; different authors provide their own explanation towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives. *Keller (2004),* define brand as a perceptual entity rooted in reality, but it is also more than that reflecting the perceptions and perhaps even the idiosyncrasies of consumers.

This definition states that brand is what resides in the minds of consumers and the ultimate goal of all efforts in creating a brand is creating a perceived value of products and services in the minds of consumers. *Kapferer (2008),* support Keller's definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). The above definitions have something in common which explain what a brand is. Brand is an added value, which identify and differentiate a product from other brands/products. Moreover, brand will be meaningful when consumers able to create a mental association in their mind.

2.1.2 Brand Preference

Brand preference is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Selective demand for a company's brand rather than product, the degree to which consumers prefer one brand over another. The percentage of people who claim that a particular brand is their choice. It represents which brands are preferred under the assumption of equality of price and availability. *(Amadi and Ezekiel, 2013)* Because brand preference is indispensable in highly competitive businesses, practitioners and researchers have long spotlighted the concept. The term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available *(Dibb et al., 2006).* However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand *(Dibb et al., 2006).*

Customers form brand preferences to reduce the complexity of the purchase decision process *(Gensch, 1987).* The process of forming brand preference involves, first, being exposed to many brands, followed by a complex purchase decision process. Customers often delete some product brands from their memory; then, among remaining brands of products, customers memorize the brands of products they would consider purchasing in the future *(Roberts & Lattin, 1991).* In every product category, consumers have more choices, more information and

higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer's existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant management strategy. *(Amadi and Ezekiel, 2013)*

2.1.3 Brand preference and Consumer Choice

In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer's existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant management strategy (Kotler, 2012).

Theories of adoption have often been use to explain how consumers form preference for various goods and services (Rogers, 1995, Tornasky and Klein, 1982; Mason, 1990; Charlotte, 1999). Generally, those theories emphasize on the importance of triability, relative advantage, risk, lost, social approval, product characteristics. Equally, several studies have long speculated that brand preference could be a function of past consumption which could enter expected utility directly (Becker and Murphy, 1988).

Through switching cost (Klemperer, 1987) or through beliefs about quality (Schmalensee,1982). It could depend on past exposure to advertising (Schmalensee, 1983, Doraszelski and Mankovich 2007), or past observations of the behavior of others as in Ellison and Fundenberg (1995). At the extreme, brand preference could be entirely determined by experience in childhood (Berkman, Lindquist and Sirgy, 1997). All have tremendous impact on the position of our brand in the consumers preference set, but the relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the consumer of different brands.

2.1.4 Consumer Buying Decision Process

It is the process by which consumers decide what to buy, what quantity to buy, at what frequency, and at what price. If a person goes through this process, he or she normally passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase decision

- **Problem Recognition:** The buying decision process starts when the consumer becomes conscious of a problem or need. These problems or needs are triggered by external or internal stimuli. Internal stimuli are the needs which come from the person

himself or herself and become a driver when they have reached a threshold level. In contrast, external stimuli come from outside sources including friends, family, and marketing information. (Kotler & Keller, 2016, p. 195)

- **Information search:** The search process is very crucial for the decision-making. The information search can be distinguished between two levels of engagement. Heightened attention is the level a person becomes more accessible to information regarding a brand, product or service. The next level is called an active information search. At this stage a person is looking for more specific information by reading materials, phoning friends or directly visiting stores. Consumers turn to several information sources such as personal, commercial, public, and experiential sources. Each source performs a different amount of information and influence the buying decision process. The highest amount of information can be gained from commercials that are directly from the brand itself, nevertheless, consumers often prefer personal or experiential sources as they are independent authorities. (Kotler & Keller, 2016, p. 196)

- **Evaluation of alternatives:** After gathering enough information about a brand, a consumer begins to think about alternatives or substitutes in the market. They will pay the most attention to attributes that will deliver post-purchase benefits. In the expectancy-value model a consumer evaluates products and services by combining their attitudes and beliefs towards the brand. (Kotler & Keller, 2016, p. 197)

- **Purchase decision:** In the evaluation stage a consumer considers a preference among the brand choices which is called the purchase intention. However, two general factors can intervene between the purchase intention and the final decision. The attitudes of others have a strong influence on the customer's decision. The final decision depends on the intensity of the other person's negative attitude toward the preferred brand and how close the person is to the consumer. The other factor is unanticipated situational events such as functional or financial risks that may change the purchase intention. (Kotler & Keller, 2016, p.199)

- **Post-purchase decision:** A brand should supply beliefs that reinforce the consumer's choice and help him or her to have positive feelings about their choice. When the brand matches the customer's expectations, he or she will be satisfied and will more likely re-purchase the same brand again. Moreover, satisfied consumers have more

positive experiences about a brand and tend to recommend it. (Kotler & Keller, 2016, p. 200)

2.1.5 Consumer Buying Behavior

The modern market consists of a big variety and diversity of packages, designs, products, goods, and services. It develops and innovates daily and makes improvements in strategies permanently. However, it would not put so much effort into the development if the consumer and the overall society would not need and require new products, product ideas and functions. The market is the dependable sector of industry and the consumers are only one indispensable element of market performance which allows the industries to exist and grow. In order to create an appropriate product or service, companies need to understand the consumers, their behavior and perception, and to meet their needs and requirements.

Consumer behavior is the process involved when individuals or groups of people select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon & Bamossy & Askegaard & Hogg 2010). There are different people with different roles who are involved in this process: the purchaser, whose function is to buy the product or service; the user who uses the actual product or service; and the influencer who provides information and recommendations for or against the product or service without buying or using it. Understanding consumer behavior is not simple. However, studying consumer behavior is crucial factor for companies „success. Marketers, considering that, dedicate a lot of efforts in trying to specify the exact needs and wants for their customers and target markets, they also try to determine the best product characteristics that can satisfy the target market from the consumers own perspective. (Solomon & Bamossy & Askegaard & Hogg 2010, pp.6 - 7.)

2.1.6 Managing Customer Expectation

One key to any successful brand is customer satisfaction, however, consumers form specific expectations from various sources such as past experiences, advertisement campaigns, word-of-mouth, and individual consumer needs. Thus, expectations set the basis for customer satisfaction which, in turn, affects customer loyalty. In general, if the actual service received is different from the expectations a person brings with, customers are dissatisfied. This difference leads to a gap between the expected service and the perceived service. There is some critical brand behaviour that causes consumers to switch brands due to dissatisfaction. These factors can be, for example, pricing, inconvenience, service failures, competition, and ethical

problems. Successful brands add benefits to their products not only to satisfy consumers but to surprise them by exceeding expectations in order to build long-term relationships. (Grönroos, 1990, p. 25-48; Kotler & Keller, 2016, p. 439-440)

2.1.7 Service Quality Gap

John Jantsch, a US author, once said: "*Customer service is an opportunity to exceed your customer's expectations.*" According to Grönroos (1990, p. 59) there is a service-quality model that highlights the main requirements for delivering high service quality and identifies five gaps that prevent successful delivery:

- **The gap between consumer expectation and management perceptions** exists because the management does not always realize what consumers want due to inaccurate marketing research. The management needs focus on relationships to already existing consumers rather than to new customers. Moreover, the company must understand what features are linked to high quality, what features a service must have in order to meet the customer's needs, and what level of performance those features must have in order to deliver a high quality service.

- **The gap between management perception and service quality specifications** arises if management does not set a clear goal or specific performance standard. The critical point here is to overcome market fluctuations with connected resource constraints, and the possible absence of management commitment.

- **The gap between service quality specifications and service delivery** occurs due to the variability in employee performance and a lack of internal marketing. Very essential is the central role of the contact person. If he or she is poorly trained or unwilling to meet performance standards, it will affect the quality perception of consumers

- **The gap between service delivery and external communication** exists if a brand is not able to meet its promises given through all forms of communication and cannot satisfy customer expectations. If brand promises are exaggerated or information is missing via external communication, consumers are dissatisfied and the service quality perception of customers will be poorly affected.

- **The gap between perceived and expected service** is a result of misperceiving the service quality and leads to negative word-of-mouth. Judgments on the brand depend on how consumers perceive the actual service performance obtained in the context of

what they have expected before. (Grönroos, 1990, p. 54-69; Zeithalm, Bitner & Gremler, 2009, p. 31-46)

2.1.8 Service Quality Criteria

Based on the model, there are five criteria consumers use for evaluating service quality in descending order of importance:

- **Reliability** is the ability to perform the service dependably and accurately, keeping the given promise.

- **Responsiveness** is the willingness to help customers and to provide prompt service. The level of responsiveness is judged based on the speed of services such as mailing or calling a consumer quickly. Hence, it includes flexibility and the ability to adapt quickly to specific customer needs.

- **Assurance** is the knowledge and courtesy of employees and their ability to communicate trust and confidence. It is important that employees are skilled to treat customers with respect and make the brand trustworthy.

- **Empathy** means caring and providing individualized attention to customers. Giving individual attention to every consumer leads to the feeling that the company understands the customer's needs and wants.

- **Tangibles** refer to the appearance of physical facilities, equipment, staff, and communication materials. It is especially important for new customers to underline the brand image, quality, and added value to build a long-term relationship. (Kotler & Keller, 2016, p.442; Parasuraman, Zeithaml & Berry, 1985, p. 41-50; Zeithalm, Bitner, & Gremler. 2009, 100-115)

2.1.9 Factors determine the brand preference of Customer

Although, many studies have been conducted in various product categories, literature on brand preference specifically cable in Ethiopia is relatively insignificant. Thus, considering different studies conducted in different product categories for the selection of relevant variables/factors for this research. Therefore, in this study, eight variables are considered; Brand name, Price, Durability, Advertisement, Packaging, Product availability, Service quality & Social Value

- **Brand Name**

A brand name implies a certain quality and consumers are willing to pay for well-known brands even if they cost a little more. (*Kotler and Keller, 2016*) Brand names tell the buyer some-

thing about product quality. Buyers who always buy the same brand know that they will get the same quality each time they buy. (*Kotler et al, 1999*). Brand name creates a value for brand benefits. Different brands have different position and customer segments. The meaning of symbolic of cable brand can convey the image of consumer desire.

- **Price**

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations *(Keller, 2003);* represents what is sacrificed by consumers to obtain a product *(Zeithaml, 1988).* According to Dharma raj and Siva Subramanian, (2011) and Gabriel, (2001), Price plays a major role in influencing consumer's brand preference. Price is related to the brand value and not to the brand function or performance, and is a particularly important attribute in brand selection. Moreover, in the classical economic theory based on consumer rationality, price is an important constraint in utility maximization. In making a brand purchase decision, consumers give high weight to price as an important attribute that determines their preference, than assigning its attribute level *(McFadden, 1996).* Ares et al. (2009), stated that the liking and purchase of a product depends on more than just the sensory details. Non-physical details such as brand and price influence consumers' decisions. Price has been interpreted as a determiner of quality, according to Jacoby, Olson, and Haddock (1971). Price is "concrete and measurable," so the consumer trusts it more than most cues concerned with quality. However, Ares et al. (2009) suggested that higher price could have one of two effects on consumer preference: it could cause the product to seem higher in quality, or it could make the product less desirable because of the extra expense. A study by Krutulyte, Costa, and Grunert (2009) showed that price's reliance as an indicator of quality varies by culture. Whatever effects price may have on quality perception are overshadowed by the effects of brand name. Attiya Kanwal (2011) pointed out that there are various factors which influence consumer purchase decision. The price of a brand plays a fundamental role in the consumer's choice of brand. If a brand is priced too high then a consumer will avoid it. The price of a brand is an indication of the quality of the brand as well. The country of origin of products is another cue used as a sign of quality of a product. Products from developed countries are perceived to be of better quality. Other factors include fashion, family and friends, brand name, availability, advertising campaigns etc.

- **Durability**

According to Dr. S. T. Foster, a professor at Boise State University it is one dimensions of quality. And like most of the other quality dimensions, durability is a transcendent, product

based, user based, manufacturing based, and value based concept. Also he describes durability as "the degree to which a product tolerates stress or trauma without failing." (Foster P6). Like the other dimensions of quality, it is easier to plan durability into a products design and manufacturing process than it is to alter the finished product. There are many ways to increase a product's durability. You can increase it by using durable parts and modules in your product. Another way to increase durability is to use redundancy. Redundant parts can vastly increase durability; however, it will increase the products weight and cost as well. And finally another way to increase durability is to design a product for the most demanding user, that way to the average user the product appears to be very durable. When designing a product and its durability, you should design with your product base, user base, manufacturing base, and value base in mind.

- **Advertising**

Advertising can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people (Kotler and Keller, 2016). Dr. Brehanu and Shimeles (2015) stated, advertising is a dominant and leading weapon in all marketing tools due to its positive impact on consumers' buying behavior. It is an attractive way to communicate and convey the message to the audience. Brand has been cited among the "most important non-sensory factors affecting consumers' preference decisions of cable products" (Varela et al., 2010). According to Keller (1998), brand is seen as a "promise, a guarantee or contract with the manufacturer and a symbolic mean and sign of quality" (as cited in Varela et al, 2010). Brand is communicated to the public through advertising. Advertisers spend millions of dollars each year to familiarize the public with their brand images, defined by Jacoby, Olson, and Haddock (1971) as the "subjective, emotional cluster of meaning and symbols that the consumer attributes to a particular brand". According to Fichter and Jonas, 2008, "advertising is the most important factor that influences the purchase of a new product".

- **Package**

Packaging includes the activities of designing and producing the container or wrapper for a product. Packaging performs a vital function for most products. It protects goods from being damaged. A company needs to design the package to make it more appealing so as to increase profit as well as to create value to the customers. *(Kotler and Keller, 2016)* Krutulyte, Costa, and Grunert (2009) explained that products have intrinsic quality cues, which include all physical characteristics of the product (including packaging) and extrinsic quality cues, in-

cluding "brand name, price, store type, label information, information on origin, etc.". Intrinsic quality cues have some research supporting their effects.

- **Social Value**

Social value is described as "the perceived utility acquired by an alternative as a result of its association with one or more specific social groups. Social value relates to acceptability to other persons or a need to belong to groups and have a good reputation (Sánchez, 2006). An average consumer belongs to one group or the other and to a reasonable extent, the group one belongs to or wishes to belong has one purchasing and consumption influence on him or her (Amadi and Ezekiel, 2013). Kotler et al. (1999) stated that buying behavior is not only influenced by marketers but also by peer group. According to Kotler and Keller (2016), social group has a much deeper influence then business and mass media could produce alone. Alluding to reference groups in persuasive attempts to market products and brands demonstrates the belief that reference group exposes people to behavior and life styles, influence self-concept development, contribute to the formation of values and attitudes, and generate pressure for conformity and attitudes to group norms. (Amadi and Ezekiel, 2013)

2.2 Empirical review

Underlying factors of Customer Based Brand Equity and Brand Preference

Brands must be developed and maintained constantly in order to secure a set of loyal consumers. Keller et al. (1996) stated the loyalty of consumer's lies with brands, rather than the products. There were several researches done on the Customer Based Brand Equity of different products. To name a few, Abad (2012) studied The Customer Based Brand Equity in the Banking sector of Iran aiming to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. After employing Aaker's (1996) CBBE model, they found out that Perceived quality, brand loyalty, brand awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector.

Among the four mentioned dimensions, brand association appears to have the most influence on brand equity. Also Hossien (2012) studied The Customer Based Brand Equity in the Chocolate industry of Iran with the intention of identifying which factors are influential in building brand equity and also to measure the relationship among the dimensions of CBBE in the Iranian chocolate industry. After employing Aaker's CBBE model, the researcher found out that the brand equity of chocolate products is directly made up of two dimensions, namely

brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity. Other dimensions have a very small and indirect impact on brand equity that in chocolate industry of Iran.

To quote a third article, Tong and Hawley (2009), researched about measuring Customer Based Brand Equity in the Sportswear market in China. Based on Aaker‟s conceptual framework of brand equity, they employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity and overall brand equity in the sportswear industry. The study used a sample of 304 actual consumers from China‟s two largest cities, Beijing and Shanghai. The research's findings concluded that, brand association and brand loyalty are influential dimensions of brand equity and weak support was found for the perceived quality and brand awareness dimensions. Thus sportswear brand managers and marketing planners should consider the relative importance of brand equity in their overall brand equity evaluation, and should concentrate their efforts primarily on building brand loyalty and image. In summary, although no significance literature was found with regards to the Ethiopian cable industries that are related with brand Preference.

2.3 Conceptual Framework and Hypothesis of the study

2.3.1 Conceptual Framework

Based on the related literature review the conceptual frame work was developed which includes Brand name, Price, Durability, Advertisement, Packaging, Product availability, Service quality & Social Value. As the independent variable that influence a brand preference (dependent variable) particular cable brand. The study tests the following hypothesis which was based on the connections between the independent variables and the dependent variables:
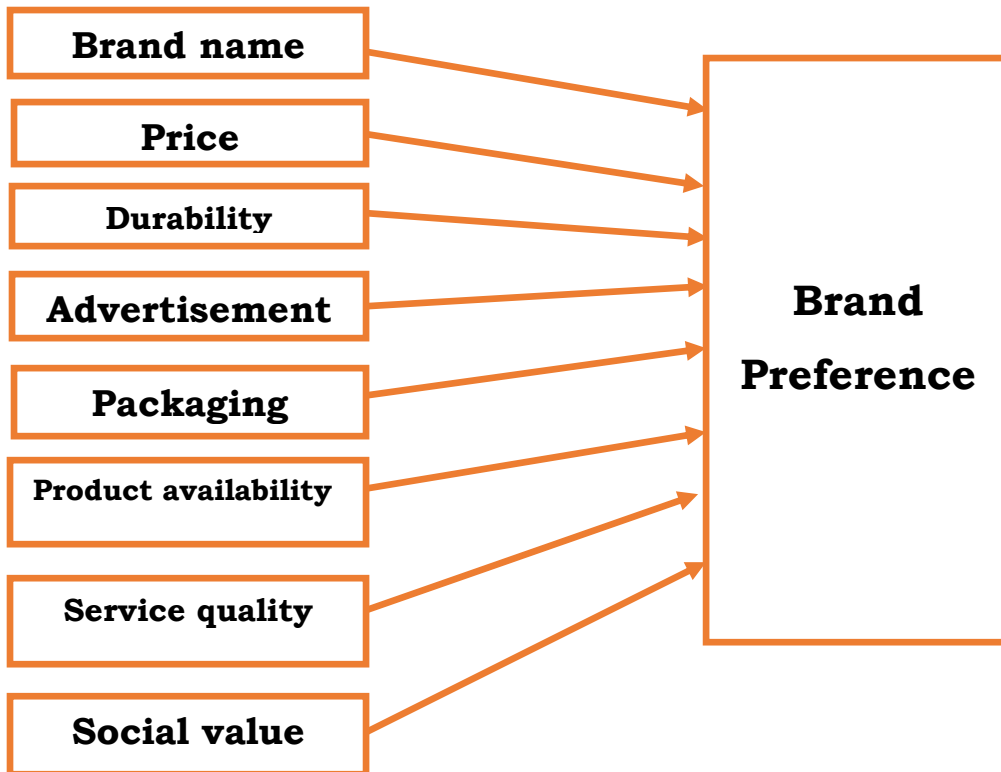
Figure 1.1: Conceptual Framework of the Study
Source: Adapted from Assael (2006) & Adeolu et al. (2005) & in addition the Authors' own construction based on literature review (2021)

2.3.2 Hypothesis of the study

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypothesis were tested:

H1: Brand Name has no a significant positive influence on brand Preference.

H2: Advertising has no a significant positive influence on brand Preference.

H3: Durability has no a significant positive influence on brand Preference.

H4: Price has no a significant positive influence on brand Preference.

H5: Packaging has no a significant positive influence on brand Preference.

H6: Service quality has no a significant positive influence on brand Preference.

H7: Product Availability has no a significant positive influence on brand Preference.

H8: Social Value has no a significant positive influence on brand Preference.

CHAPTER THREE

RESEARCH DESIGN & METHODOLOGY

INTRODUCTION

This chapter presented detailed discussion of the research methodology employed in the study. Hence, topics related to Research Approach, Research Design, Sampling design (target population & Sample Size and Sampling Techniques), Data Collection Method, Validity & Reliability, Method of Data Collection and procedure, Method of Data Analysis and Ethical Considerations were covered. Explanation about the reliability and validity of the study is also included in this chapter.

3.1 Research Approach

There are three types of research approaches Quantitative, qualitative and mixed research approach

- **Quantitative research** involves studies that make use of statistical analyses to obtain their findings. Key features include formal and systematic measurement and the use of statistics. It is means of testing objective theories by examining the relationship among variables. This variables in turn can be measured typically on instruments so that numbered data can be analyzed using static procedures the final written report has a set structure consists of introduction literature and theory methods results and discussion.*(creswell,2008)*

- **Qualitative research** involves studies that do not attempt to quantify their results through statistical summary or analysis. Qualitative studies typically involve interviews and observations without formal measurement. A case study, which is an in-depth examination of one person, is a form of qualitative research. Qualitative research is often used as a source of hypotheses for later testing in quantitative research. It is a means of exploring and understanding the meaning individuals or the group ascribe to a social or human problem. The process of research involves emerging questions and procedures. The final report has a flexible structure. *(Creswell, 2008)*

- **Mixed research** it has an approach to enquiry that combine or associate both qualitative and quantitative approaches. It involves philosophical assumption the use of qualitative and quantitative approach and the mixing of both studies. Thus it is

more than simply collecting and analyzing both kinds of data it also involves the use of both approach in tandem so that the overall strength of the study is greater than qualitative or quantitative research *(Creswell & Plano Clark, 2007)*

3.2 Research design

There are three types of research design descriptive research, exploratory research and explanatory research approach

- **Descriptive research** is aimed simply at describing phenomena and is not particularly concerned with understanding why behavior is the way it is regarding the average member of a group. *(Creswell & Plano Clark, 2007)*

- **Exploratory research** It is often the starting point of a research project into phenomena (known as an exploratory study) of which we know very little *(Creswell & Plano Clark, 2007)*

- **Explanatory research** is deeper in the sense that it describes phenomena and attempts to explain why behavior is the way it is*(Creswell & Plano Clark,2007)*

Among the above research approach and research design represents the major methodology driving the study, being distinctive and specific research approaches which are best suited to answer the research question (Comack,1996).It explains and justifies the type and method of data collection,, source of information, sampling strategy and time-cost constraints. The research methodology can be classified using the variety of ways, such as methods of data collection, time dimensions, researcher participation and the purpose of the study (Blumberg, 2008).

Thus this study is trying to identify and explain factors that determine brand Preference of customer. Therefore for this purpose quantitative research approach would use by researcher because the researcher use different statistical tools to measure and quantify the report. Explanatory research design method is also used to understand about factors affecting consumer brand Preference among the alternative electrical cable and provide theoretical explanation so; this research uses explanatory research design. Each of these strategies plays a distinct but complementary role in order to get an answer on the research problem. Explanatory research is deeper in the sense that it describes phenomena and attempts to explain why behavior is the way it is. Thus this research would try to identify what are the determinant factors that are influence brand Preference of electrical cable customer while buying. Therefore for this study the appropriate design is explanatory research design.

3.3 Sampling Design

3.3.1 Target Population

The target populations for this study are the residents of Addis Ababa who are private and public customers of electrical cable in a city. Since it is impossible to list all the people, the sample frame is the same as the population of concern. The sample frame is a set of items from which the sample is drawn. More specifically data were collected from the cable Manufacturer, Retailer & Wholesaler Electrical cable Shop, Electro Mechanical Company, and Electrical consultant, Building Contractors and Government office by distributing structured questioners that are related with the main variables the researcher wants to touch within convenient time for the respondents.

3.3.2. Sample Size and Sampling Techniques

Judgmental sampling would use to select some parts of the city in which the researcher believe to address the respondents. There is no specific place to access them. The current study was depend on non-probability sampling; namely, convenience sampling because the sampling frame is unavailable (Saunders *et al.*, 2012). According to Kothari (2004) when the population element were selected for inclusion in the sample based on the easiest of access, in can be called convenience sampling .This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacherjee, 2012). It is an easy, quick, and cost-effective technique, thus, the two non-probability techniques i.e. judgmental and convenience will be used to select the sample from the targeted population.

The sample size considered for this study was 281. The appropriateness of the 281 respondents is justified by Stevens (1996) who asserts that 15 participants for a single predictor. In addition, this decision is consistent with Tabacknick and Fidell (1996) who suggested that, for a regression analysis, the minimum sample size (N) should be $N \geq 50 + 8M$, where M is the number of predictors (independent variables). In this study, there are 17 predictors of Cable brand Preference, thus the sample size based on the above recommendations should be greater than or equal to 255 and 186 respectively.

Thus, the researcher consider available fund and time, sample size used by similar past studies and own judgment to determine the sample size. Hence, samples of 281 participants were participating from targeted population with a consideration of 10% non-response rate and the recommendation (Stevens, 1996) that gives the maximum.

3.4 Data Collection Method

According to Kothari (2004), a researcher should consider two types of data, primary and secondary. The research will use both primary and secondary sources of data in order to gather relevant information.

- Primary data was collected using questionnaires; since the questionnaire was one of the most important research instruments for collecting primary data. Structured close ended questionnaires were distributed to the respondents. The choice of using close ended questionnaire is based on Fisher's view on structured questionnaire. According to Fisher (2007) if the researcher wants to quantify the research material, then it is best to use a structured approach. He further noted that in order to compare the views and experiences of a great many people it is easier if the approach is used. The questionnaire was designed in a way that is clear, brief and understandable to the respondents as well as covered the relevant aspects of the model used. According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them. Hence, the questionnaire is composed of three parts. The first part of the questionnaire consists the demographic information of respondents; the second part, on questions is related to cable brand preference and finally the third part is on the factors that were considered to influence the respondent's cable brand preference and this part was measured by using five point Likert scale measurement: Strongly Disagree=1, Disagree=2, Indifferent=3, Agree=4 and Strongly Agree=5. The primary data is collected by a self-administered face to face survey throughout different cable Manufacturer, Retailer & Wholesaler Electrical cable Shop, Electro mechanical, Electrical consultant, Building Contractors and Government office.

- Secondary Data the researcher used are data that are collected for some purpose other than the problem at hand (Malhotra, 2005). Secondary data are usually collected from book, journals, existing reports, and statistics by government agencies and authorities. The secondary data helped the student researcher as specific reference and explore different construct important to this study.

3.5 Validity & Reliability

3.5.1 Validity

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested,(Kothari,2004).In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality the research design the researcher will check content and construct validity of the research.

According to Kothari (2004), content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily   judgmental and intuitive. It can also be determined by using panel of persons who judge how well the measuring instrument meets the standards, but there is no numerical way to express it. A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory construct of a sound theory. For   determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. If measurement on our devised scale correlate in predicted way with those other propositions, we can conclude that there is some construct Validity (Kothari, 2004).Therefore, in order to test the construct validity, correlation coefficient for the independent and dependent variables will be calculated. Based on the result of the correlation analysis, since the independent variables are positively related with the dependent variables, the independent variable therefore can be considered as a good measure of brand choice.

3.5.2 Reliability

In statistics, Cronbach's alpha is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of a psychometric test for a sample of examinees. It was first name dalpha by Lee Cronbach in 1951.

Cronbach's alpha will generally increase as the inter correlations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores. Because inter correlations among test items are maximized when all items measure the same construct,

Cronbach's alpha is widely believed to indirectly indicate the degree to which a set of items measures a single one-dimensional latent construct. However, the averages inter correlation among test items is affected by skew just like any other average. *(Revelle W Zinbarg R(2009)).*

From the empirical review of different studies related with this industry they used this instrument in order to calculate the reliability of the variables.

Thus, In order to test the internal consistency of variables in the research instrument Cronbach's alpha coefficient was calculated.

3.6 Method of Data Collection and procedure

Questionnaire design and administration Firstly, all questions and formats were standardized so that all respondents face the same questionnaire. Second, the questionnaire was designed comprehensively, in order to motivate respondents to cooperate and accurately complete it.

Specifying the data required

The first step in questionnaire design was to accurately determine the required information to achieve the research objectives. Based on the research questions, hypotheses and the explanatory research, the required question was designed for the independent variables that influence dependent variables.

Appropriate methods of data collection for quantitative study are experimental and survey. Experiments are used in different researches studying consumer preference *(i.e., Nordgren and Djiksterhvis (2009)).* However it is used to examine cause and effect between two variables in controlling setting. It is often conducted in laboratory settings with a limited number of variables which impedes the generalization of the result *(Saunders, 2012).*

A survey is used for descriptive study. Several studies in marketing research studying consumer brand choice use the survey method *(i.e. Jamal and Al-Mari (2007)).* Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. Because the number of population is very large, cross sectional survey design with questionnaire technique is used to collect data at a single point in order to collect quantitative data and examine the pattern of association of variables. There are many techniques used to conduct survey. However, questionnaire is common technique for survey *(Saunders, 2012).*

3.7 Method of Data Analysis

Before the analysis of the primary data collected through the questionnaires, reliability and validity analysis is done. To ensure the questionnaire's measured the concepts in the theoretical model in a consistent manner and to outline the quality of both primary and secondary data. The data collected using the questionnaire was coded and processed using the Statistical Package for Social Sciences (SPSS) software, version 20.0. Descriptive data analysis was used to describe the study participants by using frequency, percentages, means & standard deviations, minimum, maximum, and graphs. Correlation analysis was done to identify the type of association that exist among the independent variables and identify the issue of multi co linearity and items with significant correlation of 0.9 and above considered as problematic.

A binary logistic regression that takes in to account the binary nature of the dependent variable brand preference (Local vs. Foreign) was employed to assess the effect of the independent variables on customers brand preference. Magnitude of association was determined using adjusted odds ratio (AOR) with 95% confidence interval (CI) and statistical significance set at p-value < 0.05.

3.8 Ethical Considerations

Ethics in business research refers to the set of behavioral principles and norms beginning with the research from the first phase of the study (Sekaran, 2003). The ethical code of conduct should reflect the behavior of everyone participating in the research project; researcher, participants or moderator (Sekaran, 2003). In this research, in order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses will be treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

INTRODUCTION

Generally, this chapter comprises data presentation, analysis, and interpretation of the study. Their main purposes are to present, analyze, and interpret survey finding by using different statistical techniques. The focus was on the presentation of cable buyer's background information and on identifying factors that affect brand preferences of cable buyers. The data analysis was made with the help of Statistical Package for the Social Sciences, version 20 (SPSS, V.20).

Findings of the study and the process, through which the results were obtained, are also presented in this section. This includes; background information of respondents, reliability analysis, descriptive analysis, correlation analysis, and regression analysis. The study targeted a **total of 281 respondents and achieved its target with 100% response rate.** According to Mugenda and Mugenda (2003) a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent; therefore, the current response rate is adequate for analysis and reporting.

4.1 General Information of the Respondent

The general information of the respondents, gender, age, education, manager (who is leading the firm?), occupation (service rendered), purchase capacity and years of experience presented in (Table 1.1).

According to the result of this study, 213(75.8%) of the respondents are male. Largest proportion of respondents 97 (34.52%) were in the age group (41-50) years, followed by (31-40) years, 81(28.83%). Generally large proportions of the respondents are younger. Majority, 231 (82.21%) of the respondents were holders of degree & above. Significant proportion of the respondent's 214 (82.16%) are managers and owners. That is most of the firms are managed by the owners. From the total respondents 199 (70.82%) and 200(71.17%) have purchasing capacity of greater than 5 million ETB per annum and greater than or equal to 5 years of experiences respectively. This shows that largest proportion of participants have better purchasing capacity and experience. Regarding, the services they rendered the majority, 122(43.42%) of the respondents' are retailer & wholesaler, followed by building contractors, 63(22.42%).

Table 1.1: General information of the Respondents

Categorical variables information of respondent			
Variable	Category	Frequency	Percentage (%)
Gender	Female	68	24.20%
	Male	213	75.80%
	Total	281	100%
Age	18—30	52	18.51%
	31—40	81	28.83%
	41—50	97	34.52%
	>=51	51	18.15%
	Total	281	100%
Education Level	Degree & Above	231	82.21%
	Diploma & Below	50	17.79%
	Total	281	100%
Manager	Owners	214	76.16%
	Manager employee	67	23.84%
	Total	281	100%
Purchase capacity per year	<=5 Million	82	29.18%
	>5 Million	199	70.82%
	Total	281	100%
Service year	<5 Years	81	28.83%
	>=5 years	200	71.17%
	Total	281	100%
Services Renderer (Occupation)	Retailer & Wholesaler	122	43.42%
	Electro Mechanical	30	10.68%
	Electrical consultant	33	11.74%
	Building Contractors	63	22.42%
	Government	33	11.74%
	Total	281	100%

Source: Own Survey Result, 2021

4.2 Items influencing Customer perception on Brand preference

In this study 8 items (Brand name, Price, Durability, Advertisements, Packaging, Availability, Service Quality and Social Value) were considered to influence customer's brand preferences. These items were generated by adding a set of 5 point likert scale questions (ranges from 1= strongly disagree to 5= strongly agree) associated with them. The number of likert scale questions associated with each items together with their corresponding Chronbach's α value presented in Table 1.2. The Chronbach's α value is used as a measure of reliability, whether questions that construct each of the 8 items are in agreement with each other in measuring the respective item, has a cutoff value 0.70. In this study all the items have

a Chronbach's α value of greater than or equal to 0.70, which is an indication of good reliability, that is, the items are measured what they have to.

Table 1.2: Items influencing brand preference together with their Cronbach's α value

Items	Number of questions	Cronbach's α value
Brand Name	6	.779
Price	4	.963
Durability	4	.874
Advertisement	5	.778
Packaging	4	.738
Availability	3	.834
Service Quality	6	.933
Social Value	5	.868

Source: Own Survey Result, 2021

Table 1.3 presents the overall means of all items influencing Brand Preference of Electrical cable consumers'. Accordingly, the highest overall mean score (mean= 22.78) is associated with service quality, meaning that Electrical cable customer have a tendency to agree with statements relating that Service Quality is influencing their brand preference. On the other hand, the lowest level of agreement was with Availability construct (mean=11.58), meaning that Electrical cable customer have a tendency to disagree with statements relating that product availability is influencing their brand preference.

Table 1.3: Overall Mean and Standard Deviation of items influencing customers brand Preference

Item	Number of Questions	Mean	Std. Deviation
Brand Name	6	20.02	5.067
Price	4	13.54	2.708
Durability	4	16.68	3.781
Advertisement	5	16.81	4.184
Packaging	4	14.11	3.381
Availability	3	11.58	2.810
Service Quality	6	22.78	5.998
Social Value	5	17.92	4.432

Source: Own Survey Result, 2021

Correlation analysis: relationship between the study variables

In this study Pearson's correlation coefficient was used to determine whether there is significant relationship between the 8 items considered to influence customer's brand preference. Table 1.4 below indicates that there is a significant positive relationship between the items ranging from weak to moderate in magnitude. The positive associations exists indicates that increase in consumer's perception towards one of the items will have the same effect towards other items.

Table 1.4: The relationship between items influencing customer's brand preference

Correlations										
Model		**Brand Name**	**Price**	**Durability**	**Advertisement**	**Packaging**	**Availability**	**Service Quality**	**Social Value**	**Strongly Influence**
Brand Name	Pearson Correlation	1								
Price	Pearson Correlation	.437**	1							
Durability	Pearson Correlation	.547**	.469**	1						
Advertisement	Pearson Correlation	.495**	.372**	.613**	1					
Packaging	Pearson Correlation	.427**	.314**	.706**	.746**	1				
Availability	Pearson Correlation	.463**	.401**	.776**	.570**	.555**	1			
Service Quality	Pearson Correlation	.434**	.198**	.549**	.492**	.466**	.559**	1		
Social Value	Pearson Correlation	.383**	.371**	.444**	.594**	.523**	.499**	.566**	1	
Strongly Influence	Pearson Correlation	.260**	.211**	.438**	.486**	.567**	.243**	.283**	.599**	1

**. Correlation is significant at the 0.05 level (2-tailed).

Source: Own Survey Result, 2021

Availability with durability; advertisement with packaging; and packaging with durability have the highest magnitude of association 0.776, 0.746, and 0.706 respectively. However, price with service quality have the lowest magnitude of association, 0.198

4.3 Brand Preference and Understandings

In this study customer brand preference was classified based on the production company ownership status as foreign and local company products. Accordingly, majority of respondents, 62.60% prefer Local electrical cable product (*Figure 1.2*).

Figure 1.2: Brand Preference status of customers
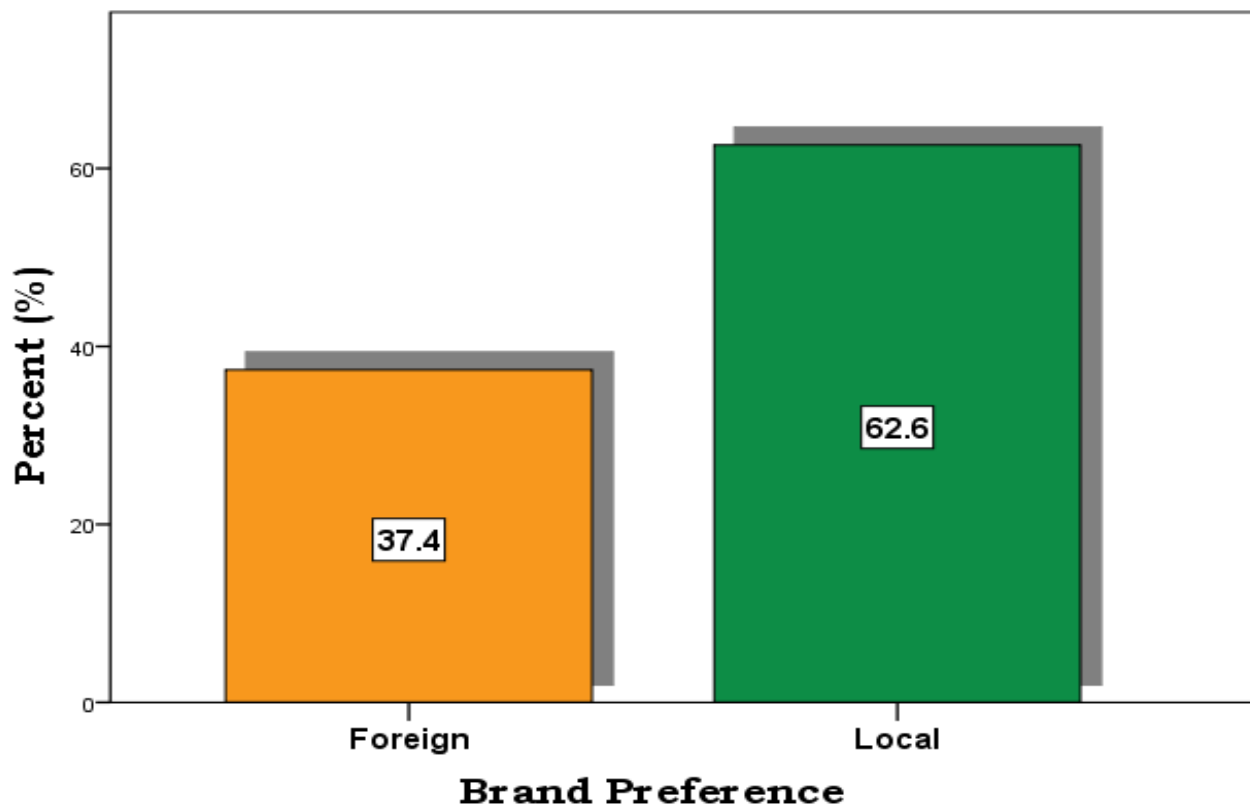
Source: Own Survey Result, 2021

Figure 1.3 presents, customers brand understanding, accordingly, large proportion (33.6 %) of the respondents perceive that brand is Slogan/Moto, followed by 30.2 %, who perceive brand is a combination of Name of the company, Labeling, Image, and Slogan/Moto. Whereas, only 3.9% of respondents perceive that brand is company image.

Figure 1.3: Brand understanding of customers
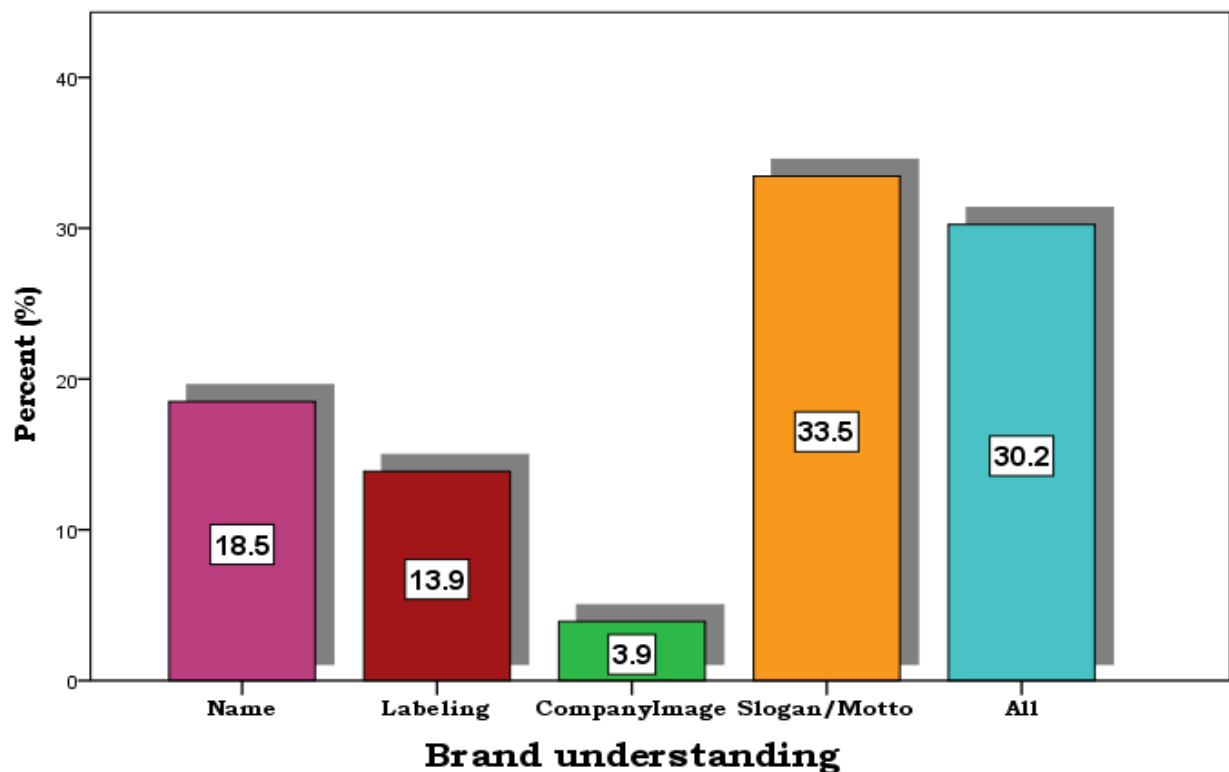
Source: Own Survey Result, 2021

4.4 Distribution of customer`s Brand preference

Table 1.5, presents the distribution of customer's brand preferences among their different characteristics. Accordingly, 72.1% of female and 59.6% of male customer's prefer local products. It looks like; females are more likely than male to prefer local products. With respect to ownership status, 59.5% of owners and 70.1% of employed manager's customer's prefer local products. It looks like; employed managers are more likely than owners to prefer local products.

On the other hand, 64.4% of customers with <= 5 million purchase capacity and 62.2 % of customers with > 5 million purchase capacity prefer local products. It may indicate; purchase capacity may not have that much influence on customers brand preference. Regarding service year, 70.4% of customers with < 5 years of experience and 59.5% of customers with >= 5 years of experience prefer local products. It may indicate; those customers with less experience are more likely to prefer local products.

Table 1.5: The Brand Preference Association of Foreign and Local producer

Brand Preference				
		Brand Preference by customer		Total
		Foreign Producer Product	Local Producer product	
Gender	Female	19 (27.9%)	49 (72.1%)	68 (100%)
	Male	86 (40.4%)	127 (59.6%)	213 (100%)
Age	18-30	11 (21.2%)	41 (78.8%)	52 (100%)
	31-40	34 (42.0%)	47 (58.1%)	81 (100%)
	41-50	44 (45.4%)	53 (54.6%)	97 (100%)
	>=51	16 (31.4%)	35 (68.6%)	51 (100%)
Education	Degree & above	86 (37.2%)	145 (62.8%)	231 (100%)
	Below Degree	19 (38.0%)	31 (62.0%)	50 (100%)
Manager	Owners	85 (39.7%)	119 (59.5%)	214 (100%)
	Manager employee	20 (29.9%)	47 (70.1%)	67 (100%)
Service Renderer	Retailer & Wholesaler	24 (34.4%)	80 (65.6%)	122 (100%)
	Electromechanical	13 (43.3%)	17 (56.7%)	30 (100%)
	Electrical consultant	16 (48.5%)	17 (51.5%)	33 (100%)
	Building Contractors	24 (38.1%)	39 (61.9%)	63 (100%)
	Government	10 (30.3%)	23 (69.7%)	33 (100%)
Service Year	<5 years	24 (29.6%)	57 (70.4%)	81 (100%)
	>=5 years	81 (40.5%)	119 (59.5%)	200 (100%)
Purchas capacity per year	<=5 Million	30 (36.6%)	52 (64.4%)	82 (100%)
	>5 Million	75 (37.7%)	124 (62.3%)	199 (100%)

Source: Own Survey Result, 2021

4.5 Regression analysis and hypothesis testing for Factors affect customers` Brand Preference

In order to identify factors associated with customers brand preference, a multiple binary logistic regression was fitted, considering the binary nature of the outcome variable, brand preference. In the model, brand preference was considered as dependent variable and the 8 items were considered as independent variable. Based on the results of the regression analysis, only the variables brand name and advertisement found to be statistically, significantly associated with brand preference (p-value < 0.05). That is, customers brand preference is influenced by customer's perception to brand name and advertisement. The β coefficients corresponding to brand name is positive, which indicates that there is a positive relationship between customer's perception to brand name and their brand preference. That is, increase in customer's perception towards brand name will have an increased influence in their brand preference. Whereas, the β coefficients corresponding to advertisement is negative, this indicates that there is a negative relationship between customer's perception to advertisement and their brand preference. That is, increase in customer's perception towards advertisement will have decreasing influence in their brand preference (Table 1.6).

Table 1.6: Logistic regression of Items influencing customers Brand Preference

Variables	AOR (95% C.I)	P-Value
Brand Name	1.14 (1.07, 1.21)	0.000 *
Price	1.02 (0.91, 1.14)	0.791
Durability	1.05 (0.95, 1.15)	0.334
Advertisement	0.87 (0.81, 0.94)	0.000 *
Packaging	0.95 (0.84, 1.09)	0.510
Availability	1.03 (0.88, 1.19)	0.730
Service Quality	0.97 (0.92, 1.03)	0.345
Social Value	1.03 (0.95, 1.11)	0.494

Source: Own Survey Result, 2021

* P-value < 0.05(significant at 5% level of significance)

AOR: - Adjusted odds Ratio (e^{β}), C.I:- Confidence Interval

The AOR corresponding to brand name refers that, when customer's perception towards brand name increased by one unit, the chance of customer to prefer local brand will become

1.14 times higher than those customers with no perception increment. That means, a one unit increment in perception towards brand name, the chance of preferring local brands will increase by 14%. Whereas, the AOR corresponding to advertisement refers that, when customer's perception towards advertisement increased by one unit, the chance of customer to prefer local brand will become 0.87 times less likely than those customers with no perception increment. That means, a one unit increment in perception towards advertisement, the chance of preferring local brands will decrease by 13% (Table 1.6, 1.7).

Table 1.7. Summary of Hypothesis Testing and Interpretation

Hypotheses	Beta (β)and P Value	Result
H1: Brand Name has no a significant effect on brand Preference for electrical cable buyers	β =0.13, p<0.05	Ho: Rejected
H2: Price has no a significant effect on brand Preference for electrical cable buyers	β =0.01, p>0.05	Ho: Accepted
H3: Durability has no a significant effect on brand Preference for electrical cable buyers	β =0.04, p>0.05	Ho: Accepted
H4: Advertisement has no a significant effect on brand Preference for electrical cable buyers	β = -0.14, p<0.05	Ho: Rejected
H5: Packaging has no a significant effect on brand Preference for electrical cable buyers	β = -0.05, p>0.05	Ho: Accepted
H6: Availability has no a significant effect on brand Preference for electrical cable buyers	β =0.03, p>0.05	Ho: Accepted
H7: Service Quality has no a significant effect on brand Preference for electrical cable buyers	β = -0.03, p>0.05	Ho: Accepted
H8: Social Value has no a significant effect on brand Preference for electrical cable buyers	β =0.03, p>0.05	Ho: Accepted

Source: Own Survey Result, 2021

The hypothesis testing results revealed that two variables (brand name and advertisement) to be factors associated with brand preference (local Vs foreign) with a p-value < 0.05. The other six variables found to be not associated with customer's brand preference (p-value > 0.05). The possible reason could be the characteristics of customer's, that is, it seems our culture to

be attracted by brands and advertisement rather than other characteristics of products. The positive β coefficients indicate that there is a positive relationship between the independent variables and customer's brand preference. That is, increase in the value of the independent variable will have an increased influence in customer's brand preference. Whereas, the negative β coefficients indicate that there is a negative relationship between the independent variables and customer's brand preference. That is, increase in value of the independent variable will have decreasing influence in customer's brand preference.

4.5 Discussions of results

In the previous chapter the theoretical model proposed in this study to provide an understanding of how consumers develop preferences for brands was empirically tested. The results from the empirical analysis define the set of significant predictors for consumer preferences and repurchase intention. By using logistic regression a final revised model is provided showing the significant links between antecedents shaping brand preferences and in turn, its impact on repurchase intention. By discussing the significant and insignificant relationships in the proposed theoretical model through which the research hypotheses were accepted or rejected.

As the findings from descriptive statistics reveal that; the objective of the study is to examine the factors affecting consumer brand Preference in Ethiopian Electrical cable Industry by analyzing the relationship of every construct in the theoretical framework. This result and discussion of the study is using 281 respondents' questionnaire and shows general characteristics of the respondents, Pearson correlation analysis of the variables and logistic regression analysis of the variables.

General characteristics focused brand preference of the respondent's resale such as gender, age, occupation, experience of respondents as customer, and which organization represents for have been considered. The local cable brand preference in gender large proportion of male respondents. In terms of age, the large proportions of the respondents are found to be between 41 – 50 years of age. With regard to education, the large proportion of the respondents are degree & above. Besides, the study shows that for service year large proportion respondents of the respondents have greater than or equal to 5 years' work experience.

Based on the results of correlation analysis local and foreign brands for customer relationship between brand preference independents variables (Brand Name, Price, Advertisement, Durability, Packaging, Availability, Service Quality and Social Value) are positive correlation.

The logistic regression analysis of the study shows the factor affecting customer brand preference. The result described the chance of local and foreign brands equal for customer preferring is explained by customer brand preference of the local cable product as positive effect of brand name and advertisement. In light of this some researchers confirmed the factor affecting customers brand preference in their findings. The local cable producers for significant advertisement the customer prefer the product.

Finally, Compared to the tow independent variables, brand name has the most important for the buyers to choose a specific brand of cable. A brand image is how the consumers perceive the brand (Aaker 1996, 69). Aaker (1991, p. 109-110) explains that brand image is a set of associations which might not even reflect the objective reality as it is sited by Denanso (2017). Legese and Mulugeta (2018) found that brand name has a statistically significant and positive relationship with consumers brand choice decision for bottled water. Hence, the brand image of the cable is the major influencing factor in determining the brand choice in the market. In another research that was done by Khan and Rohi (2013), found that brand image was the key influencing variable in youth choice of mobile apparatus. Rabiul and et al., (2014) found the same result that brand image have its influence in the choice of toiletries products. According to Tadese.M (2017) advertising plays a vital role for students to choose the Ethiopian aviation academy. The advertising is considered the most important factor for university choices decisions.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

INTRODUCTION

The fifth and last chapter of this study revolves around the major findings of the result of the analysis of this study has been discussed in the earlier chapter and what we can conclude from the findings and give recommendation based on these findings how the problem identified could be address is also included in this chapter. Finally, moreover, highlighted the limitations of this work and indicated future research areas for anyone interested in the applicability of consumer buying decision.

5.1 Summary of findings

This chapter explained summary of the major findings of the study;.

- From the total respondents of the questioner 62.6% of the respondents have they preferred Local electrical cable product.
- Brand name was a significant factor affecting customers brand preference. It positively affects customer preference; increase in brand name score increases local brand preferences by 14%.
- Advertisement was fund to be a significant factor affecting customers brand preference. It negatively affects customer preference; increase in advertisement score decreases local brand preferences by 13%.

5.2 Conclusion

In conclusion, large proportion of respondents' preferred local brands and this preference was positively affected by Brand name, whereas, it is negatively affected by advertisement. Increase in brand score increases customer preference of local brand, while, increase in advertisement score decreases customer preference of local brand.

5.3 Recommendation

Based on the findings of the study and conclusions made, the following possible recommendations are drawn:

- The local cable producer most importantly to compete in the market they need them to understand supplementary attention in the brand name because of the brand name or

image in any company is the strength that mines company name colors, standardize layouts, and designate "logo police", quality product, service quality, social value and internal workforce brand perceptions.

▪ This study shows the negative impact of Advertisement because the local company awareness or attitudes to competitor product acceptance is lass. So the local producer companies to change above impact the Advertisement by different and attractive promotional variety methods addressed to the customer.

▪ the government sustainable economic growth for country they encourage, motivate and support for the local producer for differs method that minus how to produce quality product?, How to compute import goods? and how to competitive in the global market?. So the government should give attention support to the local producer how to build the company branding strategy, how to attract advertisements in different training methods and government facilitate row material to solve the problems to encourage the local cable company.

5.4 Direction for Future Research

The present study was conducted to investigate the underlying factors of Electrical cable brand choice in Addis Ababa, Ethiopia. Therefore, there is scope for other researchers to study consumers brand preference decision in other product categories and in the context of other cities in the country where consumers may have different characteristics. Similarly, future researcher may use more time, resource and sample size in order to make all-round assessment in this area. Besides that, this study used the eight variables that are brand name, price, advertisement, durability, package, availability, service quality and social value of a particular cable brand, which explain or influence only 62.6% percent of the local cable product the buyers brand select. Therefore, future researcher may investigate other variables which have a potential to influence the variance in cable brand preference.

5.5 limitation of the Study

This study has its own limitation like other studies. The sample of this study was only focused on Addis Ababa city. In fact, there are different city in Ethiopia. Therefore, the outcome of the study may not represent the result from all other Ethiopian cities.

Future researchers may select one or more other cities as study location, and then the outcome will be more meaningful and useful for the company.

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Appendixes I: English Version Questionnaire

St. Mary's University   ID/No:-………..
School Of Graduate Studies
General Business Administration Program
(Questionnaire to be filled by Cable customers)

"Factors affecting consumers` brand Preference of Electrical Cable products in Addis Ababa, Ethiopia"

Dear Respondent,

I am Eskindir Teferi a post graduate student at St. Mary University School of post graduate studies. Currently, I am undertaking a research to identify "***factors affecting consumers` brand Preference of Electrical Cable products in Addis Ababa, Ethiopia***." The result of the study will assist Cable companies in delivering a better product and better marketing strategy to satisfy. Your participation in this survey is voluntary. The information you provide will be used only for the purpose of the study and will be kept strictly confidential. Please do not write your name or contact details on the questionnaire.

Part 1 General information

Instruction: please encircle the appropriate number that describes you best.

1. Gender: a, Female   [ ]   b, Male [ ]

2. Age: a, 18- 30[ ]   b, 31- 40[ ]   c, 41-50[ ]   d, 51 and above   [ ]

3. Highest educational level obtained: a, Doctorate [ ]   b, Masters [ ]

c, First Degree   [ ]   d, Diploma [ ]   e, Technical tearing school

f, Secondary education [ ]

4. How long have you been service year?

   a) Less than a year [ ]   b) 1 -2 years [ ]

   c) 2 – 5 years [ ]   d) above 5 years [ ]

5. Who is the manager?   a) Owners [ ]   b) Manager (employee) [ ]

6. What are your services Renderer?

a) Retailer & Wholesaler [ ]   b) Electro mechanical [ ]

c) Electrical consultant   [ ]   d) Building Contractors [ ]   e) Government [ ]

7. What is your purchasing per Year?

 a) Less than 1,000,000   [ ]   b) 1,000,001 – 5,000,000 [ ]

c) 5,000,001—10,000,000 [ ]   d) 10,000,001 & More than [ ]

8. What do you understand usually about branding?
   ☐ Name   ☐ labeling   ☐ Company image

   ☐ Slogan or motto   ☐ All of the above   ☐ None of the above

9. Which brand of cable do you buy and consume regularly?

a) BMET   b) ELSEWEDY   c) EURO

d) BELAYAB   e) METEC   f) POWER BLUE NILE

g) ADDIS CABLE   h) EASTERN CABLE   i) HS CABLE

j) Others (New)_____

Part 2: specific of Cable Buying

Direction: Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. Key: SDA= strongly disagree; DA= Disagree; N=Neutral; A= Agree, SA= strongly agree.

1-Strongly disagree;   **2-Disagree;**   **3Neutral;**

4-Agree and   **5-Strongly agree**

S/No	Items	1	2	3	4	5
1.	**Brand Name**					
1.1	I search so many information about the cable brands that I was not previously aware of.					
1.2	I consider any lesser-known brand cable.					
1.3	A well-known branded cable is always better in quality than a lesser known brand					
1.4	It is important that the brand name alongside your desired attributes.					
1.5	I always go for the well-known branded products.					
1.6	I feel more secure when I buy cable with a well-known brand					
2.	**Price**					
2.1	Price of cable influences the brand choice.					
2.2	I choose a brand of a cable that is highly priced because I believe that it is of high quality.					

2.3	Low price is one of my priorities when making a buying decision.					
2.4	I prefer a cable brand that is reasonably priced.					
3.	**Durability**					
3.1	I choose a brand of a cable, which I perceive has a high quality.					
3.2	I choose a brand of a cable that is produced in Ethiopia					
3.3	I buy cable that is produced as per acceptable quality standard					
3.4	I buy cable that I consider it has a consistence quality.					
4.	**Advertisement**					
4.1	Advertising of cable brand positively influence you to purchase the brand					
4.2	I select brands which are promoted intensively.					
4.3	I choose a brand that has leave behind mottos because it reminds me.					
4.4	I choose a brand that an electrician recommended.					
4.5	I choose a brand of a company that organizes different marketing activities.					
5.	**Packaging**					
5.1	I choose a brand of a cable packaging, which has small to large size.					
5.2	I prefer a brand of a cable which has a packaging weight, size, shape and texture are very attractive.					
5.3	Visual appeal of packaging influences my brand choice.					
5.4	I choose a brand of a cable that is appropriately packed (qualify the standard).					
6.	**Product availability**					

6.1	I usually incline to a brand of a cable that is readily available.					
6.2	If I don't find one brand of a cable in the market I will switch to another easily.					
6.3	Sustainable supply system of a cable is one of my top priorities in choosing a brand of a specific cable.					
7.	**Service quality**					
7.1	Company staff tells you exactly the time the service will be performed.					
7.2	Company staff courteous and knowledgeable.					
7.3	Employees in cable company understand your specific needs.					
7.4	Staffs are never too busy to respond to your request (head office/Factory).					
7.5	Company gives customers individual attention.					
7.6	Over all, the service quality of cable service is good					
8.	**Social Value**					
8.1	A well-known branded cable is a status symbol.					
8.2	Using a branded product signifies social class					
8.3	Social acceptability of the brand influence you while buying					
8.4	Logo of a well-known brand is important as it tells who you are.					
8.5	I seek any opinion as to which brand cable to buy.					
9.	**Buying decision**					
9.1	The overall determinants are strongly influence the brand choice of cable buyers.					

Appendixes II: <u>Amharic Version of the Questionnaire</u>

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ቅድስተ ማሪያም ዩኒቨርሲቲ   መለያ ቁ.......

የድህረ ምረቃ ፕሮግራም

የመቀሳሳ ገበያ አስተዳደር ትምህርት ክፍል

ለተሳታፊዎች የተዘጋጀ መጠይቅ

</div>

ውድ ተሳታፊዎች፤

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ዩኒቨርሲቲ ድህረ ምረቃ ት/ቤት መቀሳሳ ገበያ አስተዳደር ትምህርት ክፍል የማስተርስ ዲግሪ ማሟያ የሚደረግ ጥናትና ምርምር ነው፡፡ የዚህ መጠይቅ ዋና አላማ፡- "በደንበኞች የኤሌክትሪክ ኪብል ምርት ምርጫ የምርት አያያዝ(ብራንድ) ተጽዕኖ የሚያደርጉ ነገሮችን ለመሰለየት"፤ በሚል ርዕስ መረጃ ለመሰብሰብ ነው፡፡ የጥናቱ ዳሬ "በአዲስ አበባ የኪብል ምርት ተጠቃሚዎች ላይ" ያተኮረ ሲሆን ጥናቱ የሚደረገዉ መሉ በመሉ ስትምህርት አሳማ አስሆን በየትኛውም መልኩ አርስዎን የማይነካና የማይጎዳ ነዉ፡፡ አርስዎም የሚሰጡት መረጃ የሳቁ፣ አዉነተኛ፣ ተዓማኒነት ያለዉና ትክክለኛ ምሳሽ መስጠት ስጥናቱ መሳካት አጅግ ጠቃሚ ነዉ፡፡ በመሆኑም አንዳንዱን ጥያቄ በጥንቃቄና በትክክል እንዲመሉት በአክብሮት አጠይቃስሁ፡፡

መጠጠሪያ:-

  - ስምዎን መጥቀስ አያስፈልግም፤
  - የሚሰጡት ምሳሽ ኮድ ቁጥር ያለዉና መሉ በመሉ ሚስጥራዊነቱም የተጠበቀ መሆኑን በቅድምያ አረጋግጣስሁ፤
  - ምርጫ ስቀረበሳቸዉ ጥያቄዎች መስሱን ይህን "√" ምልክት በማድረግ ይመሰሱ፤
  - የተሚሳ መጠይቅ በሰዓቱ በመሙመስስ አስሚያዳርጉልኝ መልካም ትብብር በቅድምያ አመሰግናስሁ፤

<div align="right">

አስ ትብብርዎ በቅድምያ አመሰግናስሁ!!

እስክንድር ተፈሪ

</div>

ክፍሲ 1:ስጥናቱ የሚያስፈልጉ አስስርስዋ አጠቃላይ መጠይቅ፡፡ (እባክዎን በሳጥን ዉስጥ የ"√" ምልክት ያድርጉ)፡፡

1. **ጾታ:**   ☐ ወንድ   ☐ ሴት

2. **እድሜ :** ☐ 18-30 ዓመት   ☐ 31-40 ዓመት   ☐ 41-50 ዓመት   ☐ 51 ዓመት በሳይ

3. **የትምህርት ደረጃ:**   ☐ የዶክትሬት ድግሪ   ☐ የማስተርስ ድግሪ   ☐ የመጀመሪያ ድግሪ

☐ ዲኘሎማ   ☐ የቴክኒካን ሙያ ስስጠና   ☐ የ2ኛ ደረጃ ትምህርት

4. **በዚህ ስራ ዘርፍ ምን ያህል ሰርተዋስ?**

   ☐ ከ1 ዓመት በታች   ☐ 1--2 ዓመት   ☐ 2--5 ዓመት   ☐ ከ5 ዓመት በሳይ

5. **የድርጅትዎ ስራ የሚመራዉ በማነዉ?**   ☐ በባስቤት   ☐ በስራ አስኪያጅ (በቅጥር)

ክፍል 2 :ስጥናቱ የሚያስፈልጉ ስለስርስም አጠቃላይ መጠይቅ፡፡ (እባክዎን በሳጥን ውስጥ የ"√" ምልክት ያድርጉ)፡፡

1. የስራ ዘርፍዎ ምንድን ነው? ☐ ቸርቻሪና ጅምላ ንግድ   ☐ ኤሌክትሮ ሜካኒካል ንግድ

☐ የኤሌክትሪክ አማካሪ ባለሙያ ☐ የህንጻ ግንባታ ስራ ☐ የመንግስት ቢሮ

2. አጠቃላይ የግንኙ እቅምዎ ምን ያህል ነው?

☐ 1,000,000 በታች   ☐ 1,000,001--5,000,000   ☐ 5,000,001–10,000,000   ☐ 10,000,001 በላይ

3. ብሬንድ የሚለውን ቃል እንዴት ይረዱስ?

☐ ስያሜ መሆኑን   ☐ የኩባንያው ገጽታ እንደሆነ   ☐ መርህ (መፈክር) እንደሆነ

☐ የጥራት መገለጫ መሆኑን   ☐ ሁሉንም እሪዳስሁ   ☐ ምንም አስረዳም

4. የትኛውን የኩባንያ ኬብል ምርት ብዙውን ጊዜ ገዝተው ይጠቀማሉ?

☐ ቢ ኤምኤ ቲ   ☐ ኤስሲ ውዲ   ☐ ዩር   ☐ በላዶ አብ   ☐ ሜቴክ

☐ ብሉ ናይል ☐ አዲስ ኬብል ☐ ኢስተርን ኬብል ☐ ኤችኤስ ኬብል

ክፍል 3 የኬብል ገዥዎች (ግንዛቤ፣ ተስማኒነት፣ የጥራት ሁኔታ እና አመስካካት) በተመስከተ የሚያተኩር

የሚከተስት ጥያቄዎች የሚያተኩርተ ብዙውን ጊዜ ወይም በአብዛኛው የሚገዙትና የሚጠቀሙት የኬብል ምርት ላይ ሲሆን፣ ከዚህ በታች በተጠቀሱት ማብራሪያዎች ላይ ተመስርተው ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አመስካካት እና ፍሳጎት የሚስተ ያሳያል ብስው በሚያምኑበት የመስ ቁጥር ላይ ደህንን ምልክት "√" ያድርጉ፡፡ እርስዎ ያስዎትን አመስካካት በሚመስከተው የነጥብ ደረጃ ከዚህ በታች ተገልጿል፡፡

በጣም አስስማማም=1፣   አስስማማም= 2፣   ገስስተኛ (እስተያየት የስኝም)=3፣

እስማማስሁ= 4፣   በጣብ እስማማስሁ= 5

ተ/ቁ	በደንበኞች ሄሴክትሪክ ኬብስ ምርት ምርጫ የምርት ስያሜ (ብሬንድ) ተጽዕኖ የሚያደርጉ"	1	2	3	4	5
የምርት ስያሜ(ብሬንድ) ስም						
1.1	ከስሁን በፌት አስማሳውቃቸው በርካታ መረጃ ስስኬብስ ብሬንድ ፈስገስስሁ					
1.2	ማንኛውም እነስተኛ እውቀና ያስውን ብሬንድ ኬብስ ግምት ውስጥ አስገባስሁ					
1.3	በጣም የታወቀ ብሬንድ ኬብስ ሁስ ጊዜ በጥራት እነስተኛ እውቀና ብሬንድ ካስው ምርት ደበስጣል					
1.4	የብሬንድ መጠሪያ ከእርስ ፍሳጎት ጋር መሄዱ ጠቃሚ ነው					
1.5	ሁስ ጊዜ በጣም የሚታወቅ ብሬንድ ምርቶችን መግዛት እፈልገስሁ፡፡					
1.7	የታወቀ ብሬንድ ያስው ኬብስ ስገዛ የበስጠ ደህንነት ይስማኛል					
ዋጋ						
2.1	የኬብስ ዋጋ በብሬንድ ምርጫ ላይ ተፅስኖ ያደርጋል					
2.2	ከፍተኛ ዋጋ ያስው ብሬንድ ኬብስ የምመርጠው ከፍተኛ ጥራት እንዳስው እስማምን ነው					
2.4	ስመግዛት ስመስን ዝቅተኛ ዋጋ የእኔ እንዲ ተቀዳሚ ምርጫ ነው					
2.5	ተመጣጣኝ ዋጋ ያስው ኬብስ ብሬንድ አመርጣስሁ					

ምቾነት(ጥሬት)						
3.1	ከፍተኛ ጥሬት ስለው ብዬ የማስበውን ብራንድ ኬብል እመርጣለሁ					
3.3	በኢትዮጵያ የተሠረተ ብራንድ ኬብል እመርጣለሁ					
3.5	ተቀባይነት ባለው የጥሬት መስፈርት መሠረት የተሠረተ ኬብል እገዛለሁ					
3.6	ዝቅተኛ ጥሬት ያለው ኬብል ስሜግዛት እፈልጋለሁ					
ማስተዋወቅ						
4.1	የኬብል ብራንድ ማስተዋወቅ ብራንዱን እንዲገዛ በአዎንታዊ መንገድ ተፅዕኖ ያደርጋል					
4.3	በጣም የሚተዋወቅ ብራንዶችን እመርጣለሁ					
4.5	መፈክር ያስበት የምርት ብራንድ እመርጣለሁ ምክንያቱም ያስታወስኛል					
4.6	የሴሴኪትሪ ባስሞያ የተጠቀሙውን የምርት ብራንድ እመርጣለሁ					
4.7	የተስፋ የማርኬቲንግ ተግባራትን የሚያዘጋጁ ኩባንያዎችን ብራንድን እመርጣለሁ					
የምርት ማሸጊያ						
5.1	ከትንሽ እስተ ትልቅ መጠን ያላቸውን የብራንድ ኬብሎች አስተሻሸግ እመርጣለሁ					
5.2	በጣም የሚስብ ክብደት፣ መጠን፣ ቅርፅ እና ዱዛታ ያለውን አስተሻሸግ ተግባራዊ የሚያደርግ ብራንድ ኬብልን እመርጣለሁ					
5.3	የሚታደ የኬብል አስተሻሸግ የእነን የብራንድ ምርጫ ላይ ተጁ ያሳድራል					
5.4	በእግባቡ የታሸገ (የጥሬት መስፈረት ያሟሉ) ብራንድ ኬብል እመርጣለሁ					
የምርት መገኘት (እቅርቦተ)						
6.1	አብዛኛውን ጊዜ በቅ ውስጥ የሚገኝ ምርት የኬብል ብራንድ እመርጣለሁ					
6.2	እንድ የምርት ብራንድ ኬብል ምርት በገበያ ላይ ማገኘት ካልቻልኩ በቀላሉ ወደ ሌላ ኬብል መርጫ እሄዳለሁ					
6.3	ዘላቂነት ያለው የኬብል የምርት እቅርቦት ስርዓት የሚከተለ እንድ ብራንድ ኬብል ድርጅት በምመርጥበት ጊዜ ቅድሚያ የሚሰጠው ነው					
እገልግሎት ጥሬት						
7.1	እገልግሎት በሚስጥበትን ጊዜ የሚፈስገውን መረጃ የኩባንያው ሠራተኞች በተክክል ይነዳዋታል					
7.2	የኩባንያው ሠራተኛ እገልግሎት ስመስጠተ ፈቃደኛ እና እውቀት ያላቸው ናቸው					
7.3	በኬብል ኩባንያው ያሉ ሠራተኞች የእስስምን ዝርዝር ፍላጎት ይገነዘባሉ					
7.4	የዋናው መ/ቤት እና የፋብሪካ ሠራተኞች ስእስርዓም ጥያቄ ምሳሸ ስመስጠተ ሁልጊዜ ዝግጁና ፈጣን ናቸው					
7.5	ኩባንያው ስግስስብ ድነበኞች ትኩረት ይሰጣል					
7.6	በእጠቃላይ ኩባንያው እገልግሎት እሠጣጡ ጥሬት ጥሩ ነው					
ማህበራዊ እሴት						
8.1	በጣም የታወቀ ብራንድ ኬብል ምስክታችን ነው					
8.2	የብራንድ ምርት መጠቀም የማህበራዊ ደረጃን ያሳያል					
8.3	ማህበራዊ ተቀባይነት ያስው ብራንድ በምትገዛበት ጊዜ ተጁእ ያደርጋል					
8.4	በጣም የታወቀ ብራንድ ምርት አርማ ማንነታችሁን ስስሚነገራችሁ ጠቃሚ ነው					
8.5	የተኛውን ብራንድ ኬብል ከሴሎች ስመግዛት ማንኛውንም አስተያየት እፈልጋለሁ					
የመገዛት ውሰኔ						
9.1	እጠቃላይ ከላይ የተዘረዘሩት ወሳኝ ነጥቦች በብራንድ ኬብል ገዢዎች ውሰኔ ላይ በጣም ተጁእኛ ያሳድራል					