



ST. MARY'S UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT
POST GRADUTE PROGRAM

ASSESSING BRAND AWARENESS AND ITS EFFECT ON CONSUMER
PURCHASING DECISION
IN THE CASE OF DEGA BOTTLE WATER

BY
BETSELAM BIYADGLEAN

JUNE, 2022
ADDIS ABABA ETHIOPIA

**ASSESSING BRAND AWARENESS AND ITS EFFECT ON CONSUMER
PURCHASING DECISION
IN THE CASE OF DEGA BOTTEL WATER**

BETSELAM BIYADGLEAN

NAME OF PRINCIPAL ADVISOR

MOHAMMED MOHAMMEDNUR (ASSISTANT PROFESSOR)

A THESIS SUBMITTED TO THE
DEPARTMENT OF MARKETING MANAGEMENT
SCHOOL OF POST GRADUATE
ST. MARY'S UNIVERSITY PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE
DEGREE OF MASTER OF ART IN MARKETING MANAGEMENT

MAY, 2022

ADDIS ABABA ETHIOPIA

ST. MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MA PROGRAM
ASSESSING BRAND AWARENESS AND ITS EFFECT ON CONSUMER PURCHASING
DECISION
IN THE CASE OF DEGA BOTTEL WATER

BY
BETSELAM BIYADGLEAN (ID: SGS/0332/2013A)

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies Signature & Date

Advisor Signature & Date

External Examiner Signature & Date

Internal Examiner Signature & Date

ENDORESEMENT

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

Advisor

Signature & Date

Table of Contents

DECLARATION	III
ENDORESEMENT	IV
Acknowledgments.....	IX
Acronyms	X
List of Tables	XI
List of Figures	XII
Abstract.....	XIII
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem	4
1.3 Research Questions	5
1.4 Objectives of the Study	5
1.4.1 General Objective	5
1.4.2 Specific Objectives	5
1.5 Significance of Study	6
1.6 Scope and Limitation of the Study	6
1.7 Organization of the Study	7
1.8 Definition of Basic Terms	7
CHAPTER TWO	9
LITERATURE REVIEW	9
Theoretical Review	9
2.1 Brand Definition.....	9

2.2 Brand Equity	11
2.3 Brand Awareness.....	13
2.3.1 Brand Awareness and Consumer Decision-Making.....	14
2.3.2 Measuring Brand Awareness.....	15
2.3.3 The Value of Brand Awareness.....	16
2.4 Consumer Behavior.....	17
2.5 The Consumer Decision-Making Process.....	18
Empirical Review	21
2.6 Conceptual Framework	23
2.7. Summery	23
2.8 Hypothesis of the Study	24
CHAPTER THREE	25
RESEARCH DESIGN AND METHODOLOGY	25
3.1 Research Design.....	25
3.2 Research Approach	25
3.3 Target Population, Sample Size, Sample Techniques.....	26
3.3.1 Target Population	26
3.3.2 Sample Size Determination	26
3.3.3 Sample Techniques.....	27
3.4 Data Source	27
3.5 Data Collection Method	27
3.5 Method of Data Analysis	28
3.6 Validity and Reliability Tests.....	28
3.6.1 Validity.....	28

3.6.2 Reliability	28
3.6 Ethical Considerations.....	30
CHAPTER FOUR.....	31
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	31
4.1 Questionnaire Response Rate.....	31
4.2 Demographic Profile of Respondents	31
4.2.1 Gender of the Respondents.....	31
4.2.2 Respondents Age Groups	32
4.2.3 Educational Level of Respondent.....	33
4.3 Bottled Water Consumption Rate	34
4.4 Descriptive statistics.....	35
4.4.1 Recognition.....	36
4.4.2 Recall	37
4.4.3 Top of the mind	38
4.4.4 Dominant	39
4.4.5 Consumer purchasing decision.....	41
4.5 Inferential Analysis	42
4.5.1 Correlation Analysis	42
4.5.2 Regression Analysis	44
4.6 Hypothesis Testing and Discussions	48
CHAPTER FIVE	51
SUMMARY, CONCLUSION AND RECOMMENDATION	51
5.1 Summary of Findings	51
5.2 Conclusions	52

5.3 Recommendation.....	53
5.5 Directions for Further Studies.....	53
REFERENCES	55
Appendices.....	58

Acknowledgments

My deepest appreciation goes to the Almighty, who has made this work possible out of His abundance of grace, after him my compliment is goes to my family for all of the support to stand with me. A special gratitude I will give to my advisor Assistant Professor. Mr. Mohammed Mohammednur whose contribution in stimulating suggestions and encouragement helped me to coordinate my research work. I would also like to show my gratitude towards all my colleagues and friends, for creating a supportive and interactive work environment. I would like to thank all those who took their time to fill in my survey questionnaires and provide insightful feedback.

Acronyms

ANOVA- Analysis of variance

SPSS- Statistical Package for the Social Sciences

List of Tables

Table 31 Reliability Analysis of Variables.....	27
Table 4.1 Gender of the respondent.....	29
Table 4.2 Age groups of the respondent.....	30
Table 4.3 Educational background of the respondent.....	31
Table 4.4 Bottled water Consumption.....	32
Table 4.5 Brand recognition analysis.....	34
Table 4.6 Brand recall analysis.....	36
Table 4.7 Top of the mind analysis.....	37
Table 4.8 Dominant analysis	38
Table 4.9 Summary of the overall Brand Awareness measurements.....	38
Table 4.10 Purchasing decision analys.....	39
Table 4.11 Correlation analysis.....	41
Table 4.12 Multicollinearity statistics.....	43
Table 4.13 Test of Independent of Residuals.....	44
Table 4.14 ANOVA Analysis	44
Table 4.15 Model summary analysis.....	45
Table 4.17 Summary of the Overall Outcome of the Research Hypotheses.....	48

List of Figures

Figure 4.1 Gender of the respondent.....	30
Figure 4.2 Age groups of the respondent	31
Figure 4.3 Educational background of the respondent.....	32
Figure 4.4 Bottled water Consumption	33
Figure 4.5 Test for Normality of Data	42

Abstract

The purpose of this paper is to explore the effect of brand awareness on consumer purchasing decision of DEGA bottled water consumer in Addis Ababa. The study measured four measurements of brand awareness such as recognition, recall, top of the mind and dominant to measure the purchasing decision of DEGA bottled water. The researcher uses explanatory research design, among the various quantitative methods, the researcher used explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship variables. Bottled water consumers selected based on random convenience sampling technique. 384 bottled water consumers are selected from the total bottled water consumer in Addis Ababa. The Pearson correlation test conducted between consumer purchasing decision and brand awareness, there is a strong relationship between them. The regressions result confirmed that, the linear combination of all the components of brand awareness consider under the present study was significantly contributed to the variance. The ANOVA test result also confirmed that, the prediction power of brand awareness is found to be statistically significant. From the beta coefficient result, the researcher obtained that, recognition is found to be the most important variable in predicting the dependent variable consumer purchasing decision, followed by top of the mind, recall and Dominant. Finally, the researcher concludes that in the case of DEGA bottled water consumer brand awareness has a significant positive effect on consumer purchasing decision.

Key words: Brand Awareness, Recognition, Recall, Top of the Mind, Dominant and consumer buying behavior

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Branding existed for centuries as a way of distinguishing the goods of one producer from those of another, while modern branding finds its origin in the 19th century A. Room, (1992). Then, branding started becoming a special meaning to consumers and now prominently consider as company's most valuable assets in many countries. According to American Marketing Association Keller, (1998), a brand is a "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or a group of sellers and to differentiate from those of competitors". Branding is the foremost component exists with the product when it is introduced in the market. To make it meaningful and attractive, a brand name is given in different forms. For example, brand name based on People (McDonald, Estee Lauer cosmetics), places (British airways, Chrysler's New Yorker), company name (Volvo, General Electric), animals or birds (Dove, Mustang automobiles), things or objects (Apple computers, Shell gasoline) or something that sounds scientific (Intel microprocessors, Lexus automobiles). Besides, there are various components either explicitly or implicitly attached with brand, so called as brand elements like logos, image and symbols. So, marketers have a lot of choices to identify their products in different ways and in different forms such as name and other brand elements Keller (1998). The reason behind these varied choices is that they add value to a product in terms of perceived quality, inferred attributes, and eventually, consumer's awareness and brand loyalty.

The importance of brand awareness for consumers related to the degree to which consumers familiar with the brands product. Products that have a brand which is familiar to consumers have more chance to be selected by consumers than the brand products that are not familiar, and vice versa, Panchal et al. (2012). Familiar person will more consider brands of products he/she knows, namely when evaluating several alternative brands products which his already known. According to Shimp (2007) brand awareness is the ability of the brand appears in the minds of consumers when they are thinking about a particular product category. (Keller, 1993) defining the brand awareness as consumers ability to remember and recognize product brands in

consumer memory. Brand awareness for the company may be intervened through marketing communications to consumers so that consumers can continue to recognize the company's product brands. The company creates exposure to consumers so that consumers can see, hear and think about certain brands, that ultimately the consumer is able to perform the retrieval in the memory if requires information products.

Brand awareness for consumers also serves to reduce the risk of error in purchasing products, because the brand guarantees product quality. In this context, consumers use brands as a marker of the quality of certain products. Consumers do not need to consider too deep or too long to find information about the quality / attributes of a product if consumers already trust the brand. From the above explanation can be concluded that brand awareness effect on brand trust. Mourad et al. (2011). Consumer familiarity is an important aspect of brand awareness, which can be stimulated by various corporate communication strategy, the more consumers to hear, observe and think about certain brands, the more easy for consumers to have associations in consumer memory, so in this case will increase consumer brand image. So it can be concluded that brand awareness effect on brand image.

According to Aaker (1991), there are three levels of brand awareness:

- Brand recognition: It is the ability of consumers to identify a certain brand amongst other i.e. "aided recall". Aided recall is a situation whereby a person is asked to identify a recognized brand name from a list of brands from the same product class.
- Brand recall: This is a situation whereby a consumer is expected to name a brand in a product class. It is also referred to as "unaided recall" as they are not given any clue from the product class.
- Top of mind: This is referred to as the first brand that a consumer can recall amongst a given class of product.

Many researchers have seen brand awareness as an element that plays a vital role in consumer's choice of brand. In Lin and Chang (2003), the result of their study established that brand awareness had the most powerful influence on consumers purchase decision.

Lin and Chang (2003) their study examined the importance of brand awareness in consumer's decision making process and they found out that brand awareness was a primary factor. Also Jiang (2004) found out in his study that brand recognition influences consumer's choice.

Hence, in this study, brand awareness is conceptualized as consisting of brand recognition brand recall and top of mind.

Kotler & Keller, (2006) state that consumer buying behavior is the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants. According to Kotler & Keller (2006) Consumer buying behaviors refer to the buying behavior of final consumers, both individuals and households who buy goods and services for personal consumption.

Scholars in the field unanimously agree upon the importance of studying the consumer. In order to succeed in a dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. Peter and Olson (2010) outline the importance of consumer behavior for marketing strategies by pointing out that achieving marketing objectives depends on knowing, serving, and influencing consumers.

The area of this research will be on bottled water industry. Water is without any doubt an essential for human life. Rapid growth of population, limited water supply and changing in lifestyle has leveraged the consumption of bottled drinking water.

Bottled water industry is growing rapidly in the recent years as healthy supernumerary Doria, (2006). Furthermore, the bottled water market is success to attract consumers to consume more bottled water Feliciano (2014). Since bottled water market is crowded and it is difficult to penetrate the noise and visually appeal to the consumer from the store shelves Clement (2007). As per the Water Resource Based View (WRBV) approach, there is increasing trend in the number of bottled water manufacturing companies in Ethiopia engaged in the production and sale of potable water in the form of packaged/bottled water for safe drinking by branding water as a commercial product through labeled plastic packages. Because of consumers life style towards safe and quality potable water, there is increasing trend of preference of bottled water to the traditional one (tap water) in the metropolitan cities like Addis Ababa of Ethiopia with large population size and diplomatic city of Africa enhances the commercialization and profitability of

water as a product in the national and international market for Ethiopian bottled water manufacturers. Matiwos Ensermu (2012).

To meet people needs in daily life for drinking water; many companies engaged to provide bottled drinking water. As this industry growing and there is more competition, the companies should have to know the things that influence people to buy the products of bottled drinking water. There are various types of bottled drinking water in Ethiopia market. However there has been no previous research into consumer purchasing decision regarding bottled water specifically for DEGA bottled water.

This paper seeks to address the factors that influence the purchasing decision of consumers on a specific brand.

As it is with any other consumer product, bottled water demands thorough research with respect to consumer purchasing decision to serve as a guide to which present and future marketing activities should follow.

1.2 Statement of the Problem

Competition is very high in today's marketplace. Every organization is therefore determined to differentiate their brands and service offerings compared to their competitors. In effect, everybody is trying to have unique features in their brand and market them. If organizations want to succeed in this space, they need to assess their brands honestly else similar me-too brands are out there in the market which can destroy their entire marketing efforts. Branding suffering from symmetry syndrome will find it difficult to survive in the market after some time.

According to literatures written in the last decades brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions.

In water resource based view finding on consumer perception of bottled water preference indicates that, water package, environmental friendliness and convenience are the better attributes that appear to have been rated whereas, cleanliness and price are the least ranked attribute where the bottled water product failed to meet the expectation of the consumers in Addis Ababa.

However, other than the above factors, packaging attribute, taste & odor, price, promotion, brand image and perceived value have their own impact on the consumer awareness. Other researches focused on trying to determine why people bought bottled water and their purchase intention to buy one brand of bottled water over another, branding practice on package waters and influence of bottled water packaging. Within this context, the main goal of the study is to advance the current knowledge of the factors that underlie assessing brand awareness and to examine its effect on consumer purchasing behavior in the preference for specific bottled water (DEGA).

Since DEGA bottled water is a new entering brand the study assess current situation and as the industry of bottle water in large through time this research is an asset for newly coming brands to create awareness on current marketing situation.

1.3 Research Questions

This research shall provide answers to the following research questions, which are specifically designed for this study in the case of DEGA bottled water:

1. What is the effect of brand recognition on consumer purchasing decision of DEGA bottled water in Addis Ababa?
2. In what way does top of the mind brand affect the decision of purchasing on consumer of DEGA bottled water in Addis Ababa?
3. By what means frequently brand recalls affect the new entering brand DEGA bottled water in Addis Ababa?
4. How strong the brand of DAGA bottle water is in the mind of customers as compared to other specific competent?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of the study is on assessing brand awareness and its effect on consumer purchasing decision in the preference for specific bottled water (DEGA) in Addis Ababa.

1.4.2 Specific Objectives

1. To identify the effect of brand recognition on consumer purchasing decision of DEGA bottled water in Addis Ababa.

2. To assess how top of the mind brand affect the decision of purchasing on consumer of DEGA bottled water in Addis Ababa.
3. To investigate how frequently brand recalls affects the new entering brand DEGA bottled water in Addis Ababa.
4. To examine how strong the brand of DAGA bottle water is in the mind of customers as compared to other specific competent.

1.5 Significance of Study

The importance of this study can be viewed from two dimensions: theoretical contributions and practical implications.

The proposed research is significant as it not only will highlight the importance of brand awareness for new brand penetration in the market but also will provides strategies that can be employed by new brands to create awareness in the market place in a more cost effective and efficient manner. Theories as well as practical strategies can be tied through the proposed research using analysis of case studies of assessing brand awareness and its effect on consumer purchasing decision in the preference for specific bottled water (DEGA).

For stakeholders such as investors, management staff and Employees that mainly use branded products and services in bottled water companies, the study of brand awareness on consumer purchasing decision will be very critical. Based on the findings of this research, existing and new manufacturers can adjust their marketing strategies according to the level of brand awareness of their customers.

For academically use this study is also useful and very important for students and academicians as an input for undertaking similar researches in the future and as a helpful reference.

1.6 Scope and Limitation of the Study

As per the market richness of bottle water product and, the geographical scope of this research will be limited on the capital city of Ethiopia, Addis Ababa. This geographical limitation was not only chosen because of time, access and cost restriction, but also it believed that a considerable number of bottled water consumers are available in Addis Ababa.

Conceptually, among the brand equity dimensions; brand image, brand awareness, brand knowledge and perceived quality which influence consumer purchasing decision this study will only focuses on the level of brand awareness.

The study is conducted only on bottled water products specifically on DEGA bottled water, because it believed that this market could be representative for other similar consumer markets and it is much easier to get data on consumer usage and other variables.

Data within the study is more specifically collected from consumers of bottled water in hotels, café and restaurants and also data will be collected from the head office of the company.

1.7 Organization of the Study

The overall structure of this thesis will takes the form of 5 chapters; the following chapters are composed by:

1. Introduction - The first chapter the introduction part dealing with research problems, questions & objectives, significance, limitation of the study and definition of terms.
2. Literature Review - The second chapter presents the theoretical frame work with theories relevant to the problem area and the literature has been structured in such a way to include consumer behavior, brand, brand awareness and empirical review of previous studies.
3. Methodology - The third chapter is concerning the methodologies used for the development of this research – quantitative approach. Thus, a description of the methodology is presented as well as the research questions.
4. Result Analysis - Analyze and discuss the results obtained from quantitative research are the objectives of this chapter.
5. Conclusions and Limitations - The last chapter presents a brief conclusion and critique of the findings while discussing the limitations of the overall thesis. The references and appendix are presented at the end of the thesis.

1.8 Definition of Basic Terms

Brand: A brand is an emotional and physiological relationship a firm has with a customer, strong brands inspires thoughts, feeling and sometimes-physiological reactions from a

customer. A brand is a wellspring of a guarantee to its customers. It promises important separated profits. It does so not just to place itself into the buy attention set, however considerably all the more critically, to be the brand browsed that buy thought set. Lynn B Upshaw (1995)

Brand awareness: means the ability of a consumer can recognize and recall a brand in different situations Aaker (1996)

Brand recognition: It related to consumers _ability to confirm prior exposure to that brand when given the brand a cue Aaker (1996)

Brand recall: Brand recall relates to consumers _aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. Aaker (1996)

Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification. Aaker (1996)

Consumer behavior: is the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. Kotler & Keller (2006)

Purchasing decision: is thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Kotler & Keller (2006)

CHAPTER TWO

LITERATURE REVIEW

In this chapter, the research will seek to build an academic foundation from which a further research can be conducted upon. Its purpose is to throw more light on the various theories and concepts circling brand as well as consumer behavior and its theoretical impact on the purchase decision making process of consumers. Finally, the research narrowed down by investigating brand awareness.

Theoretical Review

2.1 Brand Definition

Consumers view brand as an important part of the product and brand might add value to the product. Brand equity is the value of a brand for both consumers and companies. To find factors that influence consumers' brand choice, the concept of brand were investigated. First, brand is defined. Further, different brand theories from the most prominent brand researchers such as Aaker, and Keller etc. are discussed. Finally, brand awareness which is a part of brand equity is investigated.

The American Market Association (AMA) defines brand as a “name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition” Keller (2003). Following this line of reasoning concerning the difference between a brand and a product” a product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless” Aaker (1991).

In a wider perspective, a brand is the symbol of all information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images or symbols. It also covers the set of expectations associated with a product or service which typically arise in peoples' minds Brand – Wikipedia, the free encyclopedia, (10-16-05).

One of the brand's purposes is to be an identity to the products and services so that it can be separated from other products and services in the same category. In that way, just by seeing the name or the logo, the customer gets a certain indication of the product. The brand knowledge may work as a protection both for the customer and the manufacturer Aaker (1991). Hankingson and Cowking (1996) also highlight the fact that the brand should help to distinguish the product. They define brand as: "A product or service which can be distinguished from its competitors".

According to Schmitt (1999), brand cannot only be seen as an identifier. He states that a memorable name and a good image is not enough; the company has to deliver experiences. Schmitt suggests two approaches to branding; the first is to see the brand as an identifier where the names, logos and slogans give the consumers awareness and a specific image. The other approach is to see the brand as an experience provider where the names, logos, slogans, events and other consumer contacts give the consumers sensory, affective, creative relations and lifestyles with the brand. Keller and Armstrong (2004) also believe that brand is more than an identifier. It stands for consumer sensitivity as well as emotions to the product.

Further, Keller (2003), states that in recent years, brands have increased in importance. A distinguishing tool of the companies 'products or services is the branding. The theme or combination of themes, that can be associated to brands, such as the trademark, logo, name, identity, image, personality, value and evolving entity, create the brand. In general, marketing is defined as a consumer-based process that permeates organizational functions and processes, and it balances the companies 'objectives and customer satisfaction. Branding is a marketing tool perceived to be important for both the company and consumer. Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer experiences and knowledge thus, simplify the processing of information accumulated over time about the company and its products or brands.

2.2 Brand Equity

More and more company leaders and market executives and groups like finance analysts, start to realize the value of branding. It was during the 1990's the concept of brand equity came in focus for brand researches in both brand management and consumer behavior. Brand equity is intangible. It does not consist of factories and physical infrastructure but of memories, feelings, associations, loyalty and attention towards brands Aaker (1991).

Kotler and Armstrong (2004) define the meaning of brand equity as the positive outcome that the customers show to the product or service. A similar definition by is that brand equity can be seen as the outcome of putting together a brand's values, responsibilities and resources with the symbol and/or name. A brand's responsibilities and resources, which are very important for brand equity, may change in different situations. To see the changing factors more easily, they can be divided into five classes.

1. Brand loyalty: People are bound to a brand which decreases the weakness to other brands' movement.
2. Name awareness: A known brand has more chance to be selected and bought before an unknown brand, just because of reliability and familiarity to the recognized brand.
3. Perceived quality: How a brand's quality is seen by customers. Good quality can also mean higher price and a better gross margin. How to measure quality in different industries vary.
4. Brand association: A symbol or character that symbolizes a specific brand, for example Nike's "the swoosh".
5. Other proprietary brand assets: Something that discerns a specific brand from others: patents, trademarks, relationship channels etc.

Brand equity provides value both to the company and the customers. Brand equity assets provide value to the customers in the way that the assets can help them to interpret, process, and store great quantities of information about products and brands. They also help the customers in the buying decision in terms of perceived quality and familiarity with the brand. Both perceived quality and brand associations may increase the customers' satisfaction. Just by knowing that the

product is of a special brand may affect the experience and increase the satisfaction for the customers.

Brand equity can provide value to the firm by generating marginal cash flow in many ways. It can improve programs to attract new customers or recapture old ones. The perceived quality, brand associations and name awareness can increase brand loyalty. Brand loyalty is both one of the dimensions of brand equity and is affected by brand equity. Brand equity usually gives higher margins by permitting premium pricing and not so much reliance upon commercials. Further, it can also provide higher growth inform of brand extensions. A strong brand can also give more influence on the distribution channels. Finally, brand equity assets provide a competitive advantage to the competitors Aaker (1991).

As mentioned above, Keller has done research about customer-based brand equity, where he describes brand equity from the customers' point of view, how the customers react to the marketing of a product with a brand compared to that of a product without a brand. "Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory" Keller (2003). Positive customer-based brand equity occurs when the consumers react more positively to a product with a certain brand compared to the same product without a brand. If the consumers do not see any differences in the product with a brand compared to the product without a brand, the brand is less valuable.

According to Keller, brand equity consist of strong brand awareness and a positive brand image in the consumers' memory in terms of strong, favorable, and unique brand associations. Furthermore, Keller (2004) developed a model that helps to understand brand equity from the customers perspective, how consumers react to marketing of a brand product compared to a product without a good brand. The model is based on the premise that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time. He defines CBBE "as the differential effect that brand knowledge has on consumer response to the marketing of that brand". The Consumers' knowledge of the brand consists of brand image (types, strength, grade of uniqueness and favorable associations) and awareness (recognition and brand recall).

The brand image exists in the consumers' mind and depends on what type of association appears and how this association is valued by the consumers in terms of strength, uniqueness and favorable associations.

Awareness consists of two parts, recognition and recall. Recognition is the extent to which consumers in a store recognise the brand that they have just been exposed to, for example in a commercial. Recall is the consumers' ability to recall the brand from memory when given a relevant indication. Brand awareness can be created by increasing the familiarity of the brand through repeated exposure (for brand recognition) and strong associations with the relevant product category and consumption indications (for brand recall). Keller (2003) also states that feelings, experiences and the brand personality affect the brand equity.

2.3 Brand Awareness

Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996). From this definition it can be seen that brand awareness consists of brand recall and brand recognition. While brand recall refers a situation when consumers see a product category, they can recall a brand name exactly, and brand recognition used to describe consumers ability to identify a brand when there is a brand cue Keller (1993). This means, consumers can tell a brand correctly if they ever saw or heard it.

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand Aaker (1996). As he explained the matter, Brand recognition is related to consumers' ability to confirm prior exposure to that brand when given the brand a cue which is expressed when consumer correctly discriminate that particular brand from other in similar category as having been previously seen or heard. Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. Consumers required to correctly generating the brand from memory when given a relevant cue.

The basic difference between brand recognition and recall is that, brand recognition happens for example when customer exposed for different brands in the same category in the supermarket they will able to differentiate the brand they are aware of among others. However in the case of

brand recall customers expected to remember the brand from their memory that they are aware of while given only some clue about it.

The other level of brand awareness as stated by Aaker, et al. (1996), is Top-of-mind brand which is the brand name that first comes to mind when a consumer is presented with the name of a product classification like for example if soft drinks mentioned as a product classification then someone may say Coca or Pepsi or other brand at first place. The last one Dominant Brand is the ultimate awareness level, where in a recall task; most consumers can only provide the name of a single brand for instance from soft drink classification someone only can recall Coca. From top to down their level of awareness is becoming increase that is why Aaker, et al. (1996) put recognition as important for new or niche brands and recall and top-of-mind as more sensitive and meaningful for well-known brands. Brand awareness can provide a host of competitive advantages for the marketer as it renders the brand with a sense of familiarity, it can be a sign of presence, commitment and substance, and it is also an asset that can be inordinately durable and thus sustainable. It may be extremely difficult to dislodge a brand that had achieved a dominant awareness level Aaker, (1996): Fundamentally, high levels of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty, and decrease vulnerability to competitive marketing actions Keller, (1993).

2.3.1 Brand Awareness and Consumer Decision-Making

According to Keller (1993) Brand awareness plays an important role in consumer decision making for three major reasons: First, it is important that consumers think of the brand when they think about the product category. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set Keller (1993) the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands Keller (1998)

In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude Keller (1993)The elaboration likelihood model Keller (1993) suggests that consumers may base choices on brand awareness considerations when they have low involvement, which could result from either a lack of consumer motivation (i.e., consumers do not care about the product or service) or a lack of consumer ability (i.e., consumers do not know anything else about the brands). So awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds. In low involvement decision settings, a minimum level of brand awareness may be sufficient for the choice to be final. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. Therefore, a brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands, which the consumer is unaware of.

Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the —top of mind Aaker (1991) Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled at operating outside the normal media channels Aaker (1996).

2.3.2 Measuring Brand Awareness

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand Aaker (1991).

Brand recognition: It related to consumers _ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. . Brand recognition is the minimal level of brand awareness. It is based upon an aided recall test. Brand recognition is particularly important when a buyer chooses a brand at the point of purchase.

Brand recall: Brand recall relates to consumers _aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant

cue. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition.

Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

Dominant Brand: The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand

Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently Aaker (1991)

Brand awareness can be characterized according to depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and the ease with which it does so.

A brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized. The breath of brand awareness concerns the range of purchase and usage situations where the brand element comes to mind. The breadth of brand awareness depends to a large extent on the organization of brand and product knowledge in memory. Keller, et al. (1998)

2.3.3 The Value of Brand Awareness

According to (Aaker, 1991) brand awareness creates value in at least four ways

1. Anchor to which other associations can be attached

Brand recognition is the basic first step in the communication task. It usually is wasteful to attempt to communicate brand attributes until a name is established with which to associate the attributes. A name is like a special file folder in the mind which can be filled with name related facts and feelings. Without such a file readily accessible in memory, the facts and feelings become misfiled, and cannot be readily accessed when needed.

2. Familiarity/liking

Recognition provides the brand with a sense of familiarity and people like the familiar. Especially for low-involvement products like soap, chewing gum, paper towels, sugar,

disposable pens, or facial tissues, familiarity can sometimes drive the buying decision. In the absence of motivation to engage in attribute evaluation, familiarity may be enough.

3. Substance/ commitment

Name awareness can be a signal of presence, commitment, and substance, attributes which can be very important even to industrial buyers of big-ticket items, and consumer buyers of durables. The logic is that if a name is recognized, there must be a reason such as:

These suppositions are not necessarily based upon knowledge of specific facts about the brand. Even if a person has not been exposed to advertising and knows little about the firm, brand awareness could still lead to the assumptions that the firm is substantial and backs the brand with advertising. If a brand is completely unknown before it was put forth as a choice alternative, there is a suspicion that it is not substantial with a committed firm behind it. Sometimes, even in the case of large and involved purchase decisions, brand familiarity and perceptions of substance associated with brand awareness can make all the difference.

2.4 Consumer Behavior

The marketing concept has long been argued and established as the appropriate philosophy of doing business. This concept states that an organization should satisfy consumer needs to make profit Peter & Olson. (2000). This establishes understanding of the consumer at the center of the marketing concept and the necessity of research into consumer's behavior. The American Marketing Association (2014) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others

Peter & Olson.,et al. (2000) Forwarded insightful framework that links all the elements of this important definition. Marketing strategies are outcomes of the constant relationships and interdependences between the consumers 'affect and cognition, their actions and their environment in the Wheel of Consumer Analysis Model by the authors. As such, consumer

behavior reflects the actions of the consumer that prevail as a result of the consumers 'knowledge and feelings as well as the consumer's environment.

2.5 The Consumer Decision-Making Process

Every person is unique; therefore, each person has one-of-a-kind characteristics, knowledge, background, motivations and lifestyle, as well as different reasons for purchasing items Anh, (2017). The consumer decision-making process comprises five stages, namely problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Each of these will be discussed further.

Stage 1: Problem Recognition

The consumer recognises a need or wants to purchase an item Lautiainen (2015). This can be triggered either by an internal or an external stimulus. Internal stimuli refer to psychological factors that influence a consumer, whereas external stimuli refer to different social environments such as family and friends who influence purchase decisions Rahmat & Mohan (2017). This step is important as it initiates the entire process of making decisions. Maslow's hierarchy of needs plays an important role in this stage of the decision-making process as this model incorporates the psychological levels of needs that an individual has. Some needs are more important than others; therefore, they help to influence the decisions that an individual make Lautiainen (2015). According to McLeod (2017), the most basic need is physiological needs, and everything else that constitutes a particular person's behavior follows after. Maslow's hierarchy of needs comprise physiological needs, safety needs, needs of belonging and love, self-esteem needs, and self-actualization needs.

Stage 2: Information Search

These stages occur after the consumer has recognised the need or want for an item. The consumer searches for information that will help to make a purchase decision Stankevich (2017). Consumers can obtain information that raises awareness of the different types of brands and while they are searching for this information, they might come across a brand that they were not aware of, or brands that they have not considered before Lautiainen, (2015). Consumers may gather information from a variety of sources such as internal sources, reference groups, marketing sources, public sources and experiential sources.

A study by Deloitte, asked the participants what has the greatest influence on their fashion purchases. Of the respondents, 27 % said that they are influenced by friends they admire, 46.1 % said that the brand itself influences their purchase decisions, and 26.9 % said that they are influenced by a favorite celebrity endorser Deloitte (2017).

Stage 3: Evaluation of Alternatives

After having collected relevant information on the different products, the consumer assesses the choices depending on various factors such as price, quality, brand, and so forth. The consumer compares different products against fulfilling the need. Stankevich (2017) states that when information or knowledge about a product is low, the price factor is the next variable that is considered before purchasing the product. Consumers rank different brands or products from highest to the lowest according to their needs. Then they choose the most important attribute to make the final decision. Consumers gravitate towards big, well-known brand names because the brand name resonates in consumers' minds and helps consumers to make purchase decisions Stankevich (2017).

Stage 4: Purchase Decision

This stage is when the consumer is ready for the actual purchase decision. The final product decision has been made when the consumer chooses the products that fulfill the need or want Lautiainen (2015).

Stage 5: Post-purchase Behavior

The consumer would either be satisfied or dissatisfied with the product or service in the sense that the product either met or exceeded the need that was brought forward. If a consumer is satisfied, then the chances of retention are higher, and there is a higher chance of consumer loyalty and spread by word-of-mouth. This stage allows the consumer to make judgments of the transaction for future reference Qazzafi (2019).

In this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities.

Regarding the first purchase of a new product/brand, the buyer enters five different levels of adapting. The adapting process is a psychological procedure a person goes from hearing about the product to buying it:

1. Awareness: The consumer becomes aware of the new product, but lacks information about it.
2. Interest: The consumers seek information about the new product.
3. Evaluation: The consumers consider whether trying the new product makes sense.
4. Trial: The consumers try the new product on a small scale to improve their estimation of its value.
5. Adoption: The consumers decide to make full and regular use of the new product.

This is just a model and all the stages are not necessarily used when purchasing a new product; for example, the stage "trial" is not entered when buying a car Kotler & Armstrong (2004)

Consumer buying behavior differs much depending on what kind of product the consumer will purchase. There is a big difference in involvement when buying a car compared to toothpaste. Kotler, Armstrong, & Saunders (1999) have made a buying behavior model with four different buyer behaviors.

Moreover, consumers differ much individually in willingness to try new products and brands. This has led to a classification of consumers into different groups.

Innovators are defined as the first consumers adapting to the new product. The innovators or pioneers are adventurous. They like to try new things and are more willing to take risks. Further, they tend to take risks. They are often young and well educated. Further, they tend to take more advantage of special promotions such as discounts and samples.

The early adopters are the next ones. The early majority adapt to the new product before the average consumer.

The late majority adapt to the new product only after most people already have tried it.

Finally, **the laggards** are the last ones that adapt to the new product. They are bound to tradition and adapt to the new product only when it has become tradition itself.

Empirical Review

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

Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood. Alizadeh, et al.(2014) determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers.

An Empirical Study of Starbucks Coffee in Taiwan Tu et al. (2012) indicated that organizational branding directly affects customer satisfaction. In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of Eakuru and Mat (2008); analyzed and discuss the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

Xuan Lam hoang, (2020) Primary aim of this study was to investigate the impact of brand loyalty and brand association on consumer purchase intent. It also aimed to examine the association between brand awareness and perceived quality related to consumer purchase intent. Findings revealed that both brand loyalty and brand association are significantly associated with consumer purchase intent, whereas brand awareness and perceived quality are not significantly related to consumer purchase intent. Non-random based sampling technique was used to collect data from 260 respondents through close-ended questionnaires from different market places of Kuala Lumpur and Selangor, Malaysia.

Zarlish Shahid (2017) presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the research was to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand.

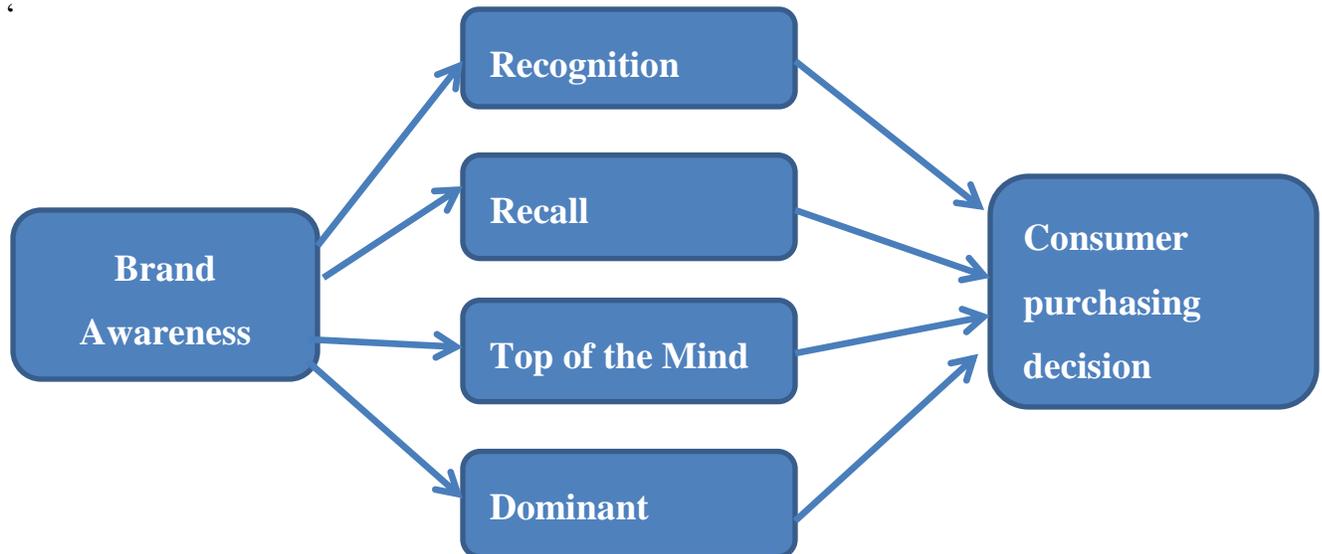
This has been done by going through different literature and articles by different authors. The study help to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

Andualem Asnake (2018) Branding is an important concept in consumer buying behavior and it is a crucial factor influencing the purchasing of product. The main purpose of the study is to explore the impact of branding on consumer buying behavior in case of Addis Ababa beer consumer. Both primary and secondary data was used in the study. Moreover, structured questionnaires was used to gather relevant information and The data were analyzed by using SPSS (statistical package for social sciences) and presented through descriptive, correlation, and regression analysis. The study come up with branding has a significant effect on consumer buying behavior. The study revealed that the four dimensions of branding that is, brand awareness, brand loyalty, brand association and perceived quality have positive and significant relation with customer buying behavior. The study recommend that branding is very vita to attract and retain customers; therefore, continues improvement must be maintained at all times on brand awareness, brand loyalty and brand association as well as product quality that meet consumer buying behavior.

Jemal Kider (2019) the research was carried out to determine the factors that affect the perception of consumers on the performance of bottled Water Companies in Addis Ababa. as his research outcome registered clearly that the electronic media advertisement, influences the choice of many consumers as to what brand to purchase. This evidently applied to those who are not strictly adapted with a particular brand. A few consumers of bottle water are strong patrons of the brand; so it is a more influential on the demand side of the market. The company has to work on the promotion intensively to be more addressable and attractively. It was also revealed in the study that consumer response or feedback after using consuming the water product is very vital to brand performance. The perception of the consumer on the brand of any product cannot be taken for granted if a company is to achieve competitiveness.

2.6 Conceptual Framework

The main purpose of the study is to investigate the real effect of brand awareness on consumer purchasing decision on DEGA bottled water in Addis Ababa. Based on the above related literature review and concepts the conceptual frame work for this study is developed.



As we can see from the above figure brand awareness can be measured according to different ways in which consumer remember a brand which may include, brand recognition, brand recall, top to the mind and dominant brand Aaker (1996). If there is high level of brand awareness the chance of consumer can buy the product will be high compare to the low level of brand awareness, especially in low involvement commodities.

2.7. Summery

The aim of this chapter is to present the theoretical and empirical frame of reference for this study. This can be summarized as follows. The purpose of this study is to provide understanding of the cause and effect of brand awareness on consumer purchasing decision which is one of consumer buying behavior. The theoretical base in this area is fairly rare. This study concerns brand awareness and consumer purchasing decision in specifically brand of DEGA bottle water. Focus in the study is limited to the measurement of brand awareness and there effect on

purchasing decision of DEGA bottle water. In the following chapter the research methodology choice has been discussed and justified.

2.8 Hypothesis of the Study

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study. In the hypothesis Brand awareness measurements (Recognition, Recall, Top of the mind and Dominant) are the independent variables while consumer buying behavior is the dependent variable.

H1: Recognition has a significantly and positive effect on purchasing decision of DEGA bottled water consumer in Addis Ababa.

H2: Recall has a significantly and positive effect on purchasing decision of DEGA bottled water consumer in Addis Ababa.

H3: Top of the Mind has a significantly and positive effect on purchasing decision of DEGA bottled water consumer in Addis Ababa.

H4: Dominant has a significantly and positive effect on purchasing decision of DEGA bottled water consumer in Addis Ababa.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

There are four types of researches that can be used in quantitative research or qualitative research or both, namely exploratory, descriptive, correlation and casual research.

Among the various types of quantitative design, the research is conducting an explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship between variable. Explanatory researches will be used in order to identify the extent and nature of cause-and-effect relationships.

Explanatory research was used because it enables the researcher to critically examine the relationship between independent variable of brand awareness such as Recognition, Recall and Top of the Mind and the dependent variable consumer purchasing decision. By employing inferential statistics (regression analysis), the effect of the independent variable (brand awareness) on the dependent variable (consumer purchasing decision) will be assessed.

3.2 Research Approach

According to Saunderson et al (2003), when deciding the research approach to use in a survey, a selection can be made between deductive and inductive approach. Deductive approach has to do with the building up of theory and hypothesis after reading literatures i.e. testing theory. Inductive approach has to do with development of theory from analysis of collected data i.e. building theory.

For the purpose of this thesis, inductive approach was used. From the theories, the research design has been made, which will be used when looking for answers to research question.

3.3 Target Population, Sample Size, Sample Techniques

3.3.1 Target Population

Population can simply be defined as the total number of people or entities from which information or data is gathered. The target population (unit of analysis) of the study comprises of all individual consumers in Addis Ababa which are selective on specific brand, who use bottled water products, which are either men or women aged 18 and above and have at least a foundation education. All sub-cities in Addis Ababa are the target location to obtain the respondents.

3.3.2 Sample Size Determination

Sample size, refers to the number of items to be selected from the universe to constitute a sample. Customer group are infinite so sample size determination is very essential. The size of the sample should neither be excessively large, nor too small.

According to Sekaran (2003), sample size of 300-500 is adequate for most researches. In order to determine the sample size, an estimation of the expected proportion of success must be considered Kothari (2004). In this case, a more conservative proportion of success (p) which is 50% was selected together with a level of confidence of 95% (z), a sampling error no greater than 5% (e).

Where

n_o = Sample size

e = Acceptable error

p = Proportion of success

q = Proportion of failure

z = Standard variant at a given confidence level

$$n_o = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384$$

Adopted from Kothari (2004)

By taking all these factors into consideration, a sample size of 384 will be used for this study.

3.3.3 Sample Techniques

The target population included all bottled water users specifically located from respondents of Addis Ababa. The sample focuses on respondents from specific Café, Restaurant and Hotels with a technique used random sampling, as it is relatively quick, convenient, and less expensive for collecting data.

3.4 Data Source

This section describes source of data. Data can be collected by both primary and secondary methods. Both primary and secondary source of data was used in this study.

Secondary Data

The initial step in research is the analysis of studies completed by other researchers for their own purpose or secondary data. The main advantage of using secondary data is the availability. Also, secondary data is fast and less expensive to obtain.

Primary Data

Primary data is data that is observed or collected directly from first-hand experience. The primary data collection method is divided into three types, namely survey, observation, and experiment. The survey method of collecting primary data will be used in this research. A survey is a quick, inexpensive, efficient and accurate means of assessing information from a representative sample of a population Zikmund et al. (2003).

3.5 Data Collection Method

Among the type of surveys, data has been collected by distributing self-administered questionnaires which are research questionnaires delivered personally by the researcher to the respondents and the questionnaires are completed by a respondent without an interviewer. This method was selected because it is cost-effective method of collecting data. Another reason for the use of self-administered questionnaires is that this method allows the researcher to provide respondents with a detailed explanation on the purpose of the research. This is vital for the research since explanations about the research will induce the respondents to answer the questions in an honest manner Zikmund et al. (2003).

3.5 Method of Data Analysis

The data collected from the respondents using survey/quantitative approach has been edited, coded, cleaned and the input entered into the computer. Then it will be analyzing with help of statistical software program: statistical package for social sciences (SPSS.25). For the analysis of the primary data, a descriptive and inferential statistical analysis technique has been employing. With regards to the descriptive analysis percentages, means, standard deviations and frequencies will be calculated. This analysis should reveal the demographic profile of DEGA bottled water consumers in Addis Ababa. With regards to inferential statistics correlation and regression analysis is used to test the significance contribution of independent variable (Brand awareness) to the dependent variable (consumer purchasing behavior).

3.6 Validity and Reliability Tests

3.6.1 Validity

Validity has concerned with whether the findings are really about what appear to be Saunders et. al, (2003), validity defined as the extent to which data collection methods accurately measures what they were intended to measure Saunder, et. al, (2003). The researcher was carried out a pre-test and did some revision before setting out the questionnaire. Therefore, the questionnaire as a measuring tool used in this study will meet the requirement of content validity Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers, as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions.

3.6.2 Reliability

According to Saunder et al., (2003), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from source. The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement.

This study has adopted Cronbach’s alpha test or the reliability coefficient has been used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair et al., (2006), this test is the most widely used to assess the consistency of the entire scale. Cronbach’s alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires.

According to Gliem and Gliem, (2003), the closer Cronbach’s alpha coefficient is to 1.0 the greater the internal consistency of **the items** in the scale. The following rules of thumb indicated acceptable of Cronbach’s alpha coefficient: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor and _ < .5 – Unacceptable”. The result of the Cronbach’s alpha for this study’s instrument was found to be in the acceptance range i.e. >0.7. Thus showing as indication of acceptability of the scale for further analysis since all the four items of brand awareness (Recognition, Recall, Top of the Mind and Dominant) and consumer buying behavior above 0.7. The Cronbach’s alpha coefficient of the four dimensions of brand awareness shown in table 3.1 below.

Variables	Cronbach’s alpha coefficient	Number of items
Recognition	0.805	8
Recall	0.864	8
Top of Mind	0.709	8
Dominant	0.794	8
Consumer buying behavior	0.742	8
All Variables	0.984	40

Source: research’s survey data, 2022

Table 3.1 Reliability Analysis of Variables

3.6 Ethical Considerations

When conducting the questionnaire in quantitative research, ethical issues cannot be avoided and ignored during the data collection period. It is acknowledged 4 major ethical principles, which are an invasion of privacy, deception of fraud, lack of consent or harm in any way or form to participants. Bryman & Bell (2015)

The invasion of privacy must be emphasized during the whole research, and respondents' personal information should be used in a fairly and appropriate way. All appropriate information will be given in the questionnaire which gives an overview background for respondents to fulfill the questions. These turns respondents can understand the topic of the research totally, making less influence on their answers. Bryman & Bell (2015)

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, the research findings of the study are presented. The researcher used both inferential and descriptive statistics when processing the data. Data is presented in tabular and graphical forms. The research findings were analyzed using Statistical Package for the Social Sciences (SPSS.25) and presented by means of figures and tables, which are considered the most appropriate way to present the details of the findings. Data are presented in line with the research objectives and related research questions.

4.1 Questionnaire Response Rate

Out of 384 questionnaires prepared and distributed, 370 (96.35%) questionnaires were collected back, during data editing process the questionnaires were checked for errors and 10 incomplete questionnaires were eliminated, finally leaving 360 (93.75%) questionnaires for analysis.

4.2 Demographic Profile of Respondents

The first part of the questionnaire contains the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents.

4.2.1 Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	225	62.5	62.5	62.5
	Female	135	37.5	37.5	100.0
	Total	360	100.0	100.0	

Table 4.1 Gender of the respondent

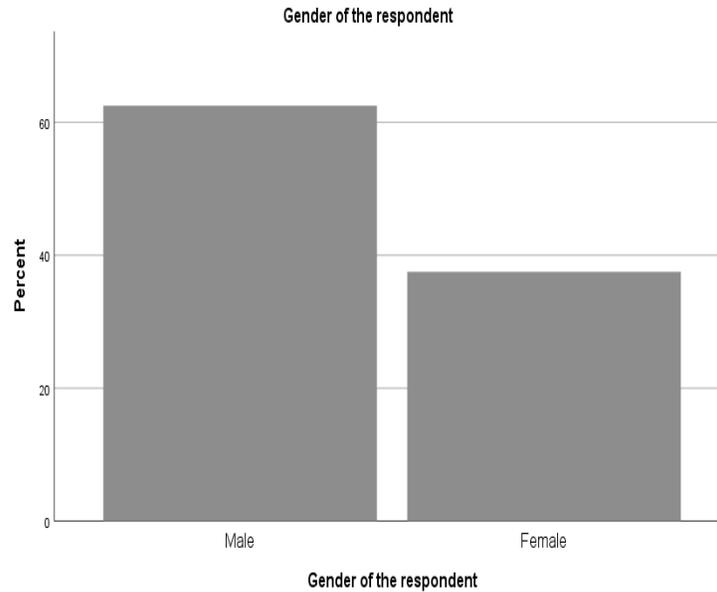


Figure 4.1 Gender of the respondent

From the above table and chart, it can clearly be seen that the majority of the respondents involved in this were males. From the 360 respondents 225 were males which comprise 62.5 % and female respondents were 135 which cover the remaining 37.5 %.

4.2.2 Respondents Age Groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	95	26.4	26.4	26.4
	26-36	140	38.9	38.9	65.3
	37-50	83	23.1	23.1	88.3
	>50	42	11.7	11.7	100.0
	Total	360	100.0	100.0	

Table 4.2 Age groups of the respondent

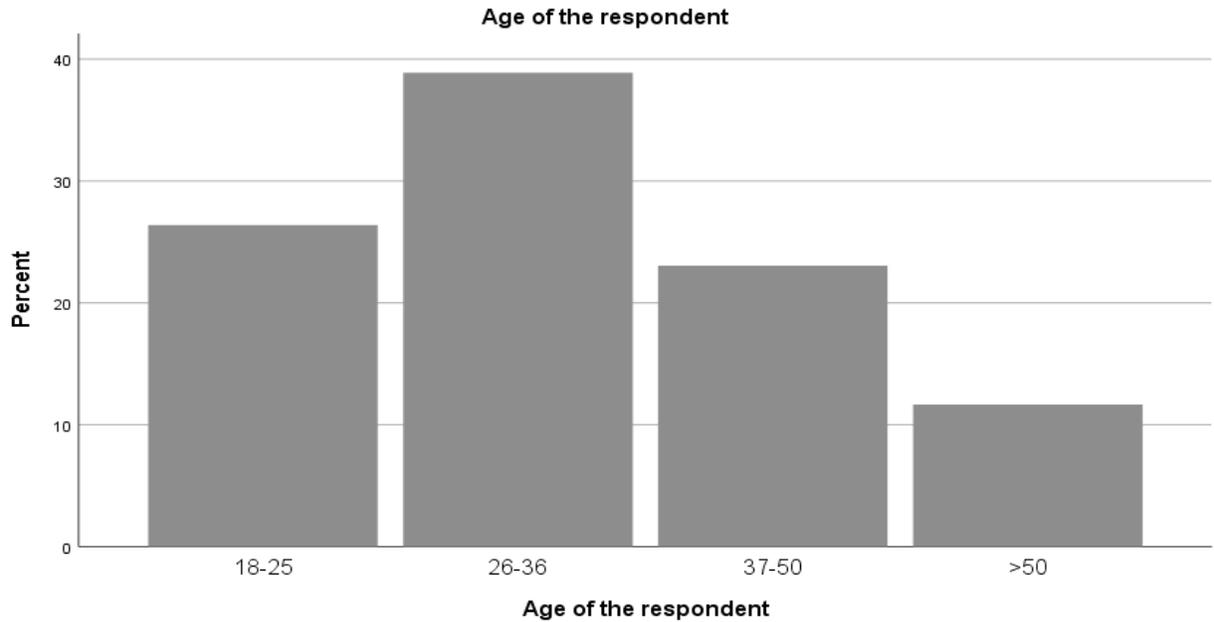


Figure 4.2 Age groups of the respondent

A careful examination of the above information expresses the fact that most of the respondent's involved in this research work were between the ages of 26-36 years as they represented 38.9 % of the total. The next highest age grouping was those in the region of 18-25 years who represented 26.4 % of the sample. The age group that is 37-50 represented 23.1 % and while only 11.7 % represented above 50.

4.2.3 Educational Level of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	42	11.7	11.7	11.7
	TVT	83	23.1	23.1	34.7
	Diploma	95	26.4	26.4	61.1
	Bachelor's Degree	110	30.6	30.6	91.7
	Master's Degree	22	6.1	6.1	97.8
	Ph. Degree	8	2.2	2.2	100.0
	Total	360	100.0	100.0	

Table 4.3 Educational background of the respondent

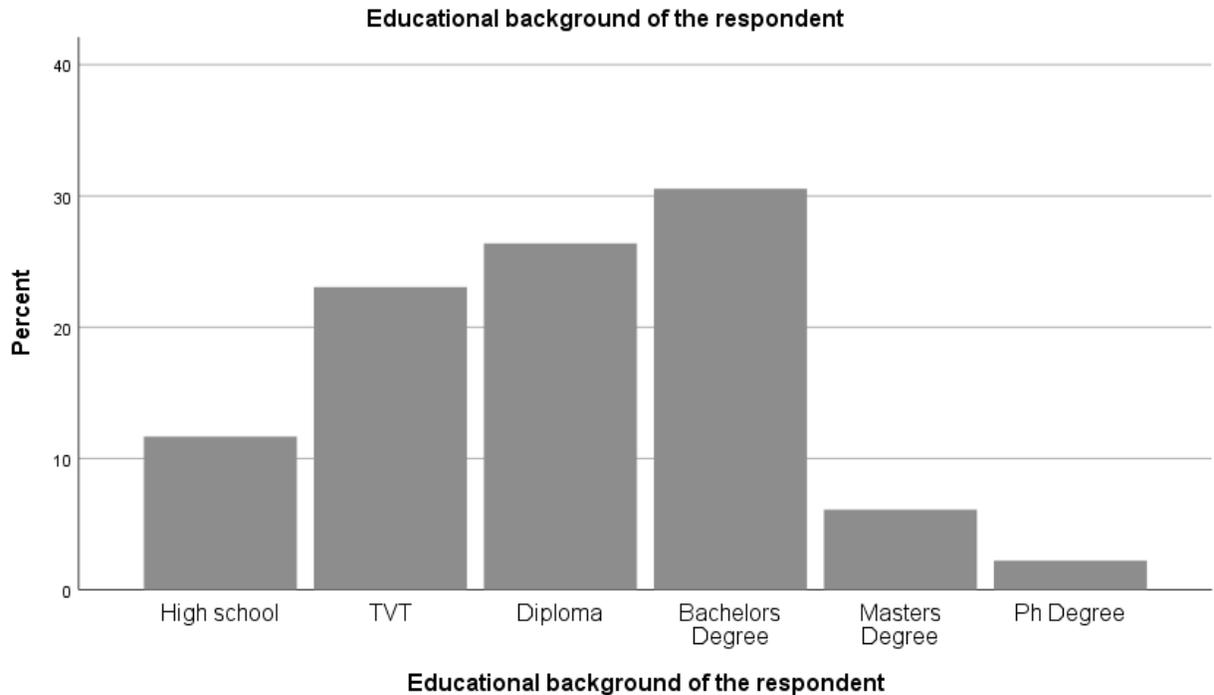


Figure 4.3 Educational background of the respondent

Regarding respondent educational level, table 4.3 revealed that the higher number of participants were First Degree holder (30.6 %), followed by diploma holders (26.4 %) and also 23.1 % and 11.7 of the respondents were TVT and High school respectively. About 6.1 % were master’s degree holders and about 2.2 % of the respondents were Ph. degree holders.

4.3 Bottled Water Consumption Rate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	139	38.6	38.6	38.6
	Most days in a week	105	29.2	29.2	67.8
	Once in a while	86	23.9	23.9	91.7
	Only on weekends	30	8.3	8.3	100.0
	Total	360	100.0	100.0	

Table 4.4 Bottled water Consumption

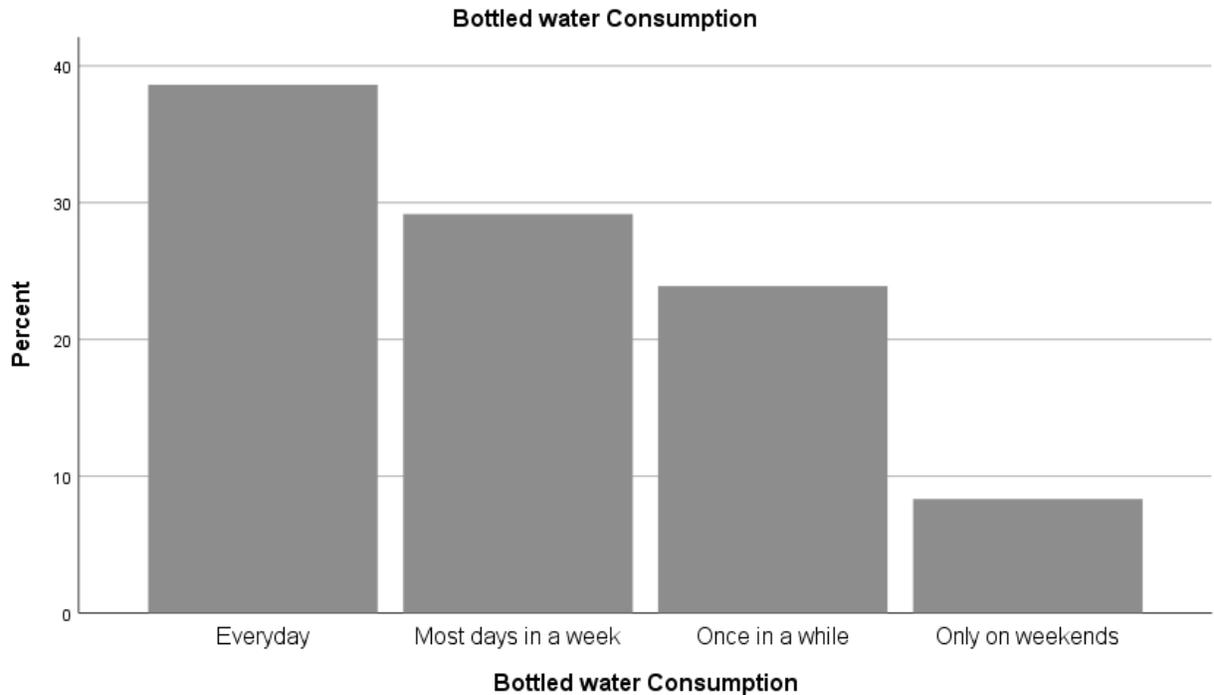


Figure 4.4 Bottled water Consumption

Results of the study showed that out of the total respondents, 38.6 % of them had drink bottled water every day, while 29.2 % of them drink bottled water most days in a week. Once in a while and only on weekends constituted 23.9% and 8.3 of the total respondents.

4.4 Descriptive statistics

In order to analyze the respondents overall brand awareness, 32 questions were grouped into the four level measurements of brand awareness, which are Recognition, Recall, Top of the Mind and Dominant.

To compare the respondents brand awareness, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results is discussed one by one.

4.4.1 Recognition

Brand recognition is the minimal level of brand awareness. It is based upon an aided recall test. Brand recognition is particularly important when a buyer chooses a brand at the point of purchase Aaker (1996) accordingly; the respondents were asked 8 questions related to brand recognition. Table 4.5 presents respondents result of brand recognition with mean and standard deviation of values for each variable.

Variables	N	Mean	Std. Deviation
I can recognize DEGA bottle water brand easily by its name	360	3.98	.786
I can recognize DEGA bottle water brand easily by its shape of the bottle	360	3.18	.797
I can recognize DEGA bottle water brand easily by its color	360	3.03	.753
I can recognize DEGA bottle water brand easily by its packaging	360	3.25	.788
I can recognize DEGA bottle water brand easily by its taste	360	3.60	1.778
I can recognize DEGA bottle water brand easily by its Logo	360	3.64	.741
I can recognize DEGA bottle water the brand easily by its advertisements	360	3.78	.694
I can recognize DEGA bottle water brand easily by its availability	360	3.62	.631
Over all Recognition	360	3.51	.609

Table 4.5 Brand recognition analysis

According to the analysis of the result on table 4.5, the list of items comprising of recognition, the mean score for the item I recognize the brand DEGA by its Name Scored the highest with a mean score of 3.98 While the item I recognize the brand DEGA by its Color " scored the lowest with a mean score of 3.03. The overall mean score for the Brand Awareness dimension is 3.51, which indicate that the respondents have good brand recognition of the DEGA Bottled water.

4.4.2 Recall

Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a signal. It requires consumers to correctly generate the brand from memory when given a relevant signal. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition. Aaker (1996). Hence, 8 items related to brand recall were employed for the respondents and the analysis is shown in the table below.

Variables	N	Mean	Std. Deviation
I can easily and quickly remember DEGA bottle water brand name	360	4.01	.735
I can easily and quickly remember DEGA bottle water brand by its packaging	360	3.09	.727
I can easily and quickly remember DEGA bottle water brand by its shape of the bottle	360	3.05	.733
I can easily and quickly remember DEGA bottle water brand by its Logo	360	3.47	.727
I can easily and quickly remember DEGA bottle water brand by its color	360	2.76	.529
I can easily and quickly remember DEGA bottle water brand by its taste	360	3.34	.745
I can easily and quickly remember DEGA bottle water brand by its advertisements	360	3.61	.587

I can easily and quickly remember DEGA bottle water brand by its availability	360	3.49	.642
Over all Recall	360	3.35	.488

Table 4.6 Brand recall analysis

Table 4.6 demonstrate that "I quickly remember brand DEGA by its Name" scored the highest among the list of items related to brand Recall with a mean score of 4.01 while the respondents gave the least score of 2.76 to the item I quickly remember brand DEGA by its color. This evidently indicates that most of DEGA bottled water consumer remembers the brand by its name.

4.4.3 Top of the mind

Top of the mind is the brand name that first comes to mind when a consumer is presented with the name of a product classification. Therefore, here is also 8 items related to Top of the mind were placed for the respondents and the result of the analysis is shown in the table below.

Variables	N	Mean	Std. Deviation
DEGA bottle water brand name comes first to My Mind when presented the Name of a product Classification.	360	4.15	.873
DEGA bottle water brand packaging comes first to My Mind when presented the product Classification.	360	2.81	.560
DEGA bottle water brand shape of the bottle comes first to my mind when presented the product classification.	360	3.07	.662
DEGA bottle water band Logo comes first to my mind when presented the product classification	360	3.42	.735

DEGA bottle water brand color comes first to my mind when presented the product classification.	360	2.76	.529
DEGA bottle water brand taste comes first to my mind when presented the product classification.	360	3.42	1.778
DEGA bottle water brand advertisements come first to my mind when presented the product classification.	360	3.56	.622
DEGA bottle water brand availability comes first to my mind when presented the product classification.	360	3.44	.652
Over all Top of the mind	360	3.32	.509

Table 4.7 Top of the mind analysis

The result that represented above shows that the respondents scored the highest for the item DEGA bottle water Name comes first to My Mind with a mean score of 4.15 while the lowest went to the item which states DEGA bottle water Color comes first to my mind "with a mean score of 2.76.

4.4.4 Dominant

The final awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand. Based on this definition examining the dominance of DEGA bottle water, 8 items related to dominant was put to the respondents and the result is shown below.

Variables	N	Mean	Std. Deviation
I only Recall the Name of DEGA bottle water	360	4.03	.839

I only Recall the Shape of bottle of DEGA bottle water	360	3.25	.788
I only Recall the packaging of DEGA bottle water	360	3.18	.797
I only Recall the Logo of DEGA bottle water	360	3.60	.747
I only Recall the color of DEGA bottle water	360	3.03	.753
I only Recall the taste of DEGA bottle water	360	3.60	1.778
I only Recall the advertisements of DEGA bottle water	360	3.81	.736
I only Recall the availability of DEGA bottle water	360	3.56	.656
Over all Dominant	360	3.51	.607

Table 4.8 Dominant analysis

As showed on Table 4.8 the variables I only recall the name of DEGA bottle water score comparatively high with an overall mean score of 4.03. While the respondents gave the least score of 3.03 to the item, I only recall the color of DEGA bottle water.

Descriptive Statistics			
Variables	N	Mean	Std. Deviation
Recognition	360	3.51	.609
Recall	360	3.35	.488
Top of mind	360	3.32	.509
Dominant	360	3.51	.607
Valid N	360		

Table 4.9 Summary of the overall Brand Awareness measurements

As can be seen from over all summery the respondents gave a low mean score of 3.32 to one of the brand awareness measurement of Top of mind. The respondents gave a higher mean score of 3.51 to Recognition and Dominant.

4.4.5 Consumer purchasing decision

Variables	N	Mean	Std. Deviation
I usually purchase DEGA bottle water by its quality	360	4.04	.705
I usually purchase DEGA bottle water by its fair price	360	3.28	.728
I usually purchase DEGA bottle water by its widely availability	360	3.49	.642
I usually purchase DEGA bottle water by its well-advertisement and marketing communication	360	3.69	.677
I usually purchase DEGA bottle water because I know it very well	360	3.07	.687
I usually purchase DEGA bottle water by recommendation	360	3.60	1.778
I usually purchase DEGA bottle water by its aesthetics and appearance	360	3.78	.694
I usually purchase DEGA bottle water by its quantity or size	360	3.62	.631
Over all purchase decision	360	3.57	.534

Table 4.10 Purchasing decision analysis

As can be understood from Table 4.10, the respondents gave a low mean score of 3.07 to the item " I usually purchase DEGA bottle water because I know it very well " implying that even though they have a limit on the emotional attachment, they may replace their chosen brand with others. The respondents gave a higher mean score of 4.04 to "I usually purchase DEGA bottle water by its quality ". Which means quality is the prior preference to purchase the specified brand bottle water.

4.5 Inferential Analysis

This section of the analysis presents relations between various components of brand awareness and consumer purchasing decision. In this research, correlation and regressions are the selected method to study the relationship between the independent variables; which are Recognition, Recall, Top of the Mind and Dominant and the dependent variable; Consumers Purchasing Decision.

4.5.1 Correlation Analysis

To determine the existence and level of association, the researcher used bivariate correlation. Pearson's correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables. Field (2005) The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of brand awareness and consumer purchasing decision. The classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.1 is strong. Field (2005)The bivariate correlation of a two-tailed test confirm the presence of statistically significant difference at probability level $p < 0.01$ i.e. assuming 99% confidence interval on statistical analysis. Hence all the dimensions have a strong positive relationship which is significant even at the $p < 0.01$ level.

In order to determine the most influencing factor of consumer purchasing decision towards DEGA bottled water products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.11 shows the r value for the relationship between independent variables (i.e. Recognition, Recall, top of the mind and Dominant) and dependent variable i.e. consumer purchasing decision towards DEGA bottled water products.

Correlations						
		Recognition	Recall	Top of mind	Dominant	Purchasing decision
Recognition	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	360				
Recall	Pearson Correlation	.903**	1			
	Sig. (2-tailed)	.000				
	N	360	360			
Top of mind	Pearson Correlation	.956**	.881**	1		
	Sig. (2-tailed)	.000	.000			
	N	360	360	360		
Dominant	Pearson Correlation	.994**	.899**	.950**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	360	360	360	360	
Purchasing decision	Pearson Correlation	.970**	.872**	.938**	.962**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	360	360	360	360	360

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

Table 4.11 Correlation analysis

Based on the correlation result in the above table revealed that brand recognition of had a strong relationship with consumer purchasing decision with the value of 0.970(or 97%) followed by brand dominant with the value 0.962 (or 96.2%). As shown in above table brand Top of mind and brand Recall had adequate relationship with consumer purchasing decision by the value of 0.938 (or 93.8%) and 0.872 (or 87.2%) respectively.

This indicates that all brand awareness dimensions has a strong and positive linear relationship each other and with consumer purchasing decision.

4.5.2 Regression Analysis

The regression analysis has done using consumer purchasing decision as dependent variable and the brand awareness dimensions (Recognition, Recall, top of the mind and Dominant) as independent variable.

Regression is a method of estimating or predicting a value on some dependent variable given the value of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction Marczyk (2005)

4.5.2.1 Test for Normality of Data

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

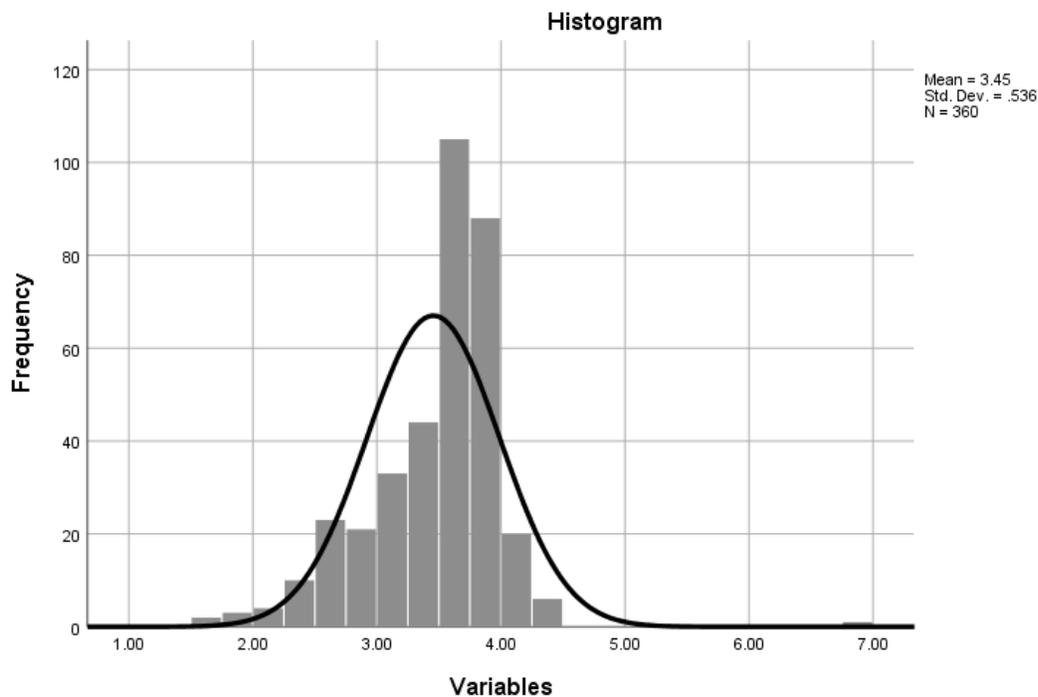


Figure 4.5 Test for Normality of Data

For this study a normality test has been conducted and the result on figure 4.5; shows that most of the line falls approximately with in a normal curve line, and it is possible to conclude that the study met the first test of regression and the data are normally distributed.

4.5.2.2 Test for Multicollinearity

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

In this study Variable Inflation Factor (VIF) technique is employed. The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as $1/VIF$, It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. (Gujarati, 2002)

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Recognition	.53	1.92
	Recall	.21	5.54
	Top of mind	.18	3.35
	Dominant	.13	2.63
a. Dependent Variable: Purchasing decision			

Table 4.12 Multicollinearity statistics

Table 4.12 shows that: VIF values for all variables are less than the tolerable value that is 10. And Tolerance value of all variables also is above 0.1 which indicates that this model is free from multicollinearity problem.

4.5.2.3 Test of Independent of Residuals (Autocorrelation)

Multiple linear regression models assume that the residuals are independent of one another. The Durbin-Watson statistic is used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are

not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50-2.50.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.971 ^a	.943	.943	.12800	1.925
a. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition					
b. Dependent Variable: Purchasing decision					

Table 4.13 Test of Independent of Residuals

Table 4.13 indicates that the assumption of independence of residuals is met. Durbin Watson value for this study is 1.925 which is on acceptable range.

4.5.2.4 Testing For Model Fit (ANOVA)

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

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.589	4	24.147	1473.80	.000 ^b
	Residual	5.816	355	.016		
	Total	102.406	359			
a. Dependent Variable: Purchasing decision						
b. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition						

Table 4.14 ANOVA summary

ANOVA table, overall significance/acceptability of the model from a statistical perspective can be determined. As the significance value of F statistics shows a value (.000), which is less than $p < 0.05$, the model is significant. Significance of the overall model by p-value of 0.000 which is below the alpha level, i.e. 0.05, which means, the independent variables or brand awareness

dimensions has statistically significant relationship with the dependent variable or consumer purchasing decision under this study.

4.5.2.5 Model Summary Analysis

All the variables in the equation were entered into SPSS and analyzed. The results obtained are presented in the following tables.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971 ^a	.943	.943	.128
a. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition				
b. Dependent Variable: Purchasing decision				

Table 4.15 Model summary analysis

Under the model summary of table 4.15 shows that the R or coefficient of correlation of the model is 0.971 or 97.1%. This shows there is a very strong relationship between the independent variables and dependent variable.

Coefficient of determination or R Square of the model is 0.943. The model summary derived from multiple regression shows that adjusted R square is 0.943 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 360 target respondents, their perception of brand awareness is account for 94.3 % of total variation in consumer purchasing decision. This indicates that the level of relationship between brand awareness and consumer purchasing decision of DEGA bottle water is high.

4.5.2.6 Coefficient of Determination

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

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.552	.052		10.709	.000
	Recognition	.918	.105	1.047	8.720	.000
	Recall	.037	.033	.034	1.142	.005
	Top of mind	.131	.046	.125	2.875	.004
	Dominant	.147	.098	.167	1.495	.004

a. Dependent Variable: Purchasing decision

Table 4.16 SPSS output of variables showing individual Coefficient

In order to identify which predictors are significant contributors to the 94.3% of explained variance in consumer purchasing decision and which ones are not, the standardized coefficients shown in the table above are important to look at.

As seen in the table 4.16, the four independent variables (Recognition, Recall, Top of mind and Dominant) are positive and significant predictors of impact on the consumer purchasing decision towards DEGA bottled water. These coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant.

4.6 Hypothesis Testing and Discussions

The discussion part is significant to give a clearer understanding on the subject under study. The present study was conducted in order to see, the effect of brand awareness on consumer purchasing decision of DEGA bottled water consumers in Addis Ababa. The study included four brand awareness measurements such as Recognition, Recall, Top of the Mind and Dominant to see their effect on consumer purchasing decision.

It has long been held that one of the major goals of marketing is to generate and maintain brand awareness, this is seen as particularly important in low-involvement situation where consumers may engage in little active search for information to aid choice. MacDonald and Sharp (2000). Brand awareness has been argued to have important effects on consumer decision making by influencing which brands enter the consideration set, and it also influences which brands are

selected from the consideration set. MacDonald and Sharp (1996). The finding of this study indicated that the four measurements of brand awareness (Recognition, Recall, Top of the mind and Dominant) have a significant effect on the consumer purchasing decision.

This finding implies that recognition is the most important elements of brand awareness, which highly influence the consumer purchasing decision. This means that, when DEGA bottled water customers exposed for different brands in the same category in the Café, Restaurant and Hotels they will able to differentiate the brand they are aware of among others. According to Aaker (1996) Brand recognition is related to consumers ability to confirm prior exposure to that brand when given the brand a signal which is expressed when consumer correctly discriminate that particular brand from other in similar category as having been previously seen or heard and recognition is the most important for new products.

The regression standardized coefficients for the 2 independent variables, i.e. Recognition and Top of the Mind are 1.04 and 0.125 respectively. Their significance levels are 0.000 and 0.004 respectively which is less than 0.05. This indicates positively and significantly affects the dependent variable (consumers purchasing decision). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with Recognition and Top of the Mind were accepted and the other independent variable (which is Recall and Dominant) has a positive coefficient and also statistically significant, 0.34 and 0.167 respectively. Their significance levels are 0.005 and 0.004 respectively which is also less than 0.05. This implies that all the measures has a significant impact on the consumer purchasing decision of DEGA bottled water so, alternative hypothesis were all accepted.

Hypothesis	From	To	Standard coefficient	Results
H1	Recognition	Consumer purchasing decision	B=1.040,P <0.05	Accepted
H2	Recall	Consumer purchasing decision	B=0.34, P <0.05	Accepted
H3	Top of the Mind	Consumer purchasing decision	B=0.125,P <0.05	Accepted
H4	Dominant	Consumer purchasing decision	B=0.167,P <0.05	Accepted

Table 4-17 Summary of the Overall Outcome of the Research Hypotheses

The findings revealed that brand awareness has a positive and statistically significant relationship with consumer purchasing decision on Bottled water consumer. It proved that there exist a positive impact of brand awareness and consumer purchasing decision.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter incorporates a discussion of the results of this study. It outlines each of the objectives that were presented, along with a discussion of the outcomes. As final chapter it presents summary, conclusion and recommendation of the study. First summary of the findings, which is obtained while answering the research question, is presented, and then based on the findings it reached on conclusions. Finally, based on the overall conclusions it proposed recommendation.

5.1 Summary of Findings

This study was design and carried out in order to identify the effect of brand awareness on consumer purchasing decision on DEGA bottled water in Addis Ababa. By Looking at the demographic profile of the respondents, the consumption of bottled water is highly differentiated. When looking into the gender profile of the respondents, bottled water consumption dominated by male gender. Consumption of bottled water is differentiated between the two gender groups: Out of the 360 respondents, 37.5% was female while males dominated the rest 62.5%. The second parameter of the demographic profile of respondents in this survey reveals that bottled water consumption is also concentrated within the youngster population between the ages of 26 to 36 and 18-25years, closely followed by the adult age category of 37-50 year. Finally, above50 years of age constituted a smaller percentage of the total population.

This study also tried to assess the consumption rate of the respondents. The results showed that the majority of the respondents consumed bottled water every day. Next to everyday consumption of bottled water, most days in a week bottled water consumer comes to second.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for all the Brand awareness measurement. Brand recognition received the highest mean scores while the lowest went to dominant. These results imply that out of the four dimensions, recognition have a high level of brand awareness by Addis Ababa DEGA bottled water consumers.

The result of the descriptive statistics analysis indicates that most of the DEGA bottled water consumers have brand Recognition and top of the mind while most of DEGA bottled water consumers are not recall and dominant, which means they know or aware about two or more other bottled water brands.

All independent variables have a positive correlation with consumer purchasing decision as revealed from the Pearson's Correlation Coefficient. From independent variable Recognition, Recall and Top of the mind and Dominant are positively correlated with each other.

The multiple regression results show that all measurements of brand awareness have significant effect on the consumer purchasing decision.

5.2 Conclusions

The objective of this study is to identify the effect of brand awareness on consumer purchasing decision with the foundation of the analysis given in the previous chapter, the following conclusions are drawn.

From the findings the brand awareness level of DEGA bottled water consumers is moderate. Most of the respondents identify their brand choice by the name of the product. From the descriptive analysis consumer purchasing decision of DEGA bottled water are more influence to buy the brand by the quality, the frequency implies that most of bottled water consumers are given more attention for quality of the brand.

All of the independent variables, Recognition, Recall, Top of the Mind and Dominant are positively related to the dependent variable which is consumer purchasing decision. Recognition and Top of the mind are strongly correlated with the consumer purchasing decision.

Finally, the regression result shows that, all the four independent variables are positively and significantly affect the consumer purchasing decision.

After going through all the information given and gathered and analyzed by the research it is here by concluded that consumers will prefer to purchase the brand they recognize. A consumer is always hesitant of buying new products. Before purchasing anything a wise consumer will always do the market research or ask someone he trusts and after being well aware of what, how and where to buy? He will purchase the product. If a person comes to know any unfavorable

information about a product he will not buy it. Therefore we can say that building a positive image awareness of their brand DEGA bottle water companies have to try very hard. To keep the consumer aware of their brand and to sustain their customer the company will have to keep triggering its brand and advertise more and more to let the large number of people know about their brand to create a rigid awareness.

5.3 Recommendation

Based on the conclusion the following recommendation is indicated

Most of bottled water consumer identifies DEGA bottled water brand with other similar brands by its name. However, other variables like the shape of the bottle and the color of the product difficult to recognize because most of bottled water brands, shape of the bottle and color are more or less similar.

Brand awareness have a positive effect on the consumer purchasing decision, previous or new bottled water manufacturer should work to develop the awareness of their product by implementing different marketing strategy. i.e.: by advertising product through multiple mediums like on radio, television or print advertisement depending on what would be effective for their product. And also by starting a public relation campaign regarding to their products which can involve creating press releases and doing interviews with the media. For example, donating some of the product to charity can be an effective way to create some awareness about it.

As per different researches in different times, so many other factors can enhance consumers purchasing decision towards bottled water products. Of these, the most influential factors include, familiarity, Income, perceived quality, overall attitude of consumers, origin of the water, convenience, trust on the product etc. The research, however, has more rooms for improvement.

5.5 Directions for Further Studies

Further research could be conducted to a different product category, expanded to a larger sampling size or geographical area so that the result may be reflective of the actual purchasing pattern of consumers and to generate higher outcomes of the confidence level. Gathering the data

by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact.

REFERENCES

- Aaker, D. (1996). *Building Strong Brands*. Sydney, Australia: Simon & Schuster.
- A.Room. (1992). *History of Branding In*. (J.Murphy, Red.).
- Alizadeh, A. Moshabaki, A. Hoseini, H. K. S.& Naiej, K. A. (2014). The Comparison of Product and Corporate Branding Strategy: a conceptual framework. *IOSR Journal of Business and Management (IOSR-JBM)*, Volume 16, Issue 1. Ver. IV (Jan. 2014).
- De Chernatony, L., McDonald, M.H.B., Wallace, E., (2010), *Creating Powerful Brands*, Routledge. *Journal of Marketing*.
- Field. (2005). *Discovering statistics using SPSS (2nd. Edition)*.
- Farris, Paul W.W., Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein, *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*, Upper Saddle River, New Jersey: Pearson Education, (2010).
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Liker t-Type Scales. Retrieved on May 10, 2009 from <http://www.alumni-osu.org/midwest/midwest%20papers/Gliem%20&%20Gliem-Done.pdf>
- Hair, J. F., Black, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2006). *Multivariate Data Analysis (sixth edition)*. New Jersey: Prentice-Hall.
- Hoyer, W. and Brown, S. (2001). Effects of brands awareness on choice for a common, repeat purchase product. *Journal of Consumer Research*, (17), 141-8.
- Jemal, Kedir. (2019). *Factors Affecting Customer Perspective Toward Bottled Water In A.A The Case Of Aquadis*. Addis Ababa University, Ethiopia: published MA Thesis.

- Jiang, P (2004) “the role of brand name in customization decision: a search vs. experience perspective” *Journal of product and brand management* 13(2) 73-83.
- Kapferer, J. & Roussel, F. (1995). “The underlying structure of brand awareness scores. *Marketing Science* 14(3) 2, 170-9.
- Keller, K.L., 1993. *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing*, 57(1), p.1.
- Keller, K (1998). *Strategic Management: Building, Measuring and Managing Brand equity.*
- Keller, K. (2013). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (4th edn). New Delhi, India: Pearson Education.
- Keller, K. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity.* (3rd edn). New Delhi, India: Pearson Education.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management*, 12th edition. Upper Saddle River, New jersey: Prentice Hall.
- Kothari, C.R., 2004. *Research methodology: Methods and techniques.* New Age International.
- Lin, M.Y., and Chang, L.H (2003) “Determinant of habitual behavior for national and leading brands in chain” *journal of product and brand management* (94- 107)
- Lynn B. Upshaw, (1995), *Building Brand Identity, A Strategy for Success in a Hostile Marketplace.*
- Macdonald, E. K., & M.sharp, B. (2000). *Brand awareness effects on consumer decision making for a Common, Repeat purchase product: A Replication. journal of Bussiness Research* 48, 5-15.
- Marczyk, G. D. (2005). *Essentials of Research Design and Methodology.* New Jersey: John wiley & sons.inc.

- Morgan, R.M. & Hunt, S.D., 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), pp.20–38.
- Oh, Haemoon, “The Effect of Brand Class, Brand Awareness, and Price on Customer Value and Behavioral Intentions”, *Journal of Hospitality & Tourism Research* 24.2 (2000): 136-162.
- Peter, J. P., & Olson. J. C. (2010). *Consumer Behavior & Marketing Strategy* 9th Edition. NY America: McGraw-Hill Companies INC.
- Panchal, S.K., Khan, B.M. & Ramesh, S., 2012. Importance of “brand loyalty, brand awareness and perceived quality parameters” in building brand equity in the Indian pharmaceutical industry. *Journal of Medical Marketing*, 12(2), pp.81–92.
- Percy, Larry, and John R. Rossiter, “A model of Brand Awareness & Brand Attitude Advertising Strategies”, *Psychology & Marketing* 9.4 (2006): 263–274. Pitta.
- Radder, L., and Huang, W. (2008) High-Involvement and Low-Involvement Products. A Comparison of Brand Awareness among Students at a South African University. *Journal of Fashion Marketing and Management*. (12), 232-243.
- Saunders, M., Lewis, P., A., & Thornhill. (2003) “Research Methods for Business Student” (3rd ed.), England Prentice Hall.
- Sekaran, U. and Bougie, R., 2003. *Research methodology for business*.
- Shimp, T.A., 2007. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications* 7th ed. J. W. Calhoun, ed., Thomson South-Western.
- Tustin, D.H., Ligthelm, A.A. and Martins, J.H., Van Wyk., HJ (2005). *Marketing research in practice*.
- Zikmund, W., 2000. G. (2000), *Business Research Methods*.

Appendices

Appendix 1. Questionnaire

St. Mary's University

School Of Graduate Studies

Marketing Management Program

(Questionnaire to be filled by bottle water customers)

Sir/madam,

This questionnaire is a part of a study for a Master's Degree at St. Mary's university school of graduates in marketing management program. The purpose of this questionnaire is to gather data in order to assess brand awareness and its effect on consumer purchasing decision in the case of DEGA bottle water. The study is used purely for academic purpose and thus it does not affect you in any case. Your genuine, frank, and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question item carefully.

Instruction:

- No need of writing your name.
- Use ✓ up on given choices alternatives.
- Please return the completed questionnaire in time, thank you in advance for your cooperation and timely response.
- The researcher assures that the responses you provide will be kept confidential.
- For further comments and information, you may contact me at: -

Yours sincerely

Betselam Biyadglean

Part one: General information about respondents

1. Your Gender (Sex)

- Male Female

2. Indicate your age groups

- 18-25 year's 26-36 year's 36-50 year's Above 50

3. Your highest educational attainment

- Ph. Degree Master's Degree Bachelor's Degree Diploma
 TVT High school

Part Two: Basic information on Bottled water Consumption

4. Do you regularly consume bottled water?

- Yes No

5. How often do you consume bottled water?

- Everyday Most days in a week Once in a while Only on weekends

Part Three: Designed to assess the level of awareness of DEGA brand bottled water by consumer

Using the numbers from the following scale (1 to 5), evaluates each characteristic.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	Recognition	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I can recognize DEGA bottle water brand easily by its name					
2	I can recognize DEGA bottle water brand easily by its packaging					
3	I can recognize DEGA bottle water brand easily by its shape of the bottle					
4	I can recognize DEGA bottle water brand easily by its Logo					
5	I can recognize DEGA bottle water brand easily by its color					
6	I can recognize DEGA bottle water brand easily by its taste					
7	I can recognize DEGA bottle water the brand easily by its advertisements					
8	I can recognize DEGA bottle water brand easily by its availability					

	Recall	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I can easily and quickly remember DEGA bottle water brand name					

2	I can easily and quickly remember DEGA bottle water brand by its packaging					
3	I can easily and quickly remember DEGA bottle water brand by its shape of the bottle					
4	I can easily and quickly remember DEGA bottle water brand by its Logo					
5	I can easily and quickly remember DEGA bottle water brand by its color					
6	I can easily and quickly remember DEGA bottle water brand by its taste					
7	I can easily and quickly remember DEGA bottle water brand by its advertisements					
8	I can easily and quickly remember DEGA bottle water brand by its availability					

	Top of the Mind	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	DEGA bottle water brand name comes first to My Mind when presented the Name of a product Classification.					

2	DEGA bottle water brand packaging comes first to My Mind when presented the product Classification.					
3	DEGA bottle water brand shape of the bottle comes first to my mind when presented the product classification.					
4	DEGA bottle water band Logo comes first to my mind when presented the product classification.					
5	DEGA bottle water brand color comes first to my mind when presented the product classification.					
6	DEGA bottle water brand taste comes first to my mind when presented the product classification.					
7	DEGA bottle water brand advertisements come first to my mind when presented the product classification.					
8	DEGA bottle water brand availability comes first to my mind when presented the product classification.					

	Dominant	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I only Recall the Name of DEGA bottle water					
2	I only Recall the Shape of bottle of DEGA bottle water					
3	I only Recall the packaging of DEGA bottle water					
4	I only Recall the Logo of DEGA bottle water					
5	I only Recall the color of DEGA bottle water					
6	I only Recall the taste of DEGA bottle water					
7	I only Recall the advertisements of DEGA bottle water					
8	I only Recall the availability of DEGA bottle water					

	Consumer's Purchasing Decision	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I usually purchase DEGA bottle water by its quality					
2	I usually purchase DEGA bottle water by its fair price					
3	I usually purchase DEGA bottle water by its widely availability					
4	I usually purchase DEGA bottle water by its well-advertisement and marketing communication					

5	I usually purchase DEGA bottle water because I know it very well					
6	I usually purchase DEGA bottle water by recommendation					
7	I usually purchase DEGA bottle water by its aesthetics and appearance					
8	I usually purchase DEGA bottle water by its quantity or size					

Appendix -2 Statistical Output (SPSS.25)

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded ^a	0	.0
	Total	360	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.984	.986	5

Item Statistics

	Mean	Std. Deviation	N
Recognition	3.5101	.60919	360
Recall	3.3538	.48894	360
Top of mind	3.3285	.50941	360
Dominant	3.5073	.60744	360
Purchasing decision	3.5719	.53409	360

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.454	3.328	3.572	.243	1.073	.011	5

Correlations

		Recognition	Recall	Topofmind	Dominant
Recognition	Pearson Correlation	1	.903**	.956**	.994**
	Sig. (2-tailed)		.000	.000	.000
	N	360	360	360	360
Recall	Pearson Correlation	.903**	1	.881**	.899**
	Sig. (2-tailed)	.000		.000	.000
	N	360	360	360	360
Top of mind	Pearson Correlation	.956**	.881**	1	.950**
	Sig. (2-tailed)	.000	.000		.000
	N	360	360	360	360
Dominant	Pearson Correlation	.994**	.899**	.950**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	360	360	360	360
Purchasing decision	Pearson Correlation	.970**	.872**	.938**	.962**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	360	360	360	360

Correlations

		Purchasingdecision
Recognition	Pearson Correlation	.970**
	Sig. (2-tailed)	.000
	N	360
Recall	Pearson Correlation	.872**
	Sig. (2-tailed)	.000
	N	360
Top of mind	Pearson Correlation	.938**
	Sig. (2-tailed)	.000
	N	360
Dominant	Pearson Correlation	.962**
	Sig. (2-tailed)	.000
	N	360
Purchasing decision	Pearson Correlation	1
	Sig. (2-tailed)	
	N	360

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971 ^a	.943	.943	.12800

a. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.589	4	24.147	1473.808	.000 ^b
	Residual	5.816	355	.016		
	Total	102.406	359			

a. Dependent Variable: Purchasing decision

b. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.552	.052		10.709	.000
	Recognition	.918	.105	1.047	8.720	.000
	Recall	.037	.033	.034	1.142	.005
	Top of mind	.131	.046	.125	2.875	.004
	Dominant	.147	.098	.167	1.495	.004

a. Dependent Variable: Purchasing decision

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.971 ^a	.943	.943	.12800	1.925

a. Predictors: (Constant), Dominant, Recall, Top of mind, Recognition

b. Dependent Variable: Purchasing decision

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Recognition	.53	1.92
	Recall	.21	5.54
	Top of mind	.18	3.35
	Dominant	.13	2.63

a. Dependent Variable: Purchasing decision