St. Marry University
School of graduate studies
Department Of General MBA

The Effect of Graphic Design, Product Availability and Competitor Performance on Customers' Brand Preference:
The Case of BGI Ethiopia

A Thesis Submitted to the Department of Management, St. Marry University, In Partial Fulfillment of the Requirements of Master's Degree in Business Administration

By

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Addis Ababa, Ethiopia

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

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DECLARATION

I Getachew Mihiretu, hereby declare that this research thesis entitled: **"Effect of Graphics Design, Product Availability and Competitor's Performance on Customers Brand Preference: The Case of BGI Ethiopia"** is my original work. I have carried out the present study independently with the guidance and support of the research advisor Getachew Wagaw (Ph.D.). It has not been presented for a degree in any other university and that all sources of material used for the project have been acknowledged.

 Getachew Mihiretu   _____
       Name   **Signature**

St. Mary's University, Addis Ababa May, 2022

ENDORSEMENT

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

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Advisor Name   **Signature**

St. Mary's University, Addis Ababa May, 2022

TABLE OF CONTENTS

Contents

ACKNOWLEDGEMENT

Thank you very much!

LIST OF ABBREVATIONS ACRONYMS

PBA- Push-based brand awareness

USD – United States Dollar

CAGR- Compound Annual Growth Rate

BGI- Brasseries Et Glaciers Internationals

SPSS- statistical package for social scientists

P-P plot- probability-probability plot

LIST OF TABLE

LIST OF FIGURE

ABSTRACT

This study was conducted with an objective of Assessing effect of Graphic Design, Product Availability and competitor's performance on product preference in the case of BGI Ethiopia.

It assessed graphics design of BGI products, customer's brand preference of BGI products and customer's brand preference of competitor products. And test the relationship between graphic design, product availability, competitor's performance and customers' brand preference.

This study used both descriptive and explanatory research designs. Convenience sampling methods were used. Data were collected from primary sources through questionnaire and analyzed through both descriptive and explanatory methods. The descriptive analysis was conducted by using mean and standard deviation. On the other hand, explanatory analysis was conducted by using Pearson correlation method and linear regression method. The result indicated that competitor's performance and product availability have positive and significant effect on customers brand preference of BGI products at significance level of 0.01. On the other hand Graphics design has negative significant effect on customer's brand preference at significant level of 0.05. Competitor's performance has the highest effect and followed by product availability. Based on the findings the researcher recommends that the company has to consider competitors and do better on promotion, design on the bottle of its products and product availability.

Keyword: Graphics design, Product availability, competitor's performance, customer's brand preference

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Brand preference is one of the unique features for the customer before purchasing any product (Kwok et al., 2006). If the overall functional value of a brand is excellent, then it could satisfy a customer's needs. However, if it fails to maintain quality and sustainably, then customers will not want to continue with the same brand for a long time (Aaker, 1996; Pitta and Katsanis, 1995). Brand preference is an essential element for competitive business. Due to this, customers mainly switch to another business organization which creates competition (Hellier et al., 2003). The mindset for brand preference is set up by customers that reduce the complexity of purchase decisions (Gensch, 1987). At the very beginning, customer exposed to many other brands and follows the complex decision-making process (Cătălin and Andreea, 2014). Later on, customer deletes some of them from their memory and remains only the favorite one for the future purchase (Roberts and Lattin, 1991).

According to Keiningham et al. (2005), brand preference mostly depends on the experiences of the customer. The positive experience that is shared by the customer creates brand preferences (Bolton and Drew, 1991). Customer's attitudes are shared after consuming products and services (Buil et al., 2013). A loyal customer with their preferred brand does not accept any other substitute product in the market (Kotler and Keller, 2003).

Consumer purchase decisions have influenced by marketing communication, and it possesses direct effects on consumer brand preferences (Cătălin, and Andreea, 2014). Marketing and communication are used for companies' promotional process that requires communication (Isik, and Yasar, 2015).

Graphic design may be described as the art and craft of bringing a functional, aesthetic, and organized structure to different kinds of texts and illustrations. Graphic design is a process as well as a result of that process(Rune, 2015). (Meline, 2011) found that it is more likely that graphically complex texts will be read than "plain Texts" and it takes less time to read a graphically complex text than "plain text". The job of any graphic designer is to effectively communicate, through visuals, what the client wants the target audience to know (Kirk, 2013).

The brand's visual identity is highly essential to establish and retain an existence in the marketplace. A visual understanding of the brand ensures to build up profoundly unforgettable, easily identifiable, and signals that generate consumers to ally with the brand itself and its chosen points (Ghose, and Lowengart, 2013). Keller (2003) states that logos represent visual symbols providing two fundamental which attend essential functions for brands: identification (a marker to discover specific offerings) and differentiation (how to separate that offering apart from others).

One of the biggest markets that require advertising and graphic design is Beer. Beer is the oldest fermented drink in the world. Almost all societies in the world produce beer in one form or another, whether such is at the industrial or the home level. How else can one explain that beer, the world's oldest alcoholic beverage, is even today, globally, the most widely consumed drink after water and tea (Myers & Mark, 1968).

Brand availability plays a vital role to fabricate an established position in consumers' minds (Bagozzi and Dholakia, 2006). Because, if the product is not visible, then people will forget the product as well as the product features. Put differently, if a product is available at the retail spaces at the right time with a significant amount of in-store merchandising support, which might better define the push-based brand awareness (PBA).

A brand's availability could be referred to as psychological accessibility, which creates the likelihood that a buyer will observe, distinguish, and imagine a brand in buying circumstances (Emari et al., 2012). They further explained, it depends on the quality and quantity of remembrance configurations related to the brand. So, this is much more than enlightenment, whether that is top-of-mind, identification, or remind. A brand's availability differs across situations, so if a product exists highly in consumers' mind, can ensure specific notice or thinks of in multiple purchase occasions (Bosona and Gebresenbet, 2018).

Based on the brand availability, a consumer can take the experience of the products, which is also helpful for the company to achieve its goals (Bagozzi and Dholakia, 2006). Brand availability increased customer participation in product campaigns (Blanchard and Markus, 2004). Numerous activities of the company and advertisement activities ensure the availability of the brand to consumers. Researchers of the current study consider that it includes marketing communication methods such as advertisement, sales promotion techniques, word-of-mouth

referrals, viral marketing, social media marketing, etc. Each of them is used to make the brand available for the customer and develop a strong market identity.

According to Amaldoss (2005), brand availability helps in shaping consumer perception toward a brand and their buying intention. He more significantly added, marketers have utilized a lack of products available such as through purposefully planned shortages propose to generate the perception of excessive demand, to stimulate the customer purchase before someone else does.

In the breweries industry, customer retention and acquisition is so intense due to the high levels of substitute products in any given market (Dapkevicius & Melnikas, 2009). Bruijin (2011) contends that the brewery industries all over the world are also struggling to retain their customers in an increasingly competitive market. Therefore, this study focuses on assessing the effect of graphic design, product availability and competitor's performance on customer's brand preference.

1.2 Statement of the Problem

The global beer market Size was valued at USD 693.39 billion in 2018 and is projected to reach USD 962.39 billion by 2026, exhibiting a CAGR of 4.22% during the forecast period. Globally, the beer holds a major market share as compared to other alcoholic beverages and is gaining immense popularity among the young population and working consumers, owing to the offerings of varied formulations, flavors, and taste appeal. Initially, this was majorly consumed in specific regions such as Europe and North America, but nowadays, its demand across the world is prolife rating the overall business positively. The emergence of new brewing technologies in developing economies has also impacted its consumption patterns positively. The consumers are now looking for innovative, varied, and flavored beer in the market, which is further expected to aid in the expansion of the market. (Fortune, 2021)

BGI Ethiopia, a subsidiary of the French beverages firm Castel Group, is the second-largest producer as at end-2021 and oldest foreign entrant, making its first investments in the sector in the late 1990s with Kombolcha Brewery and St George Brewery. In 2011, as Heineken entered the market, it expanded its portfolio of brewers with the launch of Hawassa Brewery. (Asko insight 2022)

Over the course of the decade, BGI would make two more investments in the sector, acquiring a 58% stake in Raya Brewery for $88 million in 2017 and fully acquiring Zebidar Brewery, the youngest player in the market, in 2019. Zebidar Brewery was initially a joint venture between Belgium's Unibra and local partner Jemar Hulugeb Industry, commissioned in January 2017 on the back of a $53.2 million investment. Today, BGI Ethiopia operates the largest number of breweries, at five, and has a production capacity of more than 4.3 million hectoliters a year. (Asko insight 2022)

BGI Ethiopia is one of the six brewery companies in Ethiopia and it's known of having the second highest market share currently. However, there is a low sales volume in BGI Ethiopia Brewery Company compared to its previous sales volume due to different reasons. **Source**; (secondary data from company sales report)

Some of the main reasons are the emergence of new competitors, highly competitive market, and prohibition of alcoholic drinks on public Medias, and inconstant tastes and preferences of customers. In order to combat this problem they need to insure the probability of their product being preferred, and this needs their extensive presence in the mind of their consumers, which require them to advertise in every plat form they can. One way or another there exist a presence of graphic design in all most all advertisement. So the quality of this graphic design have a very strong relation on how much the products are preferred comparing to other companies products.

The beer industry in Ethiopia has been booming fast, with many brands penetrating the market, the state of having a strong brand in the consumers' mind have become the prime concern of business owners to take the competitive advantage. And preference is a key in order to be at the top of this competitive marketing. Acquiring the advantage of being preferred and continuing to have the advantage requires the continuous presence of ones brand in the minds of consumers; this is where graphic design and product availability comes in. As the experts say "Products are created in the factory, but brands are created in the mind" (Kotler & Keller, 2006), graphic design plays an important role in this creation and nurturing of a brand. In this competitive market, all the companies are trying to deliver a more quality and valuable products to the customer compared to their competitors (Lemma, 2015).

A brand's availability could be referred to as psychological accessibility, which creates the likelihood that a buyer will observe, distinguish, and imagine a brand in buying circumstances (Emari et al., 2012).

To the best of the researcher's knowledge there is no research done on this Topic. Hence, the study focuses on the effect of graphic design, product availability and competitor's performance in customer's brand preference of BGI major product, i.e., beer.

1.3 Research Questions

1. How is the graphics design of BGI products affecting customer's brand preference?
2. How is the availability of BGI products affecting customer's brand preference?
3. How is competitors' performance affecting customers' brand preference of BGI products?
4. How is the relationship between graphic design and customer's brand preference of BGI products?
5. How is the relationship between product availability and customers' brand preference of BGI products?
6. How is the relationship between competitor performance and customers' brand preference of BGI products?

1.4 Objective of the study

1.4.1   General Objectives

Investigate Effect of graphic design, product availability and competitor performance on customers' brand preference in the case of BGI Ethiopia.

1.4.2   Specific objectives

The specific objectives of the research are:

1. To investigate the effect of graphic design on customer's brand preference of BGI products.
2. To investigate the effect of product availability on customer's brand preference of BGI products.
3. To investigate the effect of competitor's performance on customer's brand preference of BGI products.
4. To examine the relationship between graphic design and customers' brand preference.
5. To examine the relationship between product availability and customers' brand preference.
6. To examine the relationship between competitor products and customers' brand preference.

1.5 Significance of the Study

This research would help to identify the effect of graphics design, product availability and competitor's performance on customer's brand preference. The result of the research will guide BGI Ethiopia to figure out the existing gaps on graphics design, product availability and competitor's performance and adjust its marketing strategy with customer's preference. Consequently, understanding brand preferences contributes to build strong brands and able to develop long-term relationship with consumers. Additionally, this study would have importance in providing a better ground for BGI sales managers, business professionals, business initiatives and policy makers.

The research would help for research practitioners who are interested in improving their knowledge in the subject of brand preference. Moreover, the research would also contribute an insight point as a stepping stone for further study in the area to future researchers.

1.6 Scope/ Delimitation of the Study

The researcher chose BGI Ethiopia for the study to be conducted. Because it is one of the six brewery companies in Ethiopia located in Addis Ababa Ethiopia. More over for the availability and convenience for the researcher BGI is chosen.

The study is limited in scope that it is only focused on beer consumers in Addis Ababa. It will assess the effect of graphic design, product availability and competitor performance on customers' brand preference in the case of BGI Ethiopia. It will give more generalized result if it could be undertaken in a city-wide scale. However, due to financial and time constraints the study is geographically confined in Nifassilk sub city selecting five outlets for the study.

The constructs of the research indicate the effect of three factors (graphics design, product availability and competitor's performance) on customer's brand preference. There are other factors such as, product quality, taste, price, etc. that affect customer's brand preference do not discussed in the study. Since The research time duration was short, start from November, 2021 up to May, 2022.

1.7 Operational Definition of terms

> **Graphic design**

A generally accepted view is that graphic design may be described as the art and craft of bringing a functional, aesthetic, and organized structure to different kinds of texts and illustrations (Rune, 2015).

> **Product Availability**

Product availability is the easily and readily accessibility and the convenience to gain the products on time.

> **Competitors performance**

According to the Webster dictionary, Competitor can be defined as one selling or buying goods or services in the same market as another.

> **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 (Elias, 2018).

1.8 Organization of the Study

This study is organized in five chapters, the first chapter provides a general introduction of the study including problem of the statement, research objectives, research questions, scope of the study, significance of the study, and organization of the study. The second chapter discuss on the review of related literature relating to the study. It contains operational definitions, theoretical framework, empirical literature, conceptual framework and hypothesis. Chapter three elaborates the research methods of the research including research design, research approach, target population, sampling technique and size, model specification, data sources, data collection instruments, data presentation and analysis, validity and reliability of the data, ethical considerations, and finally the budget breakdown. Chapter four will focus on the data analysis and interpretation in relation to the research objectives and research questions of the study and finally, chapter five will provides a summary, conclusion and recommendation of the study.

CHAPTER TWO

RELATED LITERATURE

2.1 Theoretical Review

2.1.1 Concept of brand and brand preference

According to Kotler & Keller (2012) "A brand is a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of a seller and differentiate them from competitors". According to Chaudhuri & Holbrook (2001) a brand is essentially the sum total of the particular satisfaction that it delivers to the customer who buys that specific brand, the sum total being its name, ingredients, price, packaging, distribution, reputation and ultimately to its performance.

The term brand preference means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2007). In some studies, brand preference has been equated with brand loyalty (Rundle & Mackay, 2001). 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 & Sequeirq, 2016).

2.1.2 Evolution of brand preference

As cited by Fereja & Demeke (2019) 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, margarine (Dekimpe et al., 1997) even though relative prices vary significantly overtime and consumers often cannot distinguish their preferred brand in blind tastes.

At the extreme, brand preferences could be entirely determined by experiences in childhood (Berkman et al., 1997). Existing empirical evidence provides little support for the view that past experiences have a long lasting impact on brand preferences.

2.1.3   The concept of brand preference

In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioral tendencies (Zajonc & Markus, 1982). Brand preference is defined variously as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness toward a certain brand; the extent to which a consumer favors one brand over another. The term "Brand Preference" means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2007).

Rossiter & Bellman (2005) suggest different levels of preferences and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal (Rossiter & Bellman, 2005). Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment, based on the level of preference.

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. However, forecasting consumer's preferences between brands is not an easy task (Fishbein, 1965).

The measurement of brand preference was hard to determine, but this could be done by indirectly quantifying repurchasing and the referral program. Brand preference was the important factor because it could promote repurchasing intention and also had an impact on the referral program of the enhancement or its avoidance (Prentice & Handsjuk, 2016). The development plan to create brand preference was the focal point.

2.1.4 Brand preference and consumer

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). 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 et al., 1988). At the extreme, brand preference could be entirely determined by experience in childhood (Berkman et al., 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.

In the brewery sectors value of a product can take the form of money, brand and preference among others (Oh, 2007). Value of a product is reflected in the way customers be reflected in the way customers offer return businesses to the brewery firms. According to (Christian & Sunday, 2013) brand preference is a measure of the extent to which customers will choose a specific brand at the expense of other present brands, and is or are willing to accept substitutes when that brand is not available.

Bettmanet et al. (1998) pointed out that choice is concerned with the selection and consumption of the brand. Brand preference can be viewed as a motivator of brand choice. Bither & Wright (1977) indicated that consumer preferences and choices tend to be more consistent. Therefore, preference provides a more accurate prediction of consumer choices comparing to attitude. Sagoff (2003) suggests that the relationship between brand selection and brand preference is subject to market conditions. In perfect market conditions, consumers will choose from their preferred alternatives. While in the imperfect market choice is subject to situational factors such as availability; whereby, consumers' brand choices can be inconsistent with their preferences.

Surprisingly, Amir & Levav (2008) noted that marketing managers are more interested in brand preference than brand choice to signal repeated purchases, since consumer preferences tend to be constant across the different contexts, rather than choice-limited to a distinct context. Kay (2006) indicated that evidence of brand strength is its success, illustrating its ability to win consumer preferences and construct long-lasting relationships. Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received mentionable attention from marketers.

Lee et al. (2006) recommended that brand preferences represent consumer dispositions to favor a particular brand. It refers to the behavioral tendencies reflecting the extent to which consumers like one brand over another. Brand preference is close to reality regarding reflecting consumer evaluation of brands. In the marketplace consumers often face situations of selecting from several options. According to Grimm (2005) consumer preferences for brands reflect three responses: cognitive, affective and cognitive or behavioral. The cognitive components encompass the utilitarian beliefs of brand elements. The affective responses refer to the degree of liking or favoring that reflects consumer feelings towards the brand. The cognitive or behavioral tendencies are denoted by as the consumers predicted or approached act towards the object. It is the revealed preference exhibited in consumers choices.

Chernev et al. (2011) assumes that the association of behavioral outcome, such as willingness to pay and brand preference. These are presumed to be associated with the behavioral tendencies. Dhar (1999) suggested that purchasing decisions are the behavioral outcome that precedes differentiation between several alternatives and make purchasing decision; a subsequent result of consumer preferences. Van Kerckhove et al. (2012)) suggested that brand preferences facilitate consumer's choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences. Thus, Sriram (2006) asserted that changes in consumer brand preferences are reflected by the brand performance and market shares. In addition Schoenfelder & Harris (2004) suggested that brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient features. Therefore, according to Alamro & Rowley (2011) uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning,

and gives insights into product development. Consequently, understanding brand preferences contributes to build strong brands and able to develop long-term relationship with consumers.

2.1.5   Factors affecting brand preference

Brand adoption or preference has been receiving increased attention in extant literature. Cooper & Schindler (2014) noted that most new innovations come with high risks as most of them failed in the marketplace creating the need for marketers to have a clear understanding of success factors in brand adoption. According to Chalotte (1999) theories of adoption have often been used to explain how consumers form preferences for various goods and services.

Generally, Wee (2003) noted that these theories emphasize on the importance of different characteristics of the products in brand preference. The relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the consumers of the different brands. Marija (2010) gives several other factors where it is found that consumer can prefer the brand that gives the value in pre-consumption phase (brand, quality and label) and post consumption phase (taste, convenience where taste is the essential part of intrinsic quality dimension). Consumer's previous experience with brand also influences their preferences and product acceptance.

Therefore, for this particular study the researcher will assess the following factors that affect brand preference. Such as: graphics design, product availability and competitor's performance influences.

2.1.5.1 Graphics design
2.1.5.1.1   Promotion
According to Peter & Donnelly (2007) promotion can influence what consumers think about products, what emotions they experience in purchasing and using them and what behaviors they perform including shopping in particular store and purchasing specific brands. Moreover, according to Foxall (2012) traditional promotion involves all the marketing tools currently available, most evident marketing channels that are used in developed countries, such as TV and the internet. They have been characterized by being cost efficient as having the ability to have a wide reach and at reasonable prices. Awareness has been regarded as being an influential factor

in consumer decision making. This is because it influences the type of brand that enters the consideration set. Brand awareness also influences the type of brands selected from the consideration set (Macdonald & Dumbar, 2007).

According Juddy (2016) a study conducted by (Hoyer et al., 2012) that pioneered the research at the individual decision level examined the effects of brand awareness on consumer choice. According to the study it was revealed that awareness impacts heuristically on the perceived quality of the brand. Similarly, according to consumer behaviour theory, product choice is regarded as a highly involving problem-solving process (Foxall, 2012).

According Ali (2014) to promotion involves both providing the consumer information regarding the alcoholic beverages' store and its product or service offering as well as influencing the consumer perceptions, attitudes, and behavior towards the store and what it has to offer. Sponsorship contributes to the building of the brand/product and corporate image. Direct marketing is an interactive system of marketing which use one or more advertising media to affect a measurable response and/or transactions at any location (Betts & York, 1994). Trade promotions at the same time need negotiations with customers, but again the decision must be designed by the manufacturers and have specific targets (Randall, 1991; cited in Ali, 2014))

2.1.5.1.2 Advertisements' Visualization

With the increase of the variety of product and services in the market, attracting consumer awareness is important. Marketing activities, such as the usage of advertisements, have become significant. Advertisements can create impressions through visual imagery or text based imagery (Köksal, 2013). Television commercials, magazine ads, and other forms of advertising often using visual designs and aesthetics in an inspirational manner to attract viewers' attention to affect perception, persuasion, and ultimately behavior. Visual designs help in generating artistic advertising, which leads to ad effectiveness on consumers (Hetsroni, 2005).

2.1.5.1.3 Visual Design Impact on Perception

Advertising that employs visual design elements to implicitly highlight the characteristics of the matter being promoted usually, have an impact on viewers' perceptions. Advertisers seek to maximize the attention and the recall of the messages. Visual spurs in adverts tend to attract attention with aesthetics (Toncar & Munch, 2001). Once the advertisement captures the viewers'

attentiveness, they usually apply their cognitive resources in the indulgence of the message (requires greater cognitive resources compared to a literal message). According to Mick, (1992) the comprehension of an advertisement has an effect on consumers' outlook toward the message. Visual design and aesthetics give rise to affective responses associated after decoding of the ad (Mzoughi & Abdelhak, 2011). The receiver then will look at the whole advertisement with a more favorable perspective (Mick, 1992). Hence, visual design gives an extra advantage to advertisements in impacting their overall views and judgments to the communed message (Mzoughi & Abdelhak, 2011; Toncar & Munch, 2001).

2.1.5.1.4 Social Media

Based on Kaplan et al. (2010) social media can be defined as a comprehensive term for web-based applications which enable the internet users, online customers to be more precise, to exchange as well as create information, share views and experiences with friends, relationships, colleagues etc. The brand communication on social media, however, can be broadly classified into two, firstly from marketers' end and the other being done on consumers' part in terms of conversations they engage themselves on the social networking sites like facebook, twitter, telegram, etc.

Social media was heavily involved in current lifestyle for both urban living and rural living; so social media was counted as a powerful medium for the effective communication between product and customers (Prentice & Handsjuk, 2016). The augmentation of social media marketing had been the popularity marketing trends for alcohol beverage business (Nicholls, 2012). Popularity of social media came from cost efficiency, geographic expansion, and business opportunities (Barreda et al., 2016). The challenges from the widespread and active use of social media marketing on alcohol beverage were the younger target audiences (Nicholls, 2012). Some countries has legislated an alcohol marketing regulations in order to control the effort and exposure of alcohol in social media marketing (Brodmerkel & Carah, 2013).

The crucial advantage of social media was to allow more customers' interaction by comments about products and brands. At the same time, the company still maintained non-interactive section such as information, activities, and news on the social media as well. The consequence from both perspectives of social media established and strengthened the relationship with customers; besides, social media influenced brand preference (Prentice et al., 2016).

Furthermore, customer's interaction was a valuable tool and cost less to construct brand preference (Prentice & Handsjuk, 2016). Likewise, social media induced brand recognition in the virtue of advertising and media commentary (Kladou et al., 2016).

However, the disturbance of using social media could create risks from the negative comments when customers experienced any product issue so that marketers must notice and planed well to resolve this threat (Powers et al., 2012). Then, customers' interaction could be a link to customers' brand preference. Besides, social media influenced brand preference (Prentice & Handsjuk, 2016).

Consumers are increasingly using social media sites to search for information and turning away from traditional media, such as television, radio, and magazines (Mangold & Faulds, 2016). The product reviews by consumers on social media can produce a positive or negative brand buzz and the messages on these virtual platforms affect consumer buying decisions (Vij & Sharma, 2013). The work of Eisingerich et al. (2015) focuses on the differences that exist between traditional word-of-mouth and social media word-of-mouth.

2.1.5.2 Product availability

The easily accessibility of a product has a great influence on the customer buying behavior (Boadu, 2012). Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty (Srinivasan & Park, 2005). Consequently, according to Pettigrew & Donovon (2003) availability of alcohol in outlets is one of the important structural factors that affect consumption among youth. Availability issues which include the number of locations and outlets at which alcohol is purchased coupled with length of bar opening hours affect total alcohol sales (cited in Eliam, 2015).

According to Kotler & Keller (2006) product availability is a major factor when it comes to customers' brand preferences. Further, Jo (2005) averts that consumers are likely to prefer buying from an organization whose product availability is assured. Many at times are supply hiccups that result in shortages in supplies or complete run-outs. Product and service availability is therefore, a measure of supplier or retailer reliability (cited in Juddy, 2016).

A research was done to determine the customer preference based on the availability of retail store, it was found that income and the young age customers are having a favorable effect on the

choice of the retail store, apart from occupation and the adult customers (Ravilochanan & Shyamala, 2012).

2.1.5.3 Competitors

The brewery industry is extremely competitive, with private labels greatly influencing the environment (Bernand, 2012). It is indispensable to deal with the competitors, changing customer tastes and preferences (Das, 2012). Marketer's ability to create strong brand depends on thoroughly understanding customers profile about why they prefer one brand over competitors (Njuguna, 2014).

All of the above theories are used as a guide throughout the research.

2.2 Empirical Review

Michael (2012) conducted a study on the Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola. The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choices. The research conducted by taking three main variables, namely information, communication, and comprehension. This research revealed that the variable information has high influence in advertisement in consumers' brand preference. Here, three dimensions, namely; attractiveness, attention, and awareness, measure the variable, information. These three dimensions account for about 56% of respondents that are highly influenced by information in advertisement (Vivekananthan, 2010).

Adeolu et al. (2005) examined that the impact of advertisement on consumers' brand preference in different areas. The results showed that, from five different media used in advertising, Bournivita and how consumers viewed them in order of preference, for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each and similarly Gezachew (2012) conducted with same topic with reference to electronics product and found out that from the list of advertising medias perspective, television advertising is the most preferred by consumers to create awareness. To deliver advertising message; experts, celebrities and common men/women were preferred by consumers to get reliable information about the brand of the beer. Chandrima (2009) conducted the research on "The impact of electronic and print media on consumers' brand preference." Customers preferred television over the other Medias since television provides both the audio and visual effects. This also proved that customers rely on advertisements shown/ aired through Medias.

Tendon (2011) assessed that the "Impact of advertising on the brand preference of tea" in which variables of the study are advertising, sales promotion (source of awareness) and on the other hand; income, age, gender, and education taken as independent variables. The study revealed that, creating awareness about the tea brand, advertising accounts for 72.4% of the respondents while 2.2% respondents feel that sales promotion schemes created awareness of the brands. In the side of parameters for the parameters of tea brand, 63.8% of respondents considered quality of the product (tea) as the most important parameter and only 12.9% of respondents considered advertising as the most important reason for the preference of tea. Again the study revealed that

age, income, and education have great impact on the brand preference of tea whereas gender has no impact on the brand preference of consumers.

Nguyen, et al. (2011) studied brand preference in cosmetics market in Thailand and Vietnam. The results showed that there is positive relationship between perceived quality and brand preference, between propaganda and brand awareness and between distribution systems and brand awareness in the both countries. There is relationship between brand awareness and brand loyalty only in Vietnam and there is relationship between propaganda and perceived quality only in Thailand.

Allameh and Noktedan (2010) conducted study on effect of product quality on brand preference in beverage industries in Nigeria by using questionnaire as a data collecting technique from loyal customers of the products. They concluded that there was a positive and significant relationship between product quality and customer's brand preference.

Empirical studies by Allenby and Lenk (1995) conclude that consumer preferences for brands are not nearly as entrenched as might be expected. Their research shows that promotional activities such as feature ads, displays, and price cuts can have a significant effect on whether or not buyers follow through with their preferences. Additional reasons (other than promotions) why consumers may purchase other brands despite a stated brand preference include a desire to try and learn more about different brands in the category; changing needs or situations; variety seeking; and changes in the available alternatives due to new products or improvements to existing products.

Clow and Back (2002) concluded in their study about factors affecting brand preference of beer products that a person's preference and purchase the brand of beer so advertised Based on the regularity of contact and importance given to subsequent interactions, the reference group exercises influence on the manner in which a consumer select and consume a brand of beer. Depending on the strength of identification with reference group, an individual may conform to the standard, norms and values of the group. Consequently, purchase behavior for a brand will alter so as to come in line with the group preference for a brand of beer.

In another research conducted by Kim and Hyun (2011), they concluded that distribution channel performance, promotion activities and improving after sales service, brand awareness, perceived quality, and store image are the most important factors in customers brand preference.

2.3 Conceptual Framework

The main purpose of this study is to have a detailed analysis on the effect of graphic design, product availability and competitor's performance on consumer's brand preference of beer in BGI Ethiopia plc. Based on the above objectives the conceptual frame work for this study is developed.

Figure 2. 1conceptual framework
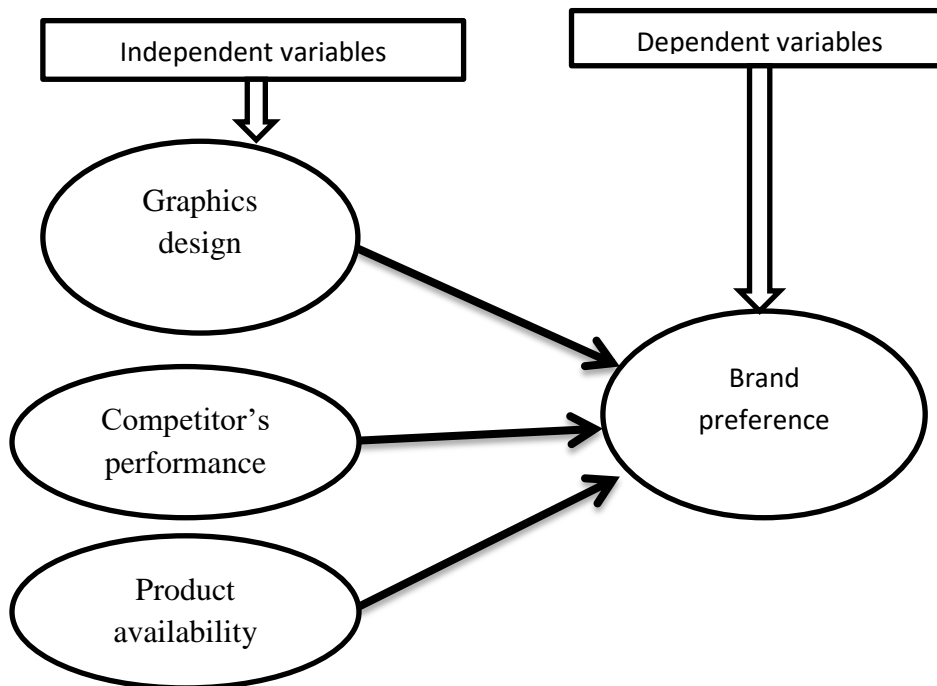
Source: own construction (2022)

2.4 Hypothesis

7. H1: Graphic design have positive and significant effect on brand preference
8. H1: Competitor's performance have positive and significant effect on brand preference
9. H1: Product Availability have positive and significant effect on brand preference

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

Research design is the overall plan for connecting the conceptual research problems to the pertinent empirical research. In other words, the research design articulates what data is required, what methods are going to be used to collect and analyses this data, and how all of these are going to answer the research questions. In this research descriptive and explanatory research methods have been used.

Depending on the nature of the problem under study as well as the purpose of research, descriptive survey design is employed for explaining the effect of graphics design, product availability and competitor's performance on customer's brand preference of beer in case of BGI Ethiopia PLC. The method was chosen for its relatively low cost and its suitability to show situations as they currently exits. That means the study determines and describes the way things are (Gay, 2006:275). Similarly (Best and Kahan 2003) noted that descriptive research design helps to describe and interpret the current condition (practices, existing challenges and opportunities).

Explanatory research aims to answer the question why some variables have an effect on other variables or the explanatory research seeks to test a theory which is a set of logically organized and interconnected principles, rules, assumptions, statements and propositions which are employed to explain, describe and predict the phenomenon (Saunders et al., 2009). Thus, explanatory research design is employed in this study.

3.2 Research Approach

There are three common methods to conduct a research project in the area of business and social sciences research. These are quantitative, qualitative, and mixed research methods (Creswell, 2009).

Quantitative research is concerned with producing data in a quantitative and objective form which can be subjected to precise quantitative analysis in a rigid and formal way. Quantitative

research is used to test a theory by identifying the variables based on the previous studies, examining the research relationships and obtaining the findings (Kothari, 2004).

Since the data were gathered mainly by using questionnaires, This research applied quantitative research approach in order to achieve the desired objectives posed in chapter one.

3.3 Target Population

As it is discussed in the scope of the study, the research is conducted in BGI Ethiopia related to the title. The study focuses on the effect of graphic design, product availability and competitor's performance on customer's Product preference of beer in Addis Ababa, Ethiopia. Hence, the target population for this study embraces beer consumers in Addis Ababa. Consumers in bars and restaurants specifically in Nifas silk Sub-City was targeted for ease of access. Five different outlets were selected for the study.

3.4 Sampling Technique and Size

The researcher has used BGI Ethiopia beer consumers who were found in Addis Ababa. The population of the research is BGI Ethiopia beer consumers in Addis Ababa who consume the beer. Due to the nature of the study, it is found to be difficult to estimate the total population number who consumes beer. As the number of consumers is infinite and is difficult to prepare source list, the researcher uses non-probability sampling approach from the infinite consumers, specifically convenient sampling technique by using those customers available in a certain specific time and place.

Alreck and Settle (2005) noted that the choice of sample size is made after considering statistical precision, practical issues and availability of resources. Convenience sampling was used because it is a type of sampling where the first available primary data source was used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient and it is very economical and fast way of getting the questionnaire filled up on spot.

The target population of this research consists of individual consumers drinking BGI Ethiopia Brewery products in Addis Ababa. Due to the sample frame of the population in the current study is unknown, the sample size is determined using the general formula recommended for unknown population size. In this case, to determine the sample for this study, the study has used the following statistically accepted formulae (Kothari, 2004).

$$n = \frac{Z^{2} * p * q}{d^{2}}$$

Where;

q=0.5, P=1-q

Z=infinite population number at 95%=1.96

d= expected error (level of precision) = 5%=0.05

n= sample size

Thus, $n = \frac{(1.96)^{2} * 0.5 * 0.5}{0.05^{2}} = 384.16$

Therefore, the sample size of this study is 385 individuals.

3.5 Data Collection tools/ Instruments

To collect the required data from the participants of the study, a standardize questionnaires instrument was prepared and implemented.

As described by (Saunders et al., 2009), a questionnaire contains standardized questions whereby all respondents may understand these questions in the same way. Therefore, it is more suitable for descriptive or explanatory research and is inappropriate to exploratory research which requires many open-ended questions. It is considered to be a key tool in collecting data and it is the most widely used tool in social research (Lancaster, 2005).

Therefore, a standardized questionnaire served as data collection instrument to collect the required information for the research.

Books, journal articles, company records and online sources were also used as a secondary data source for the research.

3.6 Data presentation and analysis

After collecting the needed data, descriptive analysis took place to present the respondents demographic characteristics. Descriptive statistic such as mean, percentages and frequency distributions was prepared before a deeper analysis of data. The collected data from the questionnaire was encoded to SPSS version 26 (statistical package for social scientists) in order to investigate them and to anticipate the final outcome of the project. The results of the survey have been presented in descriptive and in quantitative forms. Inferential statistical analysis, namely: Regression analysis and correlation analysis was used to determine the association between dependent and each of the independent variables. Hence, one can read the thesis project and clearly understand the effect of graphic design, product availability and competitor's performance on customer's brand preference of beer. A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 Field (2005). A correlation analysis with Pearson´s correlation coefficient (r) was conducted on all variables in this study to explore the relationships between variables. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity. His classification of the correlation efficient (r) is as follows: $0.1 - 0.29$ is weak; $0.3 - 0.49$ is moderate; and > 0.5 is strong. The direction of the dependent variable's change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will

move in the same direction as the independent variable; if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable. Hence in this study both the direction and the level of relationship between graphics design, product availability, competitor's performance and customers brand preference are conducted using the Pearson's correlation coefficient.

3.7 Reliability and Validity

According to Sullivan & Feldman (1979) validity and reliability are interconnected concepts. This can be demonstrated by the fact that a measurement cannot be valid unless it is reliable. Adams (2007) wrote that a very important aspect of reliability lies in the definitions of variables which are being measured and there are two ways by which reliability is usually assessed: first, by checking the stability of measurement using the test-retest method (repeatability) and second, by examining internal consistency or applying the split-half method.

Calculating Cronbach's alpha (α) has become a common practice when a multiple-item measurement of a concept or construct is employed because it is easier to use in comparison to another estimate Wilson, (2003). Therefore, in this research the most popular test of interterm consistency reliability that is the Cronbach's coefficient alpha will be used to identify the validity of items used in survey. Cronbach's alpha measure is fall between range of 0 and 1, Sekaran, (2000) the Cronbach's alpha value is less than 0.6 are considered to be poor, if it is above 0.7 are acceptable, and those over 0.8 are very good.

Table 3. 1 Reliability Analysis of Variables

No	Variable	Number of items	Cronbach's Alpha
1	Graphics design	7	.974
2	Product availability	5	.947
3	Competitor's performance	8	.976
4	Customer's brand preference	6	.989
	Entire scale	26	.992

Source SPSS result, 2022

As it is indicated in the above table, all Cronbach's alpha indexes are above 0.8. The entire scale in general has achieved a very good indicator of reliability.

Validity is the most fundamental consideration in instrument development and refers to the degree to which the instrument measures what it claims to measure (DeVaus, 2002). To have a valid and a reliable data, the researcher ensured that the questionnaires were well formulated which allowed error minimization. This study also addresses content validity through the review of literature. Content validity of the questionnaires was examined by the research advisor. Having comments from those experts some changes were made on words.

3.8 Ethical considerations

According to Saunders, Lewis and Thornhill (2001) Ethics refers to the appropriateness of behavior in relation to the rights of those who become the subject of study, or are affected by it. All information was treated with confidentiality without disclosure of the respondent's identity. Moreover, no information was modified or changed, hence the information was presented as collected and all the literatures collected for the purpose of this study are acknowledged in the reference list. The purpose of the study is disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants. The researcher was only assessing those components that are relevance to the research that is going to be conducted.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1 Introduction

This chapter includes, interpretation, analysis, and discussion of the data obtained from sample respondents. It includes the response rate of the distributed questionnaire, background of the respondent through frequency distribution and percentage, descriptive statistical analysis of customer's brand preference factors (Graphic design, product availability and competitor's performance) and customer's brand preference to know the level of customer's brand preference, correlation analysis to show the relationship between the dependent variable brand preference and independent variables, which are graphic design, product availability and competitor's performance. And multiple regression analysis is done to determine the effect of graphic design, product availability and competitor's performance on beer preference.

4.2 Response rate

For this study, by using infinite sample size formula determination 384 samples were selected. Out of the 384 questionnaires distributed to the respondent consumers of BGI Ethiopia from the five Outlets in Addis Ababa, 364 copies were completed and returned making a response rate of 94.79%. This rate concurs with Mugenda and Mugenda (2003) who explains that for hypothesis a response rate of half is palatable for examination and reporting, 60% is extraordinary and a response rate of 70% and over is awesome, thus 94.79% was surprising for an examination.

4.3 Background information of the respondent

The respondents were asked several questions to understand their general profile information. These are their gender, age, educational background, occupational status, and their monthly income in ETB.

Table 4.1 Sex of the respondents

Sex	Frequency	Percentage (%)
Male	298	81.87
Female	66	18.13
Total	364	100

Source: Own survey, (2022)

According to the above data in the table, the majority of respondents 298 (81.87%) were male and the remaining 66(18.13%) are female. According to the data most of beer consumers are male. The gender distribution of respondents of the study ensured that both genders are included as respondents and its minimizing partiality in the responses.

Table 4.2 Age of the respondents

Age	Frequency	Percentage (%)
21-30	120	32.97
31-40	170	46.70
41-50	43	11.81
51 and above	31	8.52
Total	223	100.0

Source: Own survey, (2022)

The ages category that the respondents found indicates that 170 (46.70%) of the respondents' age is between 31 and 40 and the second highest age category is between 21 and 30 which comprises 120 (32.97 %) of the respondents and 43 (11.81%) of them were found on the age range of 41-50 and last 31 (8.52 %) of them were above 50 years old. This implies that the greater parts of the respondents were sufficiently experienced to give genuine answers concerning the study and it portrays the intention of all age groups.

Table 4.3 Educational background of the respondents

Educational background	Frequency	Percentage (%)
under 8th grade	37	10.17
9-12	91	25
Diploma	108	29.67
degree and above	128	35.16
Total	364	100.0

Source: Own survey, (2022)

From the entire respondents the 37 (10.17%) of them are under 8th Grade and the rest 91 (25 %,) 108 (29.67%) and 128 (35.16 %) of the respondents' were 9-12, diploma, and degree and above. This implies that the educational level of the respondents play a vibrant role in influencing individual's judgment towards the study objectives through the ability to answer the presented inquiries effectively.

Table 4.4 Occupational status of the respondents

Occupational status	Frequency	Percentage (%)
have occupation	311	85.44
no occupation	53	14.56
Total	364	100.0

Source: Own survey, (2022)

Regarding occupational status of respondents 311 (85.44%) of the respondents have occupation while the rest 53(14.56%) of the respondents have no occupation. This shows that most of beer consumers are the one who have occupation.

Table 4.5 Monthly income of the respondents

Monthly income	Frequency	Percentage (%)
less than 2000	30	8.24
2001-5000	101	27.75
5001-10000	195	53.57
above 10000	38	10.44
Total	223	100.0

Source: Own survey, (2022)

From the entire respondents 30(8.24%) of the respondents have less than 2000 birr monthly income the rest 101(27.75%), 195 (53.57%) and 15(6.7%) of respondents were who earn 2001-5000 birr a month, 5001-10,000 birr a month takes and more than 10,000 birr a month. Hence, most of the respondents who consume beer are having monthly income 5001-10,000 birr.

4.4 Descriptive Statistical Analysis

In this part descriptive statistics in the form of mean and standard deviation were presented to illustrate the feedback of the respondents. The feedback of the respondents for the variables indicated below were measured on five point Likert scale with measurement value 1= Strongly disagree; i.e. very much dissatisfied with the case described; 2= Disagree, i.e. not satisfied with the case described; 3= Neutral, i.e., uncertain with the case described; 4= Agree, i.e., feeling all right with the case described and considered as satisfy; and 5 =strongly agree, i.e. very much supporting the case described and considered as highly satisfy. To make easy interpretation, the following ranges of values were reassigned to each scale: 1-1.8= strongly disagree; 1.81-2.6 = Disagree; 2.61-3.4= Neutral; 3.41-4.20= Agree; and 4.21-5 = Strongly Agree Best (2006: 174)

4.4.1   Graphics design

Table 4. 6 Descriptive analysis of Graphics design

	N	Mean	Std. Deviation
Posters of BGI products makes me prefer its products	364	3.87	
Design on the bottle of BGI products makes me prefer its products	364	2.68	
BGI social media posts makes me aware of their products before I had my first taste	364	3.81	
Their advertisement on social media and other ways makes me prefer BGI products	364	3.78	
BGI products makes a strong impression on my visual sense	364	3.70	
BGI products makes a strong impression on my visual sense	364	3.79	
BGI products has an appealing design	364	3.73	

Source SPSS result, 2022

The label with its typography, colors, shape and other graphic elements has to retain its visual identity so that the customer could at first sight identify the manufacturer - the brewery (Mencer, 2011). An attractive and innovative graphic design of the label should promote the product.

As it is presented in table 4.6 most of the responses fall in the agreed range. Therefore, these results showed that, customer perception about posters of BGI products, BGI advertisement on social media and other ways and visual appearance of BGI products is affirmative. On the other hand respondents are uncertain about design on the bottle of BGI products.

The number of customers responded negatively shows that BGI should give due attention for designing aspects like making impressive graphics designs and advertising them intensively on social media and other ways, making label designs, logos and symbols of BGI products to be easily recallable, and make the designs visually attractive to make customers purchase its products by giving due attention to graphic design the company can keep its existing customers and also be able to find new consumers.

4.4.2 Product Availability

Table 4. 7 Descriptive analysis of Product Availability

	N	Mean	Std. Deviation
Even if I want another beer BGI beer products seem to be most available	364	4.21	1.11
The availability of BGI beer products makes me prefer them comparing to others	364	3.65	1.41
Availability is very important to define my choice of beer	364	3.55	1.46
Although I prefer BGI products, they are not always available	364	1.68	1.08
The availability of BGI products anywhere and in any situation makes me chose their products	364	3.58	1.59

Source SPSS result, 2022

According to Kotler & Keller (2006) product availability is a major factor when it comes to customers' brand preferences. Further, Jo (2005) averts that consumers are likely to prefer buying from an organization whose product availability is assured.

Availability is the second independent variable in this research. It checks if BGI beer products are available, if the availability of BGI beer products makes respondents prefer them, and BGI beer products are available in any circumstances.

Table 4.7 shows that, most of the responses fall in the agreed range which implies that BGI products are most available in anywhere and any situation, and its availability makes respondents prefer them over other brand products.

4.4.3   Competitor's performance

Table 4. 8 Descriptive analysis of competitor's performance

	N	Mean	Std. Deviation
The emerge of different beer producers makes me switch from BGI products	364	3.54	1.40
Other beer producers promote their beer products very well comparing to BGI	364	3.60	1.42
The existence of competitors has influence on my beer preference	364	3.40	1.43
Design on the bottle of beer makes me prefer other beer brands over BGI products	364	3.95	1.39
Posters of other brand beers makes me prefer its products over BGI products	364	3.03	1.60
I prefer other brand beer over BGI products because they have better product availability	364	2.32	1.49
since other brand beers have a better social engagement i prefer them over BGI products	364	3.2940	1.58
Due to other brand beer's better reward and incentive programs, I prefer them over BGI products	364	2.6401	1.65

Source SPSS result, 2022

The brewery industry is extremely competitive, with private labels greatly influencing the environment (Bernand, 2012). It is indispensable to deal with the competitors, changing customer tastes and preferences (Das, 2012). Marketer's ability to create strong brand depends on thoroughly understanding customers profile about why they prefer one brand over competitors (Njuguna, 2014).

Competitor's performance is the third independent variable in this research. It checks if the emerge of competitors switch customers from BGI beer products, if competitors have a better

promotion comparing to BGI Ethiopia, if existence of competitors influence customers preference, if competitors have a better design on the bottle of their beer products comparing to BGI, if competitors have a better posters comparing to BGI Ethiopia, if competitors have a better social engagement that makes customers prefer them over BGI beer products and if competitors have a better reward and incentive programs that makes customers prefer them over BGI products.

Table 4.8 shows that Most of respondents agree with that Customers switch from BGI products due to the emergence of competitors, competitors have a better promotion comparing to BGI and competitors have a better design on the bottle of their beer products than BGI. And also most of the respondents are neutral (uncertain) with that existence of competitors influence customers preference, competitors have a better posters than BGI, social engagement of competitors are better comparing to BGI and competitors have a better reward and incentive programs that makes customers prefer them over BGI products. On the other hand most of the respondents disagree with that I prefer other brand beer over BGI products because they have better product availability. So that if BGI considers competitors and do better on promotion, graphic design, and design on the bottle of its products comparing to competitors, so that it could be outstanding for preferring to purchase comparing to other competitors.

4.4.4 Customer's brand preference

Table 4. 9 Descriptive analysis of customer's brand preference

	N	Mean	Std. Deviation
I do have specific brand preference of beer	364	3.53	1.56
I like BGI products more than any other brand of Beer	364	3.59	1.33
BGI products are my preferred brand over any other brand of beer	364	4.07	1.23
I would use BGI products more than any other brand of beer	364	4.08	1.13
BGI products meets my requirements of beer better than other brands of beers	364	3.92	1.46
When it comes to making a purchase, BGI products are my first preference	364	4.05	1.23

Source SPSS results, 2022

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)

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 (Elias, 2018). It represents which brands are preferred under the assumption of equality of price and availability (Amadi & Ezekiel, 2013).

Customer's brand preference is the dependent variable in this research, which is influenced by three independent variables which are graphic design, product availability and competitor's performance. It consists of customers have specific brand preference of beer, customers prefer BGI products more than any other brand of Beer, consumers prefer BGI beer products even if other brands have same features, its social media posts made one prefer BGI beer products and include if consumers prefer them in any circumstances.

Upon the responses of the respondents on the above table 4.9 majority of the respondent agreed in their response. But this does not mean that the number of customers responded negatively is insignificant. So BGI should give due attention to customer's brand preference because of advertisements, label designs, logos, making respondents prefer them even if other brands have same quality, and choosing them in any circumstances. It should work harder to influence consumers to have specific beer preference to purchase it again and again whenever it is available.

4.5 Inferential Statistical Analysis

4.5.1 Correlation Analysis

Correlation Result of Graphics design, product availability, competitor's performance and
customer's brand preference

The table below presents the result of the correlation analysis made using bivariate correlation.

Table 4. 10 Correlations Analysis

	1	2	3	4
1. Graphics design	1			
2. product availability	.483**	1		
3. competitor's performance	.504**	-.012	1	
4. Customers brand preference	-.149**	.014	.350**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.10 above shows the correlation between graphics design, product availability, competitor's performance and customer's brand preference. The results indicate that, there is positive and moderate relationship between competitor performance and customer brand preference (r = 0.35, P < 0.01). On the other hand, there is weak and negative relationship between graphics design and competitors brand preference (r = - 0.149, P <0.05). And also there is positive and very low relationship between customers brand preference and product availability(r = 0.014, P <0.01).

Therefore from this result confirmed that there is a weak and negative relationship between graphics design and customer's brand preference. It answers the 4th (fourth) research question. On the other hand there is moderate and positive relationship between competitor's performance and customer's brand preference. It answers the 6th (sixth) research question. And also there is

positive and very low relationship between product availability and customer's brand preference it answers the 5th (sixth) research question.

4.5.2 Testing regression analysis assumptions

Before applying regression analysis, some tests were conducted in order to ensure the appropriateness of data to assumption and regression analysis as follows

4.5.2.1 Multicollinearity Assumption Test

Multicollinearity exists when there is a strong correlation between two or more predictors in a regression model. Multicollinearity poses a problem only for multiple regressions because (without wishing to state the obvious) simple regression requires only one predictor (Andy, 2009). SPSS produces various collinearity diagnostics, one of which is the variance inflation factor (VIF). The VIF indicates whether a predictor has a strong linear relationship with the other predictor(s). The VIF value less than 1 and greater than 10 is cause for concern and a tolerance value less than 0.2 almost certainly indicates a serious collinearity problem. (Myers, 1990)

Table 4. 11 Collinearity statistics

Model	Tolerance	VIF
Graphics Design	.506	1.976
Product availability	.679	1.474
Competitor's performance	.660	1.515

Source SPSS results, 2022

The result shows that the value of VIF for all predictors was greater than 1, less than 10 and the value of Tolerance for all predictors was above 0.2. Based on the above theory the average VIF is close to 1 and this confirms that there is no multcollinearity problem for this regression model rather it indicates that there is strong linear relationship with the predictors.

4.5.2.2 Normality Test

Normality is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency of scores around in the middle combined with smaller frequencies towards the extremes. It presents by drawing a histogram of the residuals, and then examines the normality of the residuals. If the residuals are not skewed, that means the assumption is satisfied. (Pallant J, 2005).

figure 4. 1 Normality Assumption Test via Histogram

Histogram

Dependent Variable: customersbrandpreference

Mean = 1.05E-14
Std. Dev. = 0.996
N = 364
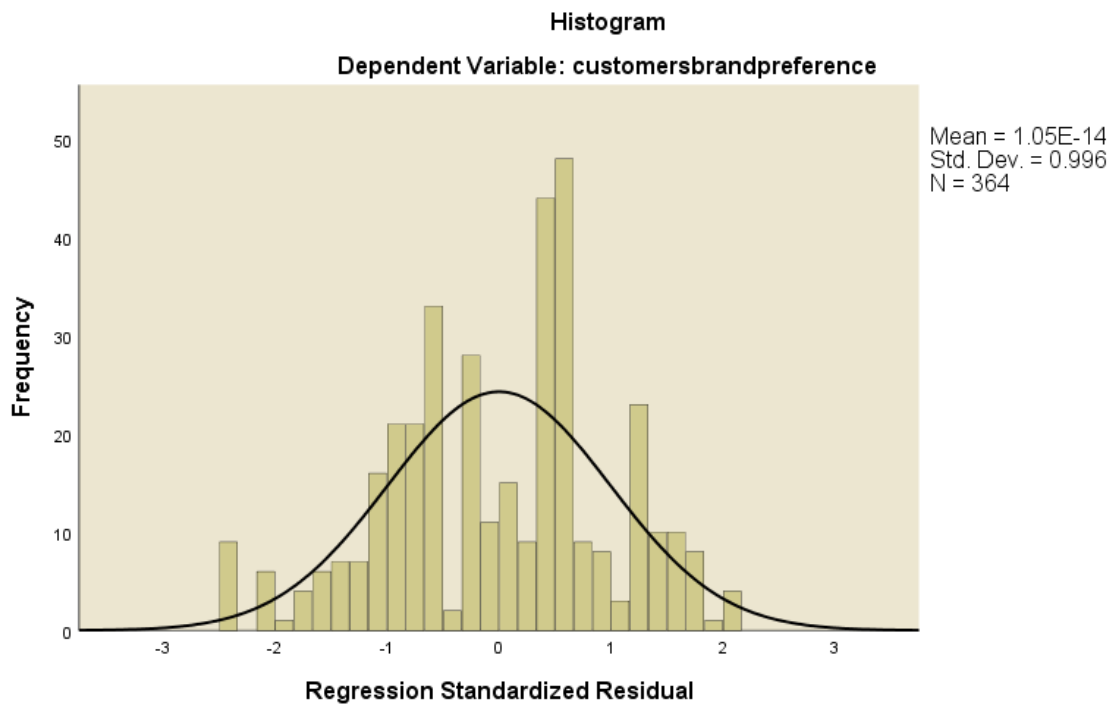
Source SPSS results, 2022

Figure 4.1 indicates that frequency distribution of the standardized residuals compared to a normal distribution. As you can see, although there are some residuals that are relatively far away from the curve, many of the residuals are fairly close. Moreover the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violation of the assumption normally distributed error term.

Normality Assumption Test via P-P plot

There is another technique of showing normality of residuals with a normal P-P plot (probability-probability plot). The plot shows that the points generally follow the normal (diagonal) line with no strong deviations. This indicates that the residuals are normally distributed (Andy F, 2009).

figure 4. 2 Normality Assumption of regression P-P Plot
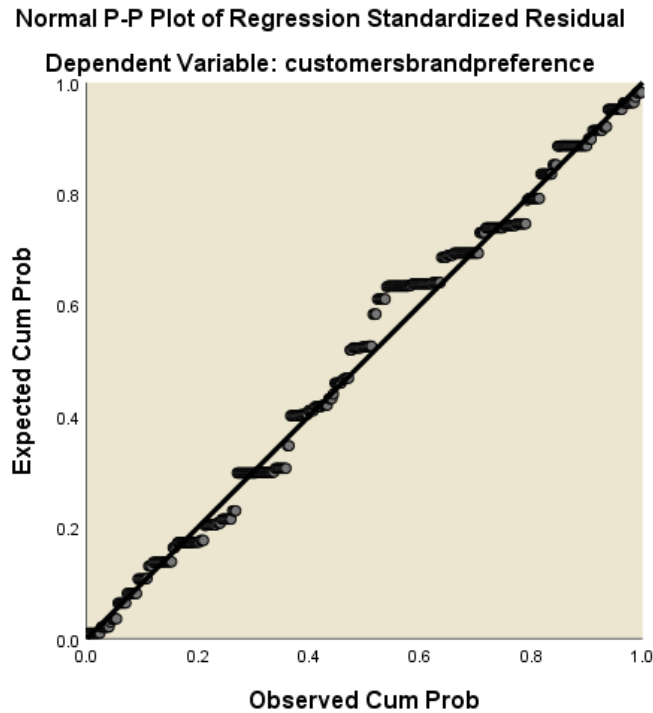
Source SPSS results, 2022

This assumption can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed. The plot shows that the points generally follow the normal (diagonal) line with no strong deviations. This indicates that the residuals are normally distributed and assumption of normality was satisfied.

4.5.3   Regression Analysis

Multiple regressions are the most common and widely used to analyze the relationship between a single continues dependent variable and multiple continues on categorical independent variable (George et al, 2003). In this study multiple regression analysis was employed to examine the effect of graphics design, product availability and competitor's performance on customer's brand preference. The following table presents the results of multiple regressions analysis. Here the squared multiple regression coefficients (R2) which tells the level of variance in the dependent variable (customer's brand preference) that is explained by the model.

Table 4. 12 Model Summary of graphics design, product availability and competitor's performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587[a]	.344	.339	.38554

a. Predictors: (Constant), competitor's performance, product availability, Graphics design

b. Dependent Variable: customers brand preference

R (Correlation Coefficient) is 0.587 means there is a stronger linear relationship between the independent variable which is, graphics design, product availability and competitor's performance and the dependent variable Customer's brand preference.

From the table R-Squared (coefficient of determination) is 0.344 which implies that 34.4 % of the variation in Customer's brand preference is explained by graphics design, product availability and competitor's performance. It also shows that the values of graphics design, product availability and competitor's performance can perfectly predict the values of the dependent variable by 34.4%.

Thus, 34.4 percent of the variation in customer's brand preference can be explained by the three factors (graphics design, product availability and competitor's performance). And other unexplored variables may explain the variation in customer's brand preference which accounts for about 65.6 percent.

The Adjusted R-squared of 0.339 suggests that graphics design, product availability and competitor's performance fit to the model by approximately 33.9%.

4.5.4 ANOVA test

Table 4. 13 ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.101	3	9.367	63.020	.000[b]
	Residual	53.510	360	.149		
	Total	81.611	363			

a. Dependent Variable: customers brand preference

b. Predictors: (Constant), competitor's performance , product availability, Graphics design

From the ANOVA table it has been determined that F = 63.020 and Sig. is .000 which confirms that graphics design, product availability and competitor's performance have significant impact on customer's brand preference.

Table 4. 14 Coefficients for graphics design, product availability and competitor's performance on customer's brand preference

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.505	.232		6.498	.000
	Graphics design	-.403	.037	-.661	-11.026	.000
	product availability	.291	.044	.342	6.597	.000
	competitor's performance	.916	.070	.688	13.096	.000

a. Dependent Variable: customers brand preference

The effect of graphics design, product availability and competitor's performance is presented in table 4.14 above. The researcher used unstandardized coefficients and their sign to analyze their effect on brand preference. The specific objectives are addressed and hypotheses were tested based on this result.

The results of multiple regressions, as presented in table 4.14 above, indicates that graphics design has a negative and significant effect on customer's brand preference with a beta value (beta = -0.403), at 95 percent confidence level ($p < 0.05$)., The results of table 4.12.also indicate that the unstandardized coefficient beta and p value of product availability and competitor's performance were positive and significant effect on customer's brand preference (beta= 0.291, $p < 0.05$) and (beta= 0.916, $p < 0.05$) respectively.

The result of this study indicates that except graphics design, both product availability and competitor's performance have a positive and significant effect on customer's brand preference. Moreover, from the findings of this study, researcher found out that Out of the three factors (graphics design, product availability and competitor's performance) only product availability and competitor's performance have positive and significant effects on customer's brand preference. On the other hand, graphics design has negative and significant effect on customer's brand preference.

According to the t-statistics indicated in the table 4.14, competitor's performance has highest effect on brand preference with the value of 13.096. Next to competitor performance, product availability is the highest factor that is affecting brand preference with t-value of 6.597. From the statistically significant variables, graphics design has a negative effect on the brand preference with t-value of -11.026.

Accordingly the researcher can conclude that any improvement in competitor's performance and product availability will positively contribute in enhancing customers brand preference. But improvement in graphics design will negatively contribute in enhancing customers brand preference. The findings of this study also indicated that competitor performance is the most important factor to have positive and significant effect on customers brand preference.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

The basic interest of this study was to find out the effect of graphics design, product availability and competitor's performance on customer's brand preference in the case of BGI Ethiopia. The research was conducted using questionnaire involving 364 sample respondents selected conveniently from five outlets of Nifas silk sub City, Addis Ababa.

The results of the descriptive statistical analysis indicated that customers were satisfied with graphics design and uncertain with product availability and competitor's performance.

The correlation result showed that, there is positive and moderate relationship between competitor performance and customer brand preference. On the other hand, there is weak and negative relationship between graphics design and competitors brand preference and also there is positive and very low relationship between customers brand preference and product availability.

The multiple regression results showed that, product availability and competitor's performance have positive and significant effects on customer's brand preference. On the other hand, graphics design has negative and significant effect on customer's brand preference.

In overall, the results shown that all independent variables (graphics design, product availability and competitor's performance) accounted for 34.4 percent of the variance in customer's brand preference (R-square = 0.344). Thus, 34.4 percent of the variation in customer's brand preference can be explained by the three factors (graphics design, product availability and competitor's performance). And other unexplored variables may explain the variation in customer's brand preference which accounts for about 65.6 percent.

The statistical results confirmed that graphic design, product availability, competitor's performance and customer's brand preference of beer in Nifas silk lafto sub city, Addis Ababa were related. This research concluded that competitor performance is the most important factor to have positive and significant effect on customers brand preference. This finding reinforces the need for BGI to place an emphasis on the independent variables especially on competitors, and should give due attention for them.

5.2 CONCLUSION

The objective of this study is to assess the effect of graphics design, product availability and competitor's performance on customer's brand preference. The result indicated that among the three factors competitor's performance was found the most important factor of customer's brand preference followed by product availability.

The Pearson correlation result showed that, there is positive and moderate relationship between competitor performance and customer brand preference. On the other hand, there is weak and negative relationship between graphics design and competitors brand preference and also there is positive and very low relationship between customers brand preference and product availability.

This research concluded that competitor's performance is the basic and also most important factor that impacts customer's brand preference. BGI should therefore emphasize on competitors and make it a reference point for evaluating customer's brand preference. On the other product availability is perceived to be very important in evaluating customer's brand preference
This finding reinforces the need for BGI Ethiopia to place an emphasis on graphics design product availability and customer's performance, especially on customer's performance and should give due attention for them in order to raise brand preference.

5.3 RECOMMENDATION

In this section, a list of recommendations has been presented based on the findings of the survey conducted on customers of BGI Ethiopia in NIfas silk sub city, Addis Ababa. In relation to the findings, the study came up with following recommendations:

➢ If consumers preferred product is not available, they tend to switch to another product that is available. Therefore, BGI should have better product availability as much as possible.

➢ In this study competitor's performance is the dominant factor which has a highest positive relation with customer's brand preference therefore BGI Ethiopia should work on the indicators of this factor.

➢ BGI Ethiopia should promote its products better than competitor products.

➢ BGI Ethiopia should involve in different social engagements and promote its products in order to have a better customer's preference than competitor products.

➢ In order to have a better customer's preference than competitor products BGI Ethiopia should provide different reward and incentive programs.

➢ BGI should regularly undertake survey research activities to keep a regular track of consumers` beer preference level and find out consumers` expectations about various aspects.

5.4 LIMITATIONS

Due to time and cost constraints small area was used in the study. The results of large area may differ from the smaller area. Due to small area the results of validity, reliability &generalizability are small. The other limitation of the study investigated only three outcome of variable: Graphics Design, Product Availability and competitor's performance. Similarly, other variables related to consumer preference can also be investigated. For instance, product quality, taste and price, are not studied. Survey questionnaire was used in the study to collect data from respondents. Any other method can be used to get more authentic information like direct interviews. Another limitation of the study was heterogeneity found in gender of respondents because the male respondents (81.9%) are more than female respondent (18.1%).

5.5 FUTURE IMPLICATIONS

The current research study focused only on three variables graphics design, product availability and competitor's performance that affect customer's brand preference. But Only 34.4 percent of the variation in customer's brand preference can be explained by the three factors (graphics design, product availability and competitor's performance). And other unexplored variables may explain the variation in customer's brand preference which accounts for about 65.6 percent.

So, in future studies there will be wide scopes to the study. With the help of the current study, factors affecting on consumer brand preference, consumers attained the knowledge about beer purchasing (preferring) criteria but in the study few factors were focused so in future other researcher will be focus on other variables of the beer industry.

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Appendix A- data gathering instrument

St. Marry University
School of graduate studies

QUESTIONNAIRE

Dear Respondent,

I am currently studying my Master of business administration at St. Marry University. I am doing my thesis on the effect of graphic design, product availability and competitor's performance on consumer's product preference of beer, in the case of BGI Ethiopia. The following questionnaire will be helpful to gather data concerning the title. I would like to assure you that all of your responses will be kept confidential and will only be used for research purpose.

I kindly ask you to fill the following questions with full honesty in order to make this research successful.

Thank you for your active participation and your cooperation. Contact me for further information.

- Getachew Mihiretu Yitay : - +251-917-69-96-90
- E-mail: - getch0509@gmail.com

Use [√] to indicate your answer
Part one: personal data

1. Sex: 1. ☐ male 2. ☐ Female

2. Age: 1. ☐ 21-30 2. ☐ 31-40 3. ☐ 41-50 4. ☐ 50+

3. Educational background: - 1. ☐ Below 8th grade 2. ☐ 9-12
 3. ☐ Diploma 4. ☐ degree and above

4. Occupational status: - 1. ☐ Have occupation 2. ☐ No occupation

5. Monthly income in ETB 1. ☐ < 2000 2. ☐ 2001- 5000
 3. ☐ 5001- 10,000 4. ☐ > 10,000

Part two:

Below you will find different statements made about graphic design, product availability, and competitor's performance. For each item, mark (√) how much you agree or disagree with the statement.

The following questions ask about your perceptions and attitudes regarding effect of graphics design, product availability and competitor's performance on consumer's brand preference. Please answer them to the best of our knowledge. Thank you!

No	Variables	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
1. Graphic Design						
1	Posters of BGI products makes me prefer its products					
2	Design on the bottle of BGI products makes me prefer its products					
3	BGI social media posts makes me aware of their products before I had my first taste					
4	Their advertisement on social media and other ways makes me prefer BGI products					
5	BGI products makes a strong impression on my visual sense					

6	The visual appearance of BGI products are attractive					
7	BGI products has an appealing design					
	2. Product Availability					
1	Even if I want another beer BGI beer products seem to be most available					
2	The availability of BGI beer products makes me prefer them comparing to others					
3	Availability is very important to define my choice of beer					
4	Although I prefer BGI products, they are not always available					
5	The availability of BGI products anywhere and in any situation makes me chose their products					
	3. Competitors performance					
1	The emerge of different beer producers makes me switch from BGI products					
2	Other beer producers promote their beer products very well comparing to BGI					
3	The existence of competitors has influence on my beer preference					
4	Design on the bottle of beer makes me prefer other beer brands over BGI products					
5	Posters of other brand beers makes me prefer its products over BGI products					
6	I prefer other brand beer over BGI products because they have better product availability					
7	since other brand beers have a better social engagement i prefer them over BGI products					

8	Due to other brand beer's better reward and incentive programs, I prefer them over BGI products					
4. Consumer's product preference						
1	I do have specific brand preference of beer					
2	I like BGI products more than any other brand of Beer					
3	BGI products are my preferred brand over any other brand of beer					
4	I would use BGI products more than any other brand of beer					
5	BGI products meets my requirements of beer better than other brands of beers					
6	When it comes to making a purchase, BGI products are my first preference					

ቅድስት ማርያም ዩኒቨርስቲ

የድህረ ምረቃ ትምህርት ቤት

መጠይቅ

ውድ መላሾች

በሴንት ሜሪ ዩኒቨርሲቲ የቢዝነስ አስተዳደር ማስተር ትምህርቴን እየተከታተልኩ ነው፡፡ የግራፊክስ ዲዛይን፣ የምርት መገኘት እና የተፈካካሪዎች አፈጻጸም በሽማቾች የቢራ ምርጫ ላይ ስለሚያሳድረው ተጽዕኖ በቢ.ጂ.አይ ኢትዮጵያ ላይ ያተኮረ ጥናት እየሰራሁ ነው፡፡

የሚከተለው መጠይቅ ርዕሱን በተመለከተ መረጃ ለመሰብሰብ አጋዥ ይሆናል፡፡

ሁሉም ምላሾችዎ በሚስጥር እንደሚጠበቁ እና ለምርምር ዓላማ ብቻ እንደሚውሉ ላረጋግጥልዎ እፈልጋለሁ፡፡

ይህንን ጥናት ስኬታማ ለማድረግ የሚከተሉትን ጥያቄዎች በቅንነት እንድትሞሉ በትህትና እጠይቃለሁ፡፡

ስለ ንቁ ተሳትፎዎ እና ትብብርዎ ከልብ እናመሰግናለን፡፡ ለበለጠ መረጃ እባክዎን ከዚህ በታች ባለዉ አድራሽ ያግኙኝ፡፡

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ኢ-ሜል: - getch0509@gmail.com

መልስዎን ለማመልከት ☑ ይጠቀሙ

ክፍል አንድ፦ የግል መረጃ

1. ፆታ: 1. ☐ ወንድ   2. ☐ ሴት

2. ዕድሜ: 1. ☐ 21-31 2. ☐ 31-40   3. ☐ 41-50   4. ☐ 50+

3. የትምህርት ደረጃ: 1. ☐ ከ8ኛ ክፍል በታች 2. ☐ ሁለተኛ ደረጃ
                             3. ☐ ዲፕሎማ   4. ☐ ዲግሪ እና ከዛ በላይ

4. የስራ ሁኔታ: - 1. ☐ ስራ ያለው   2. ☐ ስራ የሌለው

5. ወርሃዊ ገቢ. 1. ☐ < 2000   2. ☐ 2001- 5000
                    3. ☐ 5001- 10,000   4. ☐ > 10,000

ክፍል ሁለት:

ከዚህ በታች ስለ ግራፊክ ዲዛይን፣ የምርት መገኘት እና የተፎካካሪ አፈጻጸም የተለያዩ መግለጫዎችን ያገኛሉ፡፡ ምን ያክል እንደሚስማሙ·ባቸው ለእያንዳንዱ ምልክት | √ | በማድረግ ይጠቁሙ፡፡

የሚከተሉት ጥያቄዎች የግራፊክስ ዲዛይን፣ የምርት መገኘት እና የተፎካካሪው አፈጻጸም በሸማቾች የቢራ ምርት ምርጫ ላይ ስላለው ተፅዕኖ ያሉትን ግንዛቤ እና አመለካከት ይጠይቃሉ፡፡ እባክዎን ተገቢውን ምላሽ ያስቀምጡ·ልን፡፡ እናመሰግናለን!

ተ/ቁ	መግለጫ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ· (4)	በጣም እስማማለሁ·(5)
1. ግራፊክ ዲዛይን					
1	የBGI ምርቶች ፖስተሮች ምርቶቹን እንድመርጥ ያደርጉኛል፡፡					
2	በቢ.ጂ.አይ ምርቶች ጠርሙስ ላይ ዲዛይን ምርቶቹን እንድመርጥ ያደርገኛል፡፡					
3	የBGI ማህበራዊ ሚዲያ ልጥፎች የመጀመሪያ ጣዕሜ ከማግኘቴ በፊት ምርቶቻቸውን እንዳውቅ ያደርጉኛል፡፡					

4	በማህበራዊ ሚዲያ እና በሌሎች መንገዶች ማስታወቂያቸው የBGI ምርቶችን እንድመርጥ አድርጎኛል።					
5	BGI ምርቶች በእይታ ስሜቴ ላይ ጠንካራ ስሜት ይፈጥራሉ					
6	የ BGI ምርቶች ምስላዊ ገጽታ ማራኪ ናቸው					
7	BGI ምርቶች ማራኪ ንድፍ አላቸው					

2. የምርት መገኘት

1	ምንም እንኳን ሌላ ቢራ ቢጂአይ ቢራ ምርቶች በብዛት የሚገኙ ይመስላሉ					
2	የቢጂአይ ቢራ ምርቶች መገኘታቸው ከሌሎች ጋር በማነፃፀር እመርጣቸዋለሁ					
3	የቢራ ምርጫዬን ለመወሰን መገኘት በጣም አስፈላጊ ነው።					
4	ምንም እንኳን የ BGI ምርቶችን እመርጣለሁ, ሁልጊዜም አይገኙም					
5	የቢጂአይ ምርቶች በየትኛውም ቦታ እና በማንኛውም ሁኔታ መገኘታቸው ምርቶቻቸውን እንድመርጥ አድርጎኛል።					

3. የተፎካካሪዎች አፈፃፀም

1	የተለያዩ የቢራ አምራቾች ብቅ ማለት ከቢጂአይ ምርቶች እንድቀይር አድርጎኛል።					

2	ሌሎች የቢራ አምራቾች ከቢ.ጂ.አይ ጋር ሲወዳደሩ የቢራ ምርቶቻቸውን በደንብ ያስተዋውቃሉ					
3	የተፎካካሪዎች መኖር በእኔ የቢራ ምርጫ ላይ ተጽዕኖ አሳድሯል።					
4	በቢራ ጠርሙስ ላይ ዲዛይን ከቢ.ጂ.አይ ምርቶች ይልቅ ሌሎች የቢራ ምርቶችን እንድመርጥ ያደርገኛል።					
5	የሌላ ምርት ቢራ ፖስተሮች ምርቶቹን ከቢ.ጂ.አይ ምርቶች እንድመርጥ ያደረጉኛል።					
6	ከቢ.ጂ.አይ ምርቶች ይልቅ ሌላ ምርት ቢራ እመርጣለሁ ምክንያቱም የተሻለ የምርት አቅርቦት ስላላቸው					
7	ሌሎች ምርቶች ቢራዎች የተሻለ ማህበራዊ ተሳትፎ ስላላቸው ከቢ.ጂ.አይ ምርቶች እመርጣቸዋለሁ					
8	በሌሎች ምርቶች ቢራ የተሻለ ሽልማት እና ማበረታቻ ፕሮግራሞች ምክንያት ከቢ.ጂ.አይ ምርቶች እመርጣቸዋለሁ					
4. የሽማቾች የቢራ ምርት ምርጫ						
1	የተለየ የቢራ ብራንድ ምርጫ አለኝ					
2	ከማንኛውም የቢራ ብራንዶች የበለጠ የBGI ምርቶችን እወዳለሁ።					
3	የቢ.ጂ.አይ ምርቶች ከማንኛውም የቢራ ብራንዶች የእኔ ተመራጭ ብራንድ ናቸው።					

4	ከማንኛውም የቢራ ምርት የበለጠ የBGI ምርቶችን እጠቀማለሁ፡፡					
5	የቢ.ጂ.አይ ምርቶች የቢራ ፍላጎቶቼን ከሌሎች የቢራ ምርቶች በተሻለ ሁኔታ ያሟላሉ፡፡					
6	ግብርን በተመለከተ የቢ.ጂ.አይ ምርቶች የመጀመሪያ ምርጫዬ ናቸው፡፡					

Appendix B- SPSS RESULTS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Posters of BGI products makes me prefer its products	364	1.00	5.00	3.8764	1.51343
Design on the bottle of BGI products makes me prefer its products	364	1.00	5.00	2.6841	1.45139
BGI social media posts makes me aware of their products before I had my first taste	364	1.00	5.00	3.8077	1.27978
Their advertisement on social media and other ways makes me prefer BGI products	364	1.00	5.00	3.7802	1.32825
BGI products makes a strong impression on my visual sense	364	1.00	5.00	3.7005	1.19268
The visual appearance of BGI products are attractive	364	1.00	5.00	3.7967	1.33501
BGI products has an appealing design	364	1.00	5.00	3.7335	1.26093
Valid N (listwise)	364				

Descriptive Statistics

	N	Mean	Std. Deviation
Even if I want another beer BGI beer products seem to be most available	364	4.2115	1.11428
The availability of BGI beer products makes me prefer them comparing to others	364	3.6511	1.41099
Availability is very important to define my choice of beer	364	3.5495	1.46409
Although I prefer BGI products, they are not always available	364	1.6978	1.08173
The availability of BGI products anywhere and in any situation makes me choose their products	364	3.5797	1.59086
Valid N (listwise)	364		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The emerge of different beer producers makes me switch from BGI products	364	1.00	5.00	3.5495	1.40651
Other beer producers promote their beer products very well comparing to BGI	364	1.00	5.00	3.6099	1.42257
The existence of competitors has influence on my beer preference	364	1.00	5.00	3.4011	1.43878
Design on the bottle of beer makes me prefer other beer brands over BGI products	364	1.00	5.00	3.9505	1.39964
Posters of other brand beers makes me prefer its products over BGI products	364	1.00	5.00	3.0302	1.60635
I prefer other brand beer over BGI products because they have better product availability	364	1.00	5.00	2.3242	1.49356
since other brand beers have a better social engagement i prefer them over BGI products	364	1.00	5.00	3.2940	1.58292
Due to other brand beer's better reward and incentive programs, I prefer them over BGI products	364	1.00	5.00	2.6401	1.65632
Valid N (listwise)	364				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I do have specific brand preference of beer	364	1.00	5.00	3.5275	1.55941
I prefer BGI products because of their advertisement on social media and other ways	364	1.00	5.00	3.8874	1.33235
BGI products are my preferred brand over any other brand of beer	364	1.00	5.00	4.0769	1.23521
I would use BGI products more than any other brand of beer	364	2.00	5.00	4.0879	1.12716
BGI products meets my requirements of beer better than other brands of beers	364	1.00	5.00	3.9203	1.45898
When it comes to making a purchase, BGI products are my first preference	364	1.00	5.00	4.0522	1.27921
Valid N (listwise)	364				

Correlations

		Graphicsdesign	product availability	competitor's performance	customersbrand preference
Graphicsdesign	Pearson Correlation	1	.483**	.504**	-.149**
	Sig. (2-tailed)		.000	.000	.004
	N	364	364	364	364
product availability	Pearson Correlation	.483**	1	-.012	.014
	Sig. (2-tailed)	.000		.820	.793
	N	364	364	364	364
competitor's performance	Pearson Correlation	.504**	-.012	1	.350**
	Sig. (2-tailed)	.000	.820		.000
	N	364	364	364	364
customersbrandpreference	Pearson Correlation	-.149**	.014	.350**	1
	Sig. (2-tailed)	.004	.793	.000	
	N	364	364	364	364

**. Correlation is significant at the 0.01 level (2-tailed).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.505	.232		6.498	.000		
	Graphicsdesign	-.403	.037	-.661	-11.026	.000	.506	1.976
	product availability	.291	.044	.342	6.597	.000	.679	1.474
	competitor's performance	.916	.070	.688	13.096	.000	.660	1.515

a. Dependent Variable: customersbrandpreference

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587[a]	.344	.339	.38554

a. Predictors: (Constant), competitor's performance , product

availability, Graphicsdesign

b. Dependent Variable: customersbrandpreference

ANOVA[a]

Model		Sum of Squares	df	Mean Square
1	Regression	28.101	3	9.367
	Residual	53.510	360	.149
	Total	81.611	363	

a. Dependent Variable: customersbrandpreference

b. Predictors: (Constant), competitor's performance , product availability,