ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF PUBLIC RELATION ON CREATING BRAND EQUITY:
IN THE CASE OF HARAR BREWERY S.C. IN ADDIS ABABA

BY

EYERUSALEM BIRHANU BOGALE

JANUARY, 2024

ADDIS ABABA, ETHIOPIA

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ADVISOR: EPHREM ASSEFA (PHD)

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

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Endorsement

This s to certify that Eyerusalem Birhanu Bogale carried out her thesis on the "Effect of Public Relation on Creating Brand Equity: In the case of Harar Brewery S.C. in Addis Ababa" and submit to the School of Graduate Studies in Partial Fulfillment of the Requirements for the Award of Master of Arts Degree in Department of Marketing Management at St. Mary's University under my supervision.

Name of the Advisor: **Ephrem Assefa (PhD)**   Signature _____ Date _____

Declaration

I Eyerusalem Birhanu Bogale, declared that this research paper entitled "Effect of Public Relation on Creating Brand Equity: In the case of Harar Brewery S.C. in Addis Ababa" under the guidance of Ephrem Assefa (PhD) is my original work and has not been used by other for any other requirement in any other universities and all sources of information in the study have been appropriately acknowledged.

_____

Name   **Signature and Date**

St. Mary's University, Addis Ababa   **January, 2024**

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Eyerusalem Birhanu

January, 2024

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ACRONYMS/ ABBREVIATIONS

MPR   Marketing Public Relations Functions

PLC   Private Limited Company

PR   Public Relation

S.C   Share Company

ABSTRACT

This research aimed to examine the effect of public relations on creating brand equity in the case of Harar Brewery S.C. in Addis Ababa City. The study applied the mixed-method approach. A total of 254 customer's respondents were selected from different hotels, bars, restaurants and Wereda/Kebele recreational places selected based on the convenience of the data collector which are found in Addis Ababa city. The individual respondents were selected using the accident sampling. A total of five interview respondents for were selected; marketing manager, PR department director, brand development department team leader and marketing supervisor using availability sampling. Questionnaire and interview used to collect necessary data from the respondents. The data obtained were analyzed using statistical analysis tools such as frequency, percentage, mean, standard deviation correlation and regression. The statistical analysis tool was SPSS version 21 statistical package. The study identified that the general brand awareness level of Harar beer were found to be in a better stage however, brand associations, perceived quality and the overall level of brand loyalty of Harar beer were found to be not satisfactory. The dependent variable brand equity and the independent variable factors (brand awareness, brand associations, perceived quality and brand loyalty) are positively correlated. The results of regression analysis indicated that the dependent variable (brand equity) is 24.2% explained by the independent variables. Based on the findings of the study, it is recommended that the company needs to reorganize and establish its public relations department in a way enables to be highly competing in the brewery industry.

*Keywords: **Brand, brand equity, brand loyalty, brand awareness, brand association, perceived quality, public relations***

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Public relations (PR) are the practice of fostering positive relationships with the general public on behalf of an organization through securing favorable press coverage, fostering a positive corporate image, and addressing or averting adverse rumors, stories, and occurrences (Kotler, et al., 2005).

Drawing a client's interest in product advertising is a key component of branding and public relations. This leads to the coordinated promotion of a brand through news releases from public relations. Using both of these approaches results in aggressive product promotion (Ritu Baria, 2018). In addition, Ritu Baria (2018) on the study showed that PR and branding experts utilize a variety of techniques to pique media interest in a product in order to foster positive expectations among the general public. Since branding and public relations go hand in hand, there are numerous similarities between the two fields. To create their brands today, practically all companies make good use of public relations.

Public relation is the marketing strategy in which organization builds a healthy relationship with public and target markets to increase their sales and market share. (Kyung Hoon Kim et al. 2008) Suggested brand equity can create through customer relationships: trust, customer satisfaction, relationship commitment, brand loyalty, and brand awareness. Further customer relationship is a vital element to creating the positive image and brand equity. (James & Rajendran, 2013) Concluded public relation has a positive impact on customer loyalty, awareness and efficiency of

public relation activities. Higher public relations create to customer loyalty which leads to brand equity. (Hsieh & Li, 2008) A public relation is having stronger and positive impact on customer loyalty public relation assists to raise the demand of a goods and service or brand without any amount of money. Enhancing the public relations by an organization can increase the reputation and image which create higher brand value. Public relation plays a significant and high impact on the brand equity dimension such as brand awareness brand loyalty etc. (Karunanithy & Sivesan, 2013) promotion mix elements advertising, personal selling, public relation, etc. is very helpful to create brand equity in the telecom sector. (Tufail & Saeed. 2014) higher the publicity or more sponsorships and good public relation help to build strong brand equity.

The study's findings by Simpson (2014) demonstrate that prior to a crisis, many businesses did not recognize the value of public relations and despite the abundance of readily accessible information, some PR professionals still struggle to persuade key executives of their importance to the operation of the business.

Companies are more susceptible than ever to false information about their brand being spread to audiences around the world. A company's success can be significantly impacted by the opinions and attitudes of its audience. As a result, the public relations specialist aids in managing a company's or client's reputation in the marketplace by keeping an eye on and controlling conversations about them. Additionally, Simpson (2014) argued that considering public relations as a crucial business function or crucial business strategy.

Brand equity creation is not an easy task it takes a long time, and the organization has to make a strong connection with its customer by enhancing the familiarity, customer relationship and making more satisfy and loyal. Therefor the focus of this paper was to assess the effect of public relation on creating brand equity in the case of Harar Brewery in Addis Ababa.

1.2. Background of the Company

Located in the historic village of Harar, 515 kilometers from the capital, the Harar Brewery Share Company is one of the public-owned businesses. It has been in operation since 1984. It is one of the top breweries in the nation and produces three different types of products: Hakim Stout (black beer), Harar Sofi (non-alcoholic), and Harar Lager Beer. Brewer's yeast, water, hopes, barely malt, and enzymes make up the majority of the components used to make Harar lager beer. In addition to

the previously mentioned production raw ingredients, Cara malt, Munchers malt, Sugar syrup, and sugar are used to make both Hakim stout and Harar Sofi, a non-alcoholic malt beverage. There are a total of 630 permanent employees, including professionals and semi-professionals employees.

The company has installed capacity of 60 million bottles (200,000 hectoliter) per year with annual production about 58 million of bottles with10% additional volume which lift up total volume about 63 million bottles per annum by upgrading the bottling section capacity. Since November 2006 the brewery increases its capacity to 90 million bottles (300,000 hectoliter). The market share of the brewery is estimated between 19-21% of the country.

1.3. Statement of the Problem

Public relations strategies are the best approach for businesses to express their own stories. There is still a place and a need for effective public relations despite the advent and ongoing importance of digital and social media, which is a crucial component of many of today's successful media efforts. Public relations can assist established companies expand their reach and reframe the goals and objectives of a new product or service. For new brands, public relations can be a crucial instrument for establishing an industry presence (Suki Mulberg, 2018).

In the realm of communication, there has been debate regarding public relations tactics in various nations, including Ethiopia. This can be because there is a lack of knowledge of the function of public relations. However, relatively few people are aware of what public relations is, what it seeks to accomplish, and how it operates. Public relations is perceived as propaganda by certain people, while it is viewed as a tool for enhancing undesirable or even antisocial reality in other parts of the world by others (Piperopoulos, 2013).

Harar Brewery used public relations rather than advertising even it is restricted by government (TV advertising). Heineken Breweries has done many public relation activities such as The Zodiac Experience, hosted by Eba Event, will feature music, beverages, and fun for all, Ethiopian football federation for football events, different concerts, donation of money to children with heart case releasing a news on Televisions, publish press release on webs, release ads and commercials on social medias like Facebook and Instagram.

The main goal of the study and what prompted the researcher to conduct the study in this area on

this specific brand, however, is the difficulty in identifying the significant impact of using public relations on creating brand equity and identifying the effective public relations tools to do so.

In regard to this, the study describes the public relations (PR) roles, tools, and activities, as well as the purpose of PR, how PR relates to brands, how to measure PR, and how effective PR tools are in creating positive public perceptions. As a result, the researcher looks for the root causes of the issue in order to apply the appropriate PR tools and activities, and then to provide helpful advice for the upcoming researcher.

Currently the Marketing situations changed continuously through time. Up-to-date information is necessary to be efficient and effective in the market. There are a number of big competing companies emerging in the industry in Ethiopia. This kind of situation is hard for the companies to be victory and overcome the competitive rivalry. Therefore, Continuous PR work is required.

There are several studies done in Ethiopia and abroad related to the issue brand equity. To mention a few of Ethiopian researchers; The Role of Advertising and Pricing in Building Brand Equity for New Brands: The case of Walia Beer in Addis Ababa by Kassahun Feleke at Addis Ababa University, 2015, The Role Of Public Relation In Creating Brand Awareness: in the case of Malta Guinness Ethiopia, by Blen Tigistu at Addis Ababa University School of Commerce, 2021, The Effect of Advertising on Brand Equity: A Study on Flintstone Homes by Frezer Maru at Addis Ababa University School of Commerce, 2018, The Effect of Promotional Mix on Brand Image: The Case of Fiker Spring Water Company By: Hillina Girma at St. Mary's University, School of Graduate Studies, 2021, The Effect of Customer Based Brand Equity on Customer Retention In The Case Of BGI Ethiopia by Girma Beyene at St. Mary's University School of Graduate Studies 2021.

However, these were not specific context research done on the company Harar Brewery S.C. The researcher also assumed majority of them were outdated due to the ever changing global and local marketing situations. Hence, up-to-date market studies required to be effective in the current competitive marketing environment. The company (Harar Brewery S.C) itself required specific study on the issue brand equity. By taking this as a literature gap, this research tried to investigates the effect of public relation on creating brand equity: in the case of Harar Brewery S.C in Addis Ababa.

1.4. Research Questions

The following key research issues will be addressed by the study.

1. What is the overall level of brand equity of Harar Brewery S.C. created by the Public relation activities?
2. To what extent does brand awareness affect brand equity of Harar Brewery S.C.?
3. To what extent does brand associations affect brand equity of Harar Brewery S.C.?
4. To what extent does perceived quality affect brand equity of Harar Brewery S.C.?
5. To what extent does brand loyalty affect brand equity of Harar Brewery S.C.?

1.5. Research Objective

    1.5.1. General Objective

The overall goal of this study is to examine the effect of public relations in raising brand equity of in the case of Harar Brewery S.C.

    1.5.2. Specific Objectives

The study's specific goals will be the following in order to accomplish the above-mentioned general objectives:

1. To measure the overall level of brand equity of Harar Brewery S.C created by the Public relation activities.
2. To assess the extent of brand awareness affect brand equity of Harar Brewery S.C.?
3. To determine the extent of brand associations, affect brand equity of Harar Brewery S.C.?
4. To test the extent of perceived quality affect brand equity of Harar Brewery S.C.
5. To investigate the extent of brand loyalty, affect brand equity of Harar Brewery S.C.

1.6. Significance of the Study

The findings of this study could significantly contribute to our understanding on the connection between public relations and brand equity for the Harar Brewery S.C. The study could also be used

to identify or demonstrate the effective PR strategies could be used to create brand equity for the company. In addition, the study has used to provide a contribution to the framework for the development of effective public relations practices. Moreover, theoretical and empirical studies linked to this research used by scholarly for their articles, books, journals, and other works will be important since they provide specific justifications for increasing brand equity through public relations.

1.7. Scope of the Study

The scope of the study can be discussed in terms of theme (conceptual scope), geographical scope, and methodological scope.

- Conceptually, this study is delimited to investigate the effect of PR on brand equity. In this study, brand equity is conceptualized as a multidimensional construct composed of four dimensions namely brand awareness, brand associations, perceive quality and brand loyalty. Company marketing officers, distributers and individual customers were expected to participating in providing the required information.
- Geographically, this study is conducted in one case organization called Hara Brewery S.C located in Harar Town. Information pertinent to the activities of the company related to PR done on brand equity were to be collected from the marketing officers. In another case the information related to the effect of PR work on the customers collected from randomly selected distributers and individual customers in Addis Ababa.
- Methodologically, this study applied mixed research approach and explanatory research design. Pertinent data were gathered using questionnaire and analyzed via descriptive and inferential statistics.

1.8. Limitations of the Study

The main constraints of the study were collection of complete data from the respondents. Because of lack of time, hesitation to provide information, being indifference to expressing their opinions in an open and honest manner were the major once. Additionally, it was difficult to find enough relevant sources of information, particularly in the case of local Ethiopian businesses and even within the case company, where it comes to public relations and brand equity. The time, experience

and budget constraint were also restricted the researcher to concentrate on most relevant literatures and the case company only.

1.9. Operational Definitions

❖ **Advertising** is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

❖ **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 group of sellers and to differentiate them from those of competition.

❖ **Brand equity** a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

❖ **Brand awareness** is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category.

❖ **Brand associations** are thought to contain "the meaning of the brand for consumers" and can derive from an extensive range of sources, varying according to their favorability, strength, and uniqueness.

❖ **Perceived quality** is defined as "the consumer's judgment about a product's overall excellence or superiority".

❖ **Brand loyalty** is "the attachment that a customer has to a brand". It is an attitudinal perspective, which emphasizes a personal commitment to a set of unique values related to the brand and the tendency to be loyal to a brand, prioritizing the brand as a first choice for purchase.

1.10. Organization of the Study

This thesis organized in five chapters. The first chapter begins with an introduction that covers the context of the study, the issue statement, the study's aim, the research questions, the significance of the study, its scope, and its limitations. A review of the relevant literature provided in chapter two, which also addresses important problems to be considered. Theoretical underpinnings and an empirical analysis of the investigation have been provided in the writing. In chapter three, the methodology describes how the sample selected, how the questionnaire was created, validated, and

used, as well as how the results be gathered and analyzed. The findings from chapter four were presented, showing how they relate to each study component's address. Chapter five made the summary, conclusion, and suggestions based on the findings of the study. The last section presents reference and appendices of the data collection instruments and other supportive documents.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter highlights and assesses available literature relevant to the effect of public relation on creating brand equity. The chapter reviews the literature documented in the studies that have been done on this topic, with an emphasis on the significant aspects of these studies as far as the study objectives are concerned. It begins with the theoretical and empirical review of the studies by other researchers who have conducted similar or related studies. Furthermore, the chapter builds the conceptual framework of the study and identifies the research gap that will address.

2.2. Theoretical Literatures
2.2.1. Public Relations

The way that companies and organizations use public relations might best be viewed as a continuum. On one end of the continuum is the use of PR from a traditional perspective. In this perspective public relations is viewed as a non-marketing function whose primary responsibility is to maintain mutually beneficial relationships between the organization and its publics. In this case, customers or potential customers are only part of numerous public employees, investors, neighbors, special interest groups, and so on. Marketing and public relations are separate departments; if

external agencies are being used, they are separate agencies. At the other end of the continuum, public relations are considered primarily a marketing communications function. All noncustomer relationships are perceived as necessary only in marketing. In these organizations, public relations report to marketing. According to Kotler et al. (2006), public relations defined as: building good relations with the company is various publics by obtaining favorable publicity, building up a good 'corporate image', and handling or heading off unfavorable rumors, stories and events. Major PR tools include press relations, product publicity, corporate communications, lobbying and counseling.

For many companies the PR function is moving more and more toward a "new role," which is much closer to a marketing function than a traditional one. The new role of public relations envisions both strong marketing and strong PR departments. Rather than each department operating independently, the two work closely together, blending their talents to provide the best overall image of the firm and its product or service offerings (Al & Laura 2002).

2.2.2. Marketing Public Relations (MPR) Functions

Thomas L. Harris (2007) has referred to public relations activities designed to support marketing objectives as marketing public relations (MPR) functions. Marketing objectives that may be aided by public relations activities include raising awareness, informing and educating, gaining understanding, building trust, giving consumers a reason to buy, and motivating consumer acceptance. MPR adds value to the integrated marketing program in a number of ways:

➤ **Building marketplace** excitement before media advertising breaks. The announcement of a new product, for example, is an opportunity for the marketer to obtain publicity and dramatize the product, thereby increasing the effectiveness of ads. When Volkswagen reintroduced the Beetle, a great deal of anticipation was created through public relations prior to the availability of the cars.

➤ **Creating advertising** news where there is no product news. Ads themselves can be the focus of publicity. There seems to be as much hype about the ads on the Super Bowl as there is for the game itself. The "Switch" campaign of Apple Computers has generated much publicity for the ads.

- ➢ **Introducing a product** with little or no advertising. This strategy has been implemented successfully by a number of companies, including Hewlett-Packard, Kinetix, Ty, and Crayola. Gillette uses PR as the lead medium in every new product launch.

- ➢ **Providing a value-added customer service.** Butterball established a hotline where people can call in to receive personal advice on how to prepare their turkeys. The company handled 25,000 calls during one holiday season. Many companies provide such services on their Internet sites. Chicken of the Sea provides recipes to visitors of its site (which of course suggest using Chicken of the Sea tuna).

- ➢ **Building brand-to-customer bonds.** The Pillsbury Bake-Off has led to strong brand loyalty among Pillsbury customers, who compete by submitting baked goods. The winner now receives a $1 million prize!

- ➢ **Influencing the influential** that is, providing information to opinion leaders.

- ➢ **Defending products at risk and giving consumers a reason to buy.** By taking constructive actions to defend or promote a company's products, PR can actually give consumers a reason to buy. Energizer's national education campaign that urges consumers to change the batteries in their fire alarms when they reset their clocks in the fall has resulted in a strong corporate citizen image and increased sales of batteries.

2.2.3. Establishing a PR Plan

Cutlip, Center, and Broom (1985), suggest a four-step process for developing a public relations plan. These include define public relations problems; plan and program; take action and communicate; and Evaluate the program. Determining Relevant Target Audiences, the targets of public relations efforts may vary, with different objectives for each. Some may be directly involved in selling the product; others may affect the firm in a different way. These audiences may be internal or external to the firm. It may be necessary to communicate with these groups on an ongoing basis for a variety of reasons, ranging from ensuring goodwill to introducing new policies, procedures, or even products. According to Cutlip, Center, and Broom (1985), communication on PR could be internal and external some of them are: -

a. **Employees of the Firm**

Maintaining morale and showcasing the results of employees' efforts are often prime objectives of the public relations program. Organizational newsletters, notices on bulletin boards, paycheck envelope stuffers, direct mail, and annual reports are some of the methods used to communicate with these groups. Personal methods of communicating may be as formal as an established grievance committee or as informal as an office Christmas party. Other social events, such as corporate bowling teams or picnics, are also used to create goodwill.

b. Stockholders and Investors

You may think an annual report like the one. While this is one purpose, annual reports are also a communications channel for informing this audience about why the firm is or is not doing well, future plans, and other information that goes beyond numbers.

c. Suppliers and Customers

An organization wishes to maintain good will with its suppliers as well as its consuming public. If consumers think a company is not socially conscious, they may take their loyalties elsewhere. Suppliers may be inclined to do the same. Sometimes sponsoring a public relations effort results in direct evidence of success.

d. The Media

Perhaps one of the most critical external publics is the media, which determine what you will read in your newspapers or see on TV, and how this news will be presented. Because of the media's power, they should be informed of the firm's actions. Companies issue press releases and communicate through conferences, interviews, and special events. The media are generally receptive to such information as long as it is handled professionally; reporters are always interested in good stories

e. Financial Groups

In addition to current shareholders, potential shareholders and investors may be relevant target markets. Financial advisors, lending institutions, and others must be kept abreast of new developments as well as financial information, since the offer the potential for new sources of

funding. Press releases and corporate reports play an important role in providing information to these publics

f. Press Conferences

We are all familiar with press conferences held by political figures. While used less often by organizations and corporations, this form of delivery can be very effective. The topic must be of major interest to a specific group before it is likely to gain coverage, usually major accomplishments.

g. Interviews

When you watch TV or read magazines, pay close attention to the personal interviews. Usually someone will raise specific questions, and a spokesperson provided by the firm will answer them.

h. The Internet

The Internet has become a means by which companies and organizations can disseminate public relations information. Just as in the print media, companies have used the Web to establish media relations and government, investor, and community relationships; deal with crises; and even conduct cause marketing. Companies have used their websites to address issues, as well as to provide information about products and services, archive press releases, link to other articles and sites, and provide lists of activities and events.

The role of public relations in the promotional mix is changing. As PR has become more marketing oriented, the criteria by which the programs are evaluated have also changed. At the same time, non-marketing activities will continue to be part of the public relations department and part of the basis for evaluation.

2.3. Brand Equity
2.3.1. The Concept of Brand Equity

Brand equity has been studied extensively and has become one of the most important marketing concepts (Keller, 2013). Many definitions of brand equity existed. One of the most widely accepted definitions stated that brand equity is "a set of brand assets and liabilities linked to a brand, its name and symbols that add to or subtract from the value provided by a product or service to a

company and/ or to that company's customers" (Aaker, 1991). Lassar, Mittal, and Sharma (1995) also stated that brand equity is the increase in the perceived benefit and desirability a brand name confers on a product. Yoo et al. (2000) proposed that brand equity is the difference in customer choice between a branded and unbranded product that has the same level of features. Besides, global brand equity was defined as a dimension of global brands that refers to those general characteristics that lead customers to prefer global brands to local brands in different countries (Ozsomer, 2012).

According to Armstrong and Kotler, (2009), "Brand equity is the differential effect that knowing the brand name has on consumer response to the product or its marketing." They also state, that a powerful brand has high brand equity, and a brand with high brand equity is an extremely valuable asset. American Marketing Association refers brand equity to the value of a brand.

The brand equity concept reflects a brand name's value added to an offer relative to an identical but unbranded offer (Farquhar, 1989) and thus is an important diagnostic tool for managing brands. However, brand equity is not the end goal in itself as this value needs to translate into benefits for firms, for example, in terms of consumer behaviors (Cobb-Walgren, Ruble, & Donthu, 1995). This intangible asset leads to a plethora of desirable consumer outcomes, including brand preference, positive word-of-mouth, (re)purchase intention, reduced switching intention and acceptance of higher-price premium and brand extensions (Buil, Martínez, & de Chernatony, 2013; Cobb-Walgren et al., 1995; Keller, 2001; Rambocas, Kirpalani, & Simms, 2018), which ultimately allow a brand to earn greater volume or margins (Christodoulides & de Chernatony, 2010).

2.3.2. Dimensions of Brand Equity

I. Brand Awareness

Literature defines brand awareness as "the ability of a potential buyer to recognize or recall that a brand is a member of certain product category" (Aaker, 1991). According to (Aaker, 1991), Brand awareness typically consists of different levels, based on the different ways consumers remember a brand. Brand recognition, is the lowest level of awareness, it reflects familiarity gained from consumers' past exposure to the brand when given the brand cue (an aided recall task). For example, consumers might be asked "Have you ever heard of this brand before?" The next level of awareness is brand recall. Brand recall reflects "the ability of consumers to retrieve the brand when

given a product category, the needs fulfilled by that category or some other type of probe as a cue" (Keller, 1993).

II. Brand Associations

Brand associations play a vital role in creating brand knowledge, and ultimately brand equity, and are widely assumed to be the driving force of a brand's strength (Biel 1992; Feldwick 1996). Almost every conceptualization of brand equity addresses brand associations, albeit under a variety of titles, including brand identity (Aaker and Joachimsthaler 2000), brand image (Aaker 1991; Biel 1992; Keller 1993), brand magic (Biel 1997), brand attributes (de Chernatony and McDonald 1998; Park and Srinivasan 1994), brand description (Feldwick 1996), and brand meaning (Berry 2000; Blackston 1992). No matter what name used, brand associations play a critical role in creating and managing brand equity.

Brand associations are anything "linked" in memory to a brand (Aaker 1991), and a set of these associations creates the brand's identity (Aaker and Joachimsthaler 2000). They, as important informational nodes linked to a brand node in memory, contain the meaning of the brand for consumers (Keller 1993). Brand literature suggests numerous ways to describe these associations.

Many researchers look at the brand associations and identify those that are related to the product in some way (Aaker 1996; Aaker and Joachimsthaler 2000; Biel 1997; Keller 1993; Lassar, Mittal and Sharma 1995; Park and Srinivasan 1994). These associations, often called attributes (Keller 1993), brand-as-product associations (Aaker 1996; Aaker and Joachimsthaler 2000), or physique associations (Biel 1997), include descriptive features that influence what a consumer thinks about a product and what is involved with its purchase or consumption (Keller 1993). Literature also looks at brand associations in terms of benefits (Aaker and Jachimsthaler 2000; Ambler 1997; Keller 1993).

Benefits address those associations that create personal value for consumers and represent what the product can do for them. More specifically, literature discusses benefits in terms of three basic categories functional, experiential and self-expressive. Functional benefits include those associations that address the performance of the product itself. Experiential benefits, also referred as emotional benefits (Aaker and Jachimsthaler 2000; Keller 1993), include associations that suggest the ability of the brand to make the buyer or user of a brand feel something during the

purchase process or use experience. Self-expressive benefits include those associations that indicate how a consumer wishes to be seen as a result of using a brand. Keller (1993) refers to these self-expressive benefits as symbolic benefits, and Biel (1998) uses the term reflection.

III. Perceived Quality

Zeithaml (1988) defines perceived quality as a "product's overall excellence or superiority". In this instance, quality considered as a customer based brand equity variable, which integrates perceptions and experiences of a consumer. It connotes that quality is a customer perspective issue since the customer judges the performance of the products according to their expectations and the performance of other products in the market (Zeithaml, 1998). Therefore, it is based on consumers' or users' subjective evaluations of product quality. The most common definition of perceived quality integrates consumer experience of the product/service and perceptions of the firm providing the product/service (Keller, 2007). Perceived quality considered as a core customer based brand equity factor because it has been associated with the willingness to pay a premium price, brand purchase intent, and brand choice. Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml, 1988). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. High objective quality does not necessarily contribute to brand equity (Chen, 2001). Since it is impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality (Zeithaml, 1988). Perceived quality formed to judge the overall quality of a product/service. Chen (2001) and other researchers argued that quality directly influenced by perceptions. Consumers use the quality attributes to compare quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes with regard to brand equity. Zeithaml (1988), classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a product (e.g. color, flavor, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one (e.g. brand name, stamp of quality, price, store, packaging and production information (Zeithaml, 1988). Therefore, customers measure quality in terms of how much pleasure they have received from a service.

IV. Brand Loyalty

According to Oliver (1999), brand loyalty is a deeply held commitment to rebuy a preferred product/service consistently in future thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. In marketing situations, brand loyalty determines consumer choice of brands and consumers may be insensitive to price increases or decreases (Keller, 2007). Brand loyalty considered as one of the most important factors affecting consumer choice (Baldinger & Robinson, 1996). Loyalty is a core dimension of brand equity. Baldinger & Robinson (1996) describe different levels of loyalty. Behavioral loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases or commitment to rebuy the brand as a primary choice (Keller, 1998). Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice (Oliver, 1999). The cognitive loyalty closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioral loyalty) (Keller, 1998). Aaker (1996) identify price premium as the basic indicator of loyalty. Price premium defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison (Aaker, 1996).

2.3.3. Theories of Brand Equity

When looking into the history of brands, there are as many definitions for it as there are specialists whom have defined the concept of a brand with their own explanation or distinction to the definition. The following chapter provides an overview of the brand equity model by Aaker (1991) and explains in detail the four main elements comprising the model.

2.3.4. Brand Equity Model

According to Kotler and Armstrong (2010) a brand is a name, term, sign, symbol, design, or a combination of all of the previous that is meant to differentiate and identify goods and services. Aaker (1991) has characterized brand as a unique name, logo, trademark or package design envisioned to identify the goods or services of either one seller or a group of sellers, and to

distinguish those goods or services from those of competitors.

Brand equity has occurred as one of the key notions in marketing during the previous decades (Correia Loureiro et al. 2014, 2). Brand equity is a set of brand liabilities and assets related to a brand that contains brand loyalty, brand awareness, perceived quality and associations. The core of brand's equity is often the brand loyalty of the customer base. Building awareness is considerable easier over a longer time period since learning is more effective with repetition and reinforcement. The customer's perception of the overall quality or superiority of a product service with respect to its intended purpose, relative to the alternatives is known as perceived quality. (Panchal et al. 2012)

According to Aaker (1996), brand equity is an assortment of assets and liabilities related to a brand's name and symbol that increases to, or withdraws from, the worth provided by a product or service to a firm and to that firm's customers.

The major elements are: Brand loyalty, Brand awareness, Perceived quality and Brand associations.

Various features of them have to be elaborated. Primary, brand equity is an assortment of assets. Therefore, the management of brand equity needs to contain investment to build and improve these assets. The components and measures of brand equity have been investigated for a long time as separate constructs and the success of a brand. Aaker introduced the brand equity framework and his framework included and combined the most well-known components (i.e. loyalty, awareness, quality and associations) and thus, the majority of researchers have followed his model with some level of modifications depending on the context. Tasci (2018) Therefore, the model has preserved as a relevant base for brand equity researches.

Figure 1 introduces the four main elements of brand equity and demonstrates their production of value.
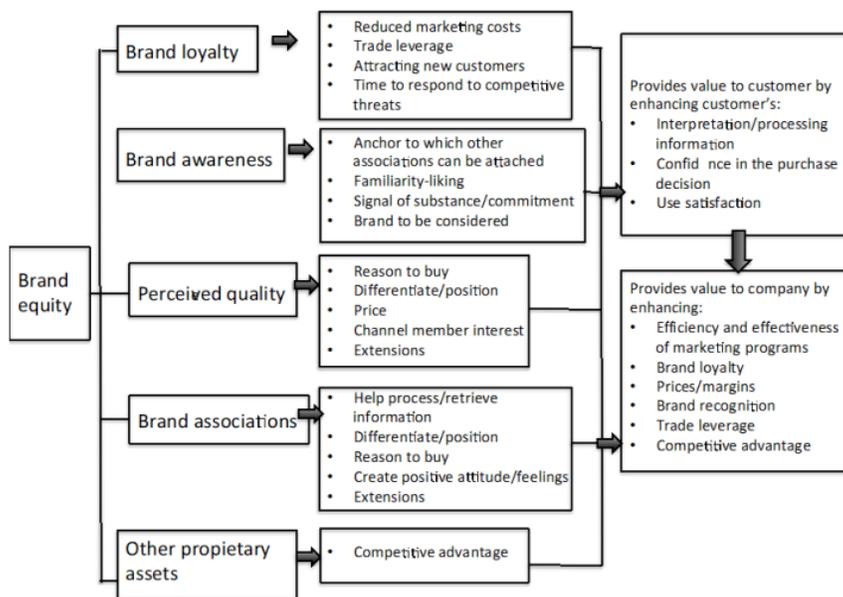
Figure 1. Aaker's brand equity model (Aaker 1991)

2.4. Theoretical Foundation of the Study

Public relations is needed and entrusted by many companies to support the performance and success of the company. Public relations become a bridge between corporate liaison with its stakeholders such as government, public, and media. With the establishment of good communication, relationships between companies and communities through public relations are expected to create a mutual connection for both parties. Public relations are deliberately planned effort on purpose, in order to establish and maintain mutual understanding between the organization and its people. Not only establishing good communication, Cutlip, Center, and Broom (2006) have also mentioned that the function of public relations is to support management activities and achieve organizational goals.

A public relations (PR) is one of the sub-areas of communication science that is the backbone of PR activities. Another concept of PR is as a bridge between the company or organization and its public, especially the achievement of mutual understanding. It is necessary to have a PR strategy to enhance the brand awareness of this company, so the public is able to know this company better in order to understand the function and benefits (Meuthia, 2015).

This communication convergence involving public relations has also been driven by corporate belt tightening in response to the current economic recession. For example, American Airlines, one of the world's largest air carriers, believes that public relations can help to maximize shrinking advertising budgets in tight economic times (Bush, 2009).

Another factor has been the exponential growth in social media fueled by consumer demand. Serving again as an example, American Airlines believes the integration of marketing and public relations activities is primarily the result of the arrival and acceptance of social media and an increased social consciousness by consumers (Bush, 2009). Recent research also reflects these sentiments. Specially, a Text 100 Global Public Relations study relations may be more important than advertising to brand value (New Study, 2010). In general, these are evidence within the current marketplace that "clients are looking for integrated programs and consistent brand messaging across every point of contact with their customers" (Baruzzi, 2010).

2.5. Empirical Review

This part of the study reviewed work already undertaken and the various methodologies employed by the various authors.

In recent years, companies have seen the increasing importance of public relations as a vital part of their brand building process and a way to market their brand in a more effective way than the traditional marketing methods like advertising (Altamirano, 2018). The role PR play in building brand equity for companies, which would eventually affect consumers' decision-making remains a critical area that needs thorough investigation. According to Lamptey (2017) in modern day marketing practice, branding has proven to be an effective tool companies employ to strengthen their competitive advantage and achieve profitability.

Kulachet (2014) did a study on Integrated Marketing Communication to Increase Brand Equity: The Case of a Thai Beverage Company. The sample for this study consisted of four hundred participants who were customers of the company, and questionnaires were used as a research instrument. In order to test the research's hypotheses, Pearson's correlation coefficient as conducted to investigate the correlation between the integrated marketing communication and the company's brand equity. The results of the hypothesis reveal that there is a direct correlation

between the integrated marketing communication and brand equity. Therefore, it is recommended that different types of integrated marketing communication should be appropriately selected in order to efficiently improve brand equity.

Sajid Tufail, Rashid Saeed, Hashim Zameer, Muhammad Bilal & Bilal Naeem (2014) conducted a research on Impact of Sponsorship and Publicity on Brand Equity. This paper discusses the impact of Publicity and Sponsorship on Brand Equity. Data were collected via a questionnaire distributed to almost all big cities of Pakistan among educated persons/university students. Hierarchical regression analysis of data from 200 respondents was used to test two hypotheses. The results show that Publicity and Sponsorship has a positive relationship with Brand Equity. When Publicity and Sponsorship is favorable, there is positive effect on Brand Equity.

Clara Sandell (2012) did a great job on Public relations' role in building strong brands. A Case of three companies: Minna, Hanna Sarén & Minna Parikka. For the empirical part, interviews were chosen to gather information. The author performed interviews with three Finnish design companies about how they are implementing PR in their marketing strategy. The results showed that all three companies use public relations to build their brand and that PR has been part of their rapid success.

Adopting an effective marketing strategy, with a greater focus on Public Relations is highly recommended for companies in these modern times if they really want to build brand equity (Miranda, 2017). For new brands, Public Relations (PR) can be an important tool for building an industry presence and for established businesses, the practice can help to further your reach and reformulate the aims and targets of a new product or service. When done successfully, good PR can help a company generate earned media placements that assist in constructing brand identity and equity (Miranda, 2017). Importantly, this can and should increase industry presence and sales. PR is an effective way to build a brand, communicate with a target market and attract further investment.

Blen Tigistu (2021) studied on the role of public relation in creating brand awareness: in the case of Malta Guinness Ethiopia, she found that the brand works more on marketing activities like advertising, promotion and personal selling and somehow promoting and advertising organizational items on broadcast media and respects to PR exercises in current a long time they are utilizing

social media, event management and online communication frameworks. Public relations on the chosen brand working as it were center on organizational marketing exercises not on the mutual useful relationships with its publics. Public relations are moderately functioning on the proper way of implementing public relations exercises, procedures and capacities that needs an emphasizing on public's benefits as well and modification in like manner. There's still a need of having a well-educated and understanding what PR is within the organization and a few within the showcasing, PR and related office. The respondent's reaction, show that showcasing office enact on a few of public relations exercises, but not sufficient and well organized from the staff member up to their proficient aptitudes moreover in address. The company has to adjust on public relation and have relegated to a top-level administration as office. Other than, the showcasing and PR office ought to get it the utilize of each diverse PR tools plan and execute the devices appropriately as they got to be performed with the Public and ought to change the office PR methodologies agreeing to the respondent's reaction and researcher's perception.

Blen (2021) concluded, public relations have their own importance and opportunities for manufacturing organizations and benefit conveyance companies. Not as it were practicing and actualizing public relations exercises but also, its own contribution for maximizes their market share with reputation, image building and crisis management strategies.

2.6. Conceptual Framework of the Study

Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization's brands to all stakeholders. All the elements of corporate brand, from tone and personality, functional and emotional benefits, core message and end goal, to its reputation if fully leveraged with internal and external audiences can help raise performance and credibility, i.e. brand equity. Enhancing the brand loyalty, Brand awareness, perceived quality and Brand associations to through public relations is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility for building brand equity of the company.

Figure 2: Conceptual framework of the study

Independent Variable   **Dependent Variable**


```
┌─────────────────────┐
│   Brand awareness   │ ─────┐
└─────────────────────┘      │
┌─────────────────────┐      │      ┌─────────────────────┐
│  Brand associations │ ─────┤──────│                     │
└─────────────────────┘      ├──────│    Brand Equity     │
┌─────────────────────┐      │      │                     │
│  Perceived quality  │ ─────┤      └─────────────────────┘
└─────────────────────┘      │
┌─────────────────────┐      │
│    Brand loyalty    │ ─────┘
└─────────────────────┘
```
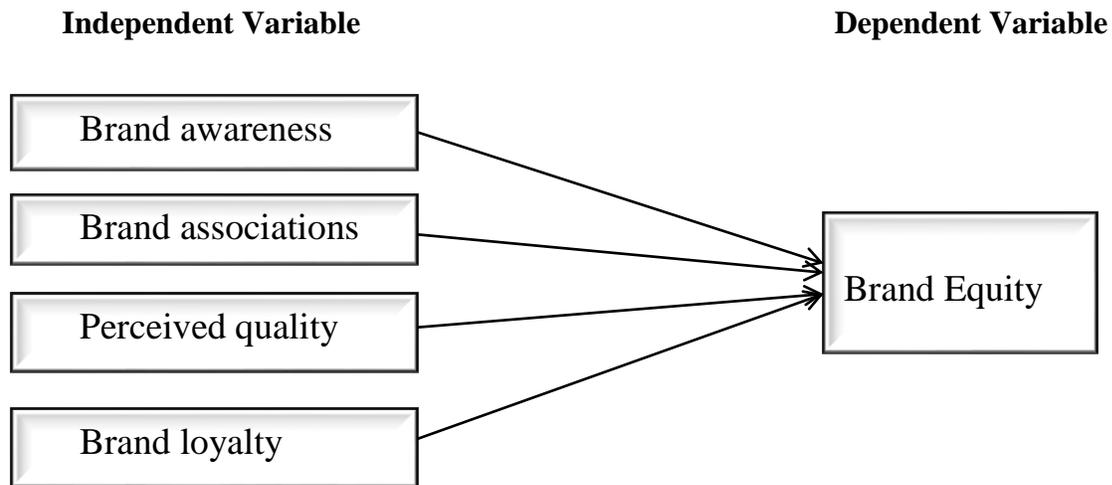
Source: Own design

2.7. Research Gap

Currently the Marketing situations are changing continuously through time. Updating information is necessary for business enterprises to survive, exist and be efficient and effective in the market.

There are a few number of brewery companies in Ethiopia however they are big in size and their competition is fierce in the local brewery industry. This kind of situation is hard for these local companies to be victory and overcome the competitive rivalry and therefore, continuous PR work is required.

Even though there are several studies done in Ethiopia related to the issue, brand equity, the researcher assumed majority of them were outdated due to the ever changing global and local marketing situations. And the researcher believes that continuous up-to-date market studies required to be effective in the current competitive marketing environment.

In addition, there are many foreign and local studies done on the topic brand equity on different organizations. However, as to the researcher investigation couldn't find the study on brand equity in a specific case of Harar Brewery S.C. By taking this as a literature gap, this research tried to investigates the effect of public relation on creating brand equity in a specific case of Harar

Brewery S.C. in Addis Ababa.

2.8. Research Hypotheses

To establish the relationship between brand awareness, brand association, perceived quality and brand loyalty with brand equity, the study will be guided by the following four hypotheses:

1. H1: Brand awareness cause a statistically significant positive effect on brand equity.
2. H2: Brand association cause a statistically significant positive effect on brand equity.
3. H3: Perceived quality cause a statistically significant positive effect on brand equity.
4. H4: Brand loyalty cause a statistically significant positive effect on brand equity.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Approach

The term "approach" refers, according to Jennifer Wisdom (2013), to an emerging research methodology that promotes the systematic blending or integration of quantitative and qualitative data within a single investigation or ongoing program of inquiry. The fundamental tenet of this methodology is that, in comparison to separate quantitative and qualitative data gathering and analysis, integration enables a more thorough and synergistic application of data. Thus, this particular study will use a mixed method of research strategy. In order to collect and analyze data, integrate the results, and make conclusions utilizing both qualitative and quantitative techniques and methodologies in a single study.

3.2. Research Design

The entire layout or framework of the research project is known as the research design. It outlines the planned research design and the projected outcomes of the project. It especially focuses on the study's conclusions. Without an appropriate study design, conducting a research endeavor is all but impossible (Hasa, January 12, 2017). This study applied a combination of descriptive and explanatory research designs not only to describe the level of independent and dependent variables

but also to explain the cause and effect relationship between these variable. It provides a systematic and rigorous approach to data collection and analysis, ensuring that the findings are reliable and valid. Additionally, explanatory research design allows for generalization of the findings to a larger population, increasing the external validity of the study.

3.3.Source of Data

The information was gathered from primary and secondary sources. Interviews and questionnaires were used to gather the primary data. Respondents were received the questionnaire from the organization's customers and workers. PR and brand development departments, as well as the marketing director, marketing manager, and marketing supervisors were all receive questionnaires from the organization. The marketing manager and the manager of public relations were also be interviewed. Customers were expected to response questions related to PR activities and brand equity and the workers are expected to respond question related to PR activities done by the company. Secondary data were acquired from books, papers, and journals that are publically available as well as from internal documents such firm public relations guidelines and literature that is connected to the topic under research.

3.4.Population, Sample Size and Sampling Method

3.4.1. Target population

The study's target populations were individual customers consuming the product of Harar Brewery S.C. found in Addis Ababa City and workers from PR and brand development departments, as well as the marketing director, marketing manager, and marketing supervisors from the organization.

3.4.2. Sample Size

An approach to determination ideal sample size for the study was based on Cochran's sample size formula. This is because the numbers of customers were unknown and too large.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- *Z = 1.96 for 95 % level of confidence*

- *e is the desired level of precision or margin of error, i.e., e =5% or +0.05*

- *p is the estimated proportion (the degree of variability) of an attribute that is present in the population, i.e., 50% or p= 0.5*

- *q is the estimated proportion of an attribute that is present in the population, and q is 1-p.*

$$n_0 = \frac{(1.96)^2\,(.5)\,(.5)}{(0.05)^2}$$

$$n_0 = 385$$

Therefore, the sample size of customers for this study is 385.

3.4.3. Sampling technique

Purposive sampling was utilized by the researcher to identify respondents from among the corporate personnel those who were most closely related to the problem in order to manage the research and produce the desired outcome. Workers from PR and brand development departments, as well as the marketing director, marketing manager, and marketing supervisors were interviewed from the organization according to their availability.

Convenience or accidental sampling technique were used to select 385 sample respondents from individual customers found in Addis Ababa City consuming the product (Harar Beer) in different bars, hotels and restaurants selected based on the convenience of the data collector which was found in Addis Ababa city. Convenient and purposive sampling techniques were used to select bars, restaurants and Wereda/Kebele recreational places by the researcher considering nearness, the security and peacefulness of the place. The questionnaires were prepared and distributed to be filled by respondents in a self-administered manner.

3.5 Methods of Data Analysis

The quantitative data collected using questionnaire were analyzed using descriptive statistical package for social sciences (SPSS). The data were used to generate descriptive statistics such as the frequencies, percentage, means, standard deviations, correlation and regression which was further used to organize and summarize the demographic data of the respondents as well as their perceptions on the PR efforts of Harar brewery S.C. brand and how this effort affect customer-based brand equity within the sector in Addis Ababa. The qualitative information gathered using interview were used to supplement and triangulate the quantitative data.

3.6 Reliability and Validity

3.6.1 Reliability

For the research to be objective and credible, the issue of reliability and validity is crucial. To be reliable an instrument must be consistent in such a way that it will be considered stable and can be dependent on to yield similar test results under similar circumstances (Borg and Gall 1989). A Cronbach's $\alpha > 0.7$ implies the instrument is relatively good measurement tool therefore reliable. Cronbach's test was tested and found to be $\alpha = 0.938$ on the independent variables (brand awareness, brand association, perceived quality and brand loyalty) for the dependent variable (Brand Equity) of Harar Brewery S.C. Therefore, it is reliable that instrument is good measurement tool.

3.6.2 Validity

Validity is a further evaluation tool for research quality. Validity often refers to the inquiry of whether the research was carried out using the appropriate indicators for the selected research topics. According to Yin (2003), the concept of validity can be split into internal and external validity; however, internal validity is better suited for explanatory investigations, such as those that aim to explain causal relationships under specific circumstances. In order to produce accurate findings and conclusions from the research, numerous sources of information were employed to develop the theoretical framework and empirical research in this study.

3.7 Ethical Considerations

Applying ethical principles is a vital research principle in order to maintain individual security. In

this instance, the researcher asks the interviewees if they were ready to disclose their title in the study article or whether unidentified sources were told of the purpose of the investigation.

The researcher will also keep the confidentiality of the information gathered firm respondents. Involve a set of guidelines or a commitment that is typically carried out by confidentiality agreements and that restricts access to or the use of particular kinds of information (Ares, 2010). As a result, during the data collection process, researchers should also be prepared for the risk of discovering damaging data. For instance, "an understudy may discuss parental abuse or detainees may discuss elude. In this case, the ethical standard for researchers is to protect participants' privacy without informing everyone who was part of the study (Creswell, 2002). The information that the researcher collected from respondents will be kept private in this regard.

CHAPTER FOUR

Presentation, Analysis and Interpretation of Data

4.1   Introduction

The purpose of this study is to analyze and identify the effect of public relations on creating brand equity: in the case of Harar Brewery in Addis Ababa. In the study the researcher used different techniques to analyze the data as descriptive statistics (frequency, percentage mean and standard deviation) to describe the perception of respondents on the identified variables. In addition, regression and Pearson's correlation was applied to determine whether there is a relationship between the dependent variable and independent variables.

To realize this objective, the results of descriptive analyses are presented first, followed by the inferential analysis. Data were collected from 284 individual customer respondents consuming the product of Harar Brewery S.C. found in Addis Ababa and workers from PR and brand development departments, as well as the marketing director, marketing manager, and marketing supervisors from the organization. To collect valid responses a total of 385 questionnaires were prepared and distributed to different hotels, bars and Woreda/Kebele recreational places. From these only 284 were found valid and collected by the researcher. The others were incorrectly filled and discarded.

Generally, this section is organized in the following ways: first, the general information regarding gender, age, level of education and level of income of respondents. Secondly, the information regarding brand equity and public relations questions of Harar Brewery S.C. found in Addis Ababa is interpreted. Finally, data collected through questionnaires and interviews were analyzed.

4.2   Response Rate to the General Information

4.2.1 Gender Distribution of the Respondents

Table 4.1 Gender of Respondents

Gender	Frequency	Percent	Cumulative Percent
Male	216	75.8	76.1

Female	68	23.9	100.0
Total	284	99.6	

The above table shows gender distribution of the respondents. In this regard the majority 216 (75.8%) of respondents were male and 68(23.9%) of them were female. This shows that there were large male participants.

Table 4.2 Age of Respondents

Age	Frequency	Percent	Cumulative Percent
20-25	26	9.1	9.2
26-30	65	22.8	32.0
31-35	83	29.1	61.3
36-40	74	26.0	87.3
Above 40	36	12.6	100.0
Total	284	99.6	

The above table shows the age distribution of the respondents. According to the result the majority 83(29.1%) from 31-35, 74(26.0%) of them were from 36-40, 65(22.8%) of them were 26-30, 36(12.6%) of them were above 40 and the remaining 26(9.1%) of them were 20-25 years old. This shows that there was a better age distribution of respondents.

Table 4.3 Level of Education of Respondents

Education	Frequency	Percent	Cumulative Percent
Certificate	53	18.6	18.7
Diploma	60	21.1	39.8
First Degree	108	37.9	77.8

Second Degree	60	21.1	98.9
PhD	3	1.1	100.0
Total	284	99.6	

Source: Own Survey Result (2024)

Regarding the level of education of respondents, the majority 108(37.9%) of them were first degree holders, 60(21.1%) of them were diploma and second degree holders each, 53(18.6%) certificate holders and the remaining 3(1.1%) of them were PhD holders. This shows the majority of participants were well educated.

Table 4.4 Level of Income of Respondents

Level of Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less Than 5000	16	5.6	5.6	5.6
5000-9,999	76	26.7	26.8	32.4
10,000-14,999	90	31.6	31.7	64.1
15,000-19,999	56	19.6	19.7	83.8
20,000 And More	46	16.1	16.2	100.0
Total	284	99.6	100.0	

Source: Own Survey Result (2024)

As can be seen from the above table the majority, 90(31.6%) of them were from 10,000-14,999, 76(26.7%) of them were from 5000-9,999, 56(19.6%) of them were form 15,000-19,999, 46(16.1%) of them were 20,000 and more and the remaining 16(5.6%) of them were less than 5000. This shows that the majority of respondents were medium income level individuals.

4.3   Descriptive Statistics

4.3.1   Brand Equity and Public Relations Questions

This part interprets and ranking the descriptive statistics calculated on the basis of how public relations influence to creating brand equity of Harar Brewery in Addis Ababa city using SPSS

version 21 statistical package. The opinions obtained from the customer respondents of Harar Brewery in Addis Ababa city were analyzed to measure the central tendency and dispersion is shown in the following tables. The extent to which the effect of the effect of public relations on creating brand equity in the case of Harar Brewery in Addis Ababa by choosing the appropriate number on a Likert scale of 1-5. Where: 5- strongly agree, 4-agree, 3- neutral, 2- disagree, and 1- strongly disagree.

Consequently, with the descriptive statistics analysis results according to Btawee, (2013) the range of accepted mean results of a descriptive statistics results that range from 4.51 – to 5.0 is considered "strongly agree", those that range from 3.51 to 4.50 are considered as "agree", those that range from 2.51 to 3.50 considered as "neutral", those that range from 1.51 to 2.50 considered as "disagree", and those that range from 1.0 to 1.50 considered as "strongly agree".

Table 4.5 Brand Awareness

Descriptive Statistics			
Brand Awareness	N	Mean	Std. Deviation
I know Harar beer brand	284	4.25	0.765
I am aware of Harar beer brand	284	3.89	0.893
I can recognize Harar beer among other competing drink products	284	3.61	0.987
I can recognize Harar beer easily in other drink products	284	3.31	1.037
Valid N (list wise)	284	3.765	0.9205

Source: Own Survey Result (2024)

The above table deals with brand awareness related issues. Respondents were asked their knowledge about Harar beer brand, their awareness about Harar beer brand and their recognition of Harar beer among other competing drink products. They replied agreed with the mean and standard deviation (4.25, 0.765), (3.89, 0.893) and (3.61, 0.987) respectively. However, they were neutral with their ability to recognize Harar beer easily in other drink products. This implies that Harar beer brand awareness level was found to be in a better stage with an aggregate mean and

standard deviation (3.765, 0.9205).

Table 4.6 Brand Associations

Descriptive Statistics			
Brand Associations	N	Mean	Std. Deviation
In general, I can image Harar beer easily when reminding it	284	2.71	1.128
I can remember and recognize Harar beer's logo easily	284	2.72	1.154
Harar beer renews continuously to satisfy my demand	284	2.49	0.749
Harar beer's characteristics come to my mind quickly	284	2.28	0.930
Valid N (list wise)	284	2.55	0.990

Source: Own Survey Result (2024)

Table 4.6 concerned about brand associations of Harar beer. Respondents were asked their opinion for the issues of their general ability to image Harar beer easily when they reminding it, their ability to remember and recognize Harar beer's logo easily, if Harar beer renews continuously to satisfy their demand and if Harar beer's characteristics come to their mind quickly. Their response were neutral with the mean value and standard deviation of (2.71, 1.128), (2.72, 1.154) respectively and (2.49, 0.749) and disagreed with the mean value and standard deviation of (2.28, 0.930) respectively.

This implies that the brand associations Harar beer is found to be not satisfactory with an aggregate mean and standard deviation (2.55, 0.990).

Table 4.7 Perceived Quality

Descriptive Statistics			
Perceived Quality	N	Mean	Std. Deviation

	284	3.10	0.824
Harar beer has the attractive flavor	284	3.10	0.824
Harar beer has a reasonable flavor	284	3.07	0.779
Harar beer has the delicious taste	284	2.92	0.938
Valid N (list wise)	284	2.27	0.635

Source: Own Survey Result (2024)

The above table 4.7 deals with the perceived quality of Harar beer. To this end respondent were asked their opinion for the issues if Harar beer has attractive flavor, reasonable flavor and delicious taste. Respondents were neutral with the mean value and standard deviation of (3.10, .0824), (3.07, 0.779) and (2.92, 0.938) respectively. This implies the perceived quality of Harar beer was found to be unsatisfactory with an aggregate mean and standard deviation (2.27, 0.635).

Table 4.8 Brand Loyalty

Descriptive Statistics			
Brand Loyalty	N	Mean	Std. Deviation
If having a chance to choose again, I still choose Harar beer	284	2.29	0.969
I like Harar beer	284	2.56	1.019
I will continue to rebuy Harar beer	284	2.51	1.024
I still like to buy Harar beer although others have the same function	284	2.37	1.012
I will recommend Harar beer to other consumers	284	2.36	0.920
Harar beer has characteristic enough to persuade me to buy it	284	2.46	0.891
Valid N (list wise)	284	2.425	0.9725

Source: Own Survey Result (2024)

Table 4.8 above deals with the brand loyalty of Harar beer. To test their perception of customer respondents were asked whether they still choose Harar beer if they have a chance to choose again, if they like Harar beer, if they will continue to rebuy Harar beer, if they still like to buy Harar beer although others have the same function, if they will recommend Harar beer to other consumers and if Harar beer has characteristic enough to persuade me to buy it. The response of respondents was

disagreed with the mean value and standard deviation of (2.29, 0.969), neutral with the mean value and standard deviation of (2.56, 1.019), (2.51, 1.024), disagreed with the mean value and standard deviation of (2.37, 1.012), (2.36, 0.920) and (2.46, 0.891) respectively. This implies the overall level of brand loyalty of Harar beer was found to be unsatisfactory with an aggregate mean and standard deviation (2.425, 0.9725).

Table 4.9 Public Relations

Descriptive Statistics			
Public Relations	N	Mean	Std. Deviation
Harar beer is interested in my benefit because it is interested in community development activities	284	2.11	0.873
Harar beer has real business capacity because it is interested in community development activities	284	2.82	0.632
Harar beer has business ethics because it is interested in community development activities	284	2.70	0.769
Harar beer listens to my feedback because it is interested in community development activities	284	1.88	0.754
Valid N (list wise)	284	2.377	0.757

Source: Own Survey Result (2024)

Table 4.9 deals with the public relations of Harar beer and respondents were asked to give their opinion on the issue. To this end, for the question if Harar beer is interested in their benefit because it is interested in community development activities, Harar beer has real business capacity because it is interested in community development activities, Harar beer has business ethics because it is interested in community development activities and Harar beer listens to their feedback because it is interested in community development activities respondents responded disagreed with the mean value and standard deviation of (2.11, 0.873), neutral with the mean value and standard deviation of (2.82, 0.632), (2.70, 0.769), and disagreed with the mean value and standard deviation of (1.88, 0.754) respectively. Hence, the overall public relation activity of the company is found to be unsatisfactory with aggregate mean and standard deviation (2.377, 0.757). This implies Harar beer was not well in the business capacity and business ethics and also unable to fulfill the interest of its

customers benefit and listens to their feedback.

4.4   Qualitative Data (Interviews) Analysis

To gather more information and support the results of questionnaire interview questions were prepared.

This interview questions were administered to the management teams of Harar Brewery S.C. In this regard, the marketing manager, PR department director, brand development department team leader and marketing supervisor a total of four respondents were interviewed. Accordingly, the interview response has been summarized and analyzed briefly as follows.

4.4.1   The general believes about public relations applying to brands

Regarding the first question respondents were asked to respond their general believe about public relations applying to brands. They replied that, public relations are increasingly about communicating credibility with key audiences who affect business results, such as media analysts, policy makers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization's brands to all stakeholders. They also belief that public relation is an important mechanism which publicizes the company's brand and reputation for external stakeholders' in order to increase the company's benefit.

This implies that public relation is an important part of any business activity. So the public relation department of Hrar Brewery S.C. should maximize its activity in order to retain as well as increase its customer/users.

4.4.2   Public relations practice for the brand Harar Brewery S.C

Regarding this idea respondent replied, public relation is somewhat practiced in the company in some level but its level of practice is restricted to its surroundings. It is an opportunity for Harar Brewery Company since it adverts its features for the public. Public relation is practiced in Harar brewery factory in order to build, maintain and manage the reputation of the company in the mind

of customers. A public relation is an opportunity for the company because it creates media connects with external media, crafts public opinion and ensures customers have a positive disposition towards the company's brand.

This implies the respondents agreed with the opportunity that the public relation provide to the company with the limitation that the activity is not broadly done to attain more audiences.

4.4.3 The status of PR at Harar Brewery S.C alcoholic Industries

Regarding the status of PR at Harar Brewery S.C alcoholic Industries, respondents were replied: Harar brewery factory is now at better stage in its public relations which means that a company's image and brand is highly represented and promoted by its PR. The status of public relation for Harar Brewery Company is at best level but still it is preceded by other Brewery factories in reality. Other factories have very strong PR which Harar brewery doesn't have.

The response of the respondents shows that there is a public relation activity but it is not satisfactory co attract and retain its customers.

4.4.4 PR activates by Harar Brewery S.C. to builds awareness of audiences or publics

Regarding this issue, respondents were replied: Yes, public relations in our company create home level of awareness in the mind of the public by clarifying well about the product in a very short and smartest way. Public relation plays a pivotal role in Harar Brewery factory by creating a good brand image for clients. By clarifying its unique qualities and sideline benefits they contribute a significant role for the company's benefit.

The respondents agreed that the company could build awareness to the audiences. However, the response obtained by the questionnaire doesn't show similar idea that public relations activity of the company was not sufficiently worked. This shows the company didn't identify the perception of its customers.

4.4.5 How public relation used in Harar Brewery S.C. in related to creating brand awareness?

Regarding this question, respondents were replied: The company used very clear and simple way of expressions when they create brand awareness in the public. They also use special way of awareness creation strategies in order not simply forget the brand for clients. PR use creative and simple advertising mechanisms in order to create a better awareness in the mind of audiences.

This implies the company used different ways of PR activities, however, it doesn't tests the electiveness of the mechanisms to practically hit its objective.

4.4.6 The most helpful PR tools that Harar Brewery S.C. uses to create brand awareness with the public and its outcome

Regarding this issue, respondents were replied: The PR tools that Harare Brewery S.C. uses are press and media releases such as newspaper, magazines, radio and TV., events, press releases, magazines, radio and etc. which tends to increase its sales volume and profitability also be maximized due to the above tools.

According to the response of respondents in the questionnaire, Harar beer brand awareness level was found to be in a better stage. This coincide with these ideas that the company used the most helpful PR tools.

4.4.7 What should be done to improve public relations practices in regards to brand equity of Harar Brewery S.C.?

Regarding this question, respondents were replied: The level of brand awareness should be more focus on other untraced social Medias beyond what the company using currently. To become more competitive and profitable the company should update its brand equities every time based on the current technologies and changes accordingly on behalf of public relations. Brand awareness should be attainable, simple and realistic than hypothetical. Moreover, public relation should also be focused first for customers benefit than profit maximization because if there are enough and more aware customers for the company it will be easy to meet the profitability of the company.

4.5 Inferential Statistics

Inferential statistics is a method which is used make inference (generalization) about the population based on the information obtained in the sample data drawn from that population. It allows us make inference (or not) with some degree of certainty by that we are inferring from the sample applies to a wider group of population of men and women (Swinscow & Campbell 2002).

4.5.1 Correlation Analysis

Correlation is a measure of the linear relationship between two variables (the dependent and independent variables). Correlation analysis was used to see if there is a relationship between the dependent variable (Brand Equity) and the independent variable factor (Brand awareness, Brand associations, Perceived quality and Brand loyalty).

A correlation coefficient ranges the value from -1 to +1 and a value approaches to ±1 indicates the strong relationship between variables whereas closer to 0 indicates the presence of little or no relationship. The positive sign in the correlation coefficient indicates positive relationship and a negative sign indicates a negative linear relationship between the variables. To consider the results of correlation coefficient Spearman's design were chosen for ranked data (Dejen 2014).

To determine the results of the correlation between the comparing variables the following table were used.

Pearson's Correlation Decision Rules

Correlation Strength	Positive Value	Negative Value
Small	r = 0.1 to 0.29	r = -0.1 to -0.29
Medium	r = 0.3 to 0.49	r = -0.3 to -0.49
Large	r = 0.5 to 1.0	r = -0.5 to -1.0

Source: Alwadaei (2010) cited in Assefa T.Tensay (2014)

Table 4.11: Person Correlation Matrix

Correlations

		Brand Awareness	Brand Association	Perceived Quality	Brand Loyalty	Brand Equity
Brand Awareness	Pearson Correlation	1	.722**	.472**	.541**	.046
	Sig. (2-tailed)		.000	.000	.000	.439
	N	284	284	284	284	284
Brand Association	Pearson Correlation	.722**	1	.720**	.775**	.289**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	284	284	284	284	284
Perceived Quality	Pearson Correlation	.472**	.720**	1	.784**	.398**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	284	284	284	284	284
Brand Loyalty	Pearson Correlation	.541**	.775**	.784**	1	.420**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	284	284	284	284	284
Brand Equity	Pearson Correlation	.046	.289**	.398**	.420**	1
	Sig. (2-tailed)	.439	.000	.000	.000	
	N	284	284	284	284	284
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: SPSS output (2024)

Based on the SPSS software output seen in the above table (Table 4.11), the results of the correlation of the dependent variable and independent variables will be discussed as follows.

The correlation between the Brand Equity with Brand Awareness is positive but little for (r = 0.045), with Brand Association is positive small for (r = 0.289), with Perceived Quality is positive medium for (r = 0.398) and with Brand Loyalty is positive and medium for (r = 0.420).

This implies the dependent variable brand equity and the independent variable factor (brand awareness, brand associations, perceived quality and brand loyalty) are positively correlated. However, for brand awareness and brand associations the correlation is little and small respectively. The remaining perceived quality and brand loyalty are medially correlated. Therefore, emphasizing on perceived quality and brand loyalty is important to create brand equity for Harar Brewery S.C.

4.6 Regression Analysis

Regression is a technique that is used to investigate the effect of one or more predictor variables on an outcome variable. It allows making statements about how well one or more independent variables will predict the value of a dependent variable Dejen (2014).

To establish the relationship, the regression between the dependent variable Brand Equity and the independent variable factors (Brand awareness, Brand associations, perceived quality and Brand loyalty) was done using SPSS version 21 statistical packages.

A linier regression model was used in this analysis. The resulting regression coefficients have been used to interpret the direction and magnitude of the relationship between variables.

4.6.1 Multiple Linear Regression Analysis

According to Kothari (2004), regression is the determination of a statistical relationship between two or more variables and computed when the variables of the study are highly interrelated. Hence, the researcher has performed both tests Model Summary, ANOVA Analysis and Coefficients.

Table 4.12: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492[a]	.242	.231	.628
a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association				

Source: SPSS output (2024)

The above Model Summary table indicted that the Coefficient of Multiple Determination (R^2) is 0.242. This means according to the SPSS software output the regression line explains the dependent variable (brand equity) is 24.2% explained by the independent variables (brand awareness, brand associations, perceived quality and brand loyalty).

Table 4.13: ANOVA Analysis

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.147	4	8.787	22.299	.000[b]
	Residual	109.934	279	.394		
	Total	145.081	283			
a. Dependent Variable: Brand Equity						
b. Predictors: (Constant), Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association						

Source: SPSS output (2024)

The above table (Table 13) indicted that the F static was 35.147 with a significant change of 0.000%. This implies that based on the independent factors (Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association) we have an inferences about the effect on creating brand equity of Harar Brewery S.C. at the 5% significant level of confidence.

Table 4.14 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.209	.201		10.976	.000
	Brand Awareness	-.267	.066	-.306	-4.041	.000
	Brand Association	.075	.092	.085	.812	.417
	Perceived Quality	.228	.105	.192	2.177	.030
	Brand Loyalty	.200	.052	.370	3.843	.000
a. Dependent Variable: Brand Equity						

Source: SPSS output (2024)

4.7 The Summary Results of Hypothesis Testing of the Study

After having the analysis of the survey results in the above table the hypothesis testing of the study summarized as follows.

4.7.1 Test procedure for H-1: Brand awareness causes a statistically significant positive effect on brand equity.

- The P- value of explanatory variable (brand awareness) is 0.000. Therefore, at 5% level of significant, we have evidence that brand equity of Harar Brewery S.C. is significantly but negatively predicted by the effect of brand awareness.

- This implies according to the output of estimated regression coefficient the fulfillment of brand awareness has a significant influence on brand equity of Harar Brewery S.C. i.e. they are relevant. Therefore, we accept the hypothesis H-1.

- Since the sign of the estimated regression coefficient of brand awareness is positive it has a negative or indirect relationship.

- The estimated coefficient of brand awareness is -0.267. Holding other factors constant one-unit increase in brand awareness will result a 0.267-unit decrease in the brand equity of Harar Brewery S.C. Therefore, we reject the hypothesis H-2.

4.7.2 Test procedure for H-2: Brand association causes a statistically significant positive effect on brand equity.

- The P- value of explanatory variable (brand association) is 0.417. Therefore, at 5% level of significant, we have evidence that brand equity of Harar Brewery S.C. is significantly and positively predicted by the effect of brand association.

- This implies according to the output of estimated regression coefficient the fulfillment of brand association has a significant influence on brand equity of Harar Brewery S.C. i.e. they are relevant. Therefore, we accept the hypothesis H-2.

- Since the sign of the estimated regression coefficient of brand association is positive it has a positive or direct relationship.

- The estimated coefficient of brand association is 0.075. Holding other factors constant one-unit increase in brand association will result a 0.075-unit increase in the brand equity of Harar Brewery S.C. Therefore, we accept the hypothesis H-2.

4.7.3 Test procedure for H-3: Perceived quality causes a statistically significant positive effect on brand equity.

- The P- value of explanatory variable (perceived quality) is 0.030. Therefore, at 5% level of significant, we have evidence that brand equity of Harar Brewery S.C. is significantly and positively predicted by perceived quality.
- Since the sign of the estimated regression coefficient of perceived quality is positive it has a positive or direct relationship.
- The estimated coefficient of perceived quality is 0.228. Holding other factors constant one-unit increase in perceived quality will result a 0.228-unit increase in the brand equity of Harar Brewery S.C. Therefore, we accept the hypothesis H-3.

4.7.4 Test procedure for H-4: Brand loyalty causes a statistically significant positive effect on brand equity.

- The P- value of explanatory variable (brand loyalty) is 0.000. Therefore, at 5% level of significant, we have evidence that brand equity of Harar Brewery S.C. is significantly and positively predicted brand loyalty.
- Since the sign of the estimated regression coefficient of brand loyalty is positive it has a positive or direct relationship.
- The estimated coefficient of brand loyalty is 0.200. Holding other factors constant one-unit increase in brand loyalty will result a 0.200-unit increase in the brand equity of Harar Brewery S.C. Therefore, we accept the hypothesis H-4.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the major findings, conclusions and recommendations. The conclusions were established based on the research objectives of the study. Recommendations were drawn from the findings of the study and are made for the decision makers.

5.2 Summary of Findings

The study was conducted to analyze the effect of public relations on creating brand equity in the case of Harar Brewery in Addis Ababa City. The study used questionnaire and interview to collect necessary data from the respondents. The data obtained were analyzed using statistical analysis tools such as frequency, percentage, mean, standard deviation correlation and regression. The statistical analysis tool was SPSS version 21 statistical package. In line with the basic questions raised in the first chapter, the results of the analyzed data have been indicated as follows.

1. With regards to the gender distribution of the respondents, males were exceeding in number than females by 31.48% difference. This implies that there is male dominant participation in the study.

2. With regards to the age distribution of respondents there were a better age distribution in each age group distribution in that 83(29.1%) from 31-35, 74(26.0%) of them were from 36-40, 65(22.8%) of them were 26-30, 36(12.6%) of them were above 40 and the remaining 26(9.1%) of them were 20-25 years old. This enabled the researcher to collect a reasonable data for the study.

3. With regard to the level of education of respondents, the majority 171(60.21%) of them were BA degree holders and the above. In addition, the research participated respondents from certificate up to PhD holders. Hence, appropriate information could be gained for valid conclusion of the research.

4. Regarding the level of income of respondents, the research tried to participate all income level groups of the society. This shows the research is free form biasness in selecting the income level groups of the society.

5. Regarding the brand awareness related issues respondents had a better knowledge about Harar beer brand, awareness about Harar beer brand and recognize Harar beer among other competing drink products except they were neutral with their ability to recognize Harar beer easily in other drink products. This implies that the general Harar beer brand awareness level was found to be in a better stage.

6. Concerning the brand associations of Harar beer the opinion of respondents were neutral with their general ability to image Harar beer easily when they reminding it, their ability to remember and recognize Harar beer's logo easily, if Harar beer renews continuously to satisfy their demand and if Harar beer's characteristics come to their mind quickly. This implies that the brand associations Harar beer is found to be not satisfactory.

7. Regarding the perceived quality of Harar the opinion for the issues if Harar beer has attractive flavor, reasonable flavor and delicious taste the response of respondents were neutral implies the perceived quality of Harar beer were found to be not satisfactory.

8. With regard to the brand loyalty of Harar beer the testing result of the perception of customer respondents were not satisfactory for the question whether they are still choose Harar beer if they have a chance to choose again, if they like Harar beer, if they will continue to rebuy Harar beer, if they still like to buy Harar beer although others have the same function, if they will recommend Harar beer to other consumers and if Harar beer has characteristic enough to persuade them to buy it. This implies the overall level of brand loyalty of Harar beer were found to be not satisfactory.

9. With regard to the public relations Harar beer was weak in that it was not interested in the benefit of its customers. Also Harar beer doesn't have real business capacity, business ethics and listens to its customer's feedback since it doesn't show interest in community development activities. This implies Harar beer doesn't have a well business capacity and

business ethics to listens its customer's feedback and fulfill its customers interest and benefit.

10. Regarding the overall the public relations activity of Harar Brewery S.C. to create brand equity on its products respondents were not give their conformation. This implies the public relations activity of the company was not sufficiently worked to create brand equity on its products.

11. The correlation between the Brand Equity with Brand Awareness is positive but weak for (r = 0.045), with Brand Association is positive small for (r = 0.289), with Perceived Quality is positive medium for (r = 0.398) and with Brand Loyalty is positive and medium for (r = 0.420).

12. According to the SPSS software output the correlation analysis between the independent variables (brand awareness, brand associations, perceived quality and brand loyalty) and the dependent variable brand equity they are positively correlated. However, for brand awareness and brand associations the correlation is little and small respectively. The remaining perceived quality and brand loyalty are medially correlated. Therefore, emphasizing on perceived quality and brand loyalty is important to create brand equity for Harar Brewery S.C.

13. Regarding the regression line explains the dependent variable (brand equity) is 24.2% explained by the independent variables (Brand awareness, Brand associations, Perceived quality and Brand loyalty).

5.3 Conclusions

- The findings of the study show the demographic characteristics included appropriated age distribution, levels of education and income level of respondent customers Harar Brewery S.C. The gender variation (male exceeding female) also in an acceptable manner as to our culture. Therefore, concluding the study with the response of the approached respondents could be valid for the research.

- Brand awareness reflects "the ability of consumers to retrieve the brand when given a product category, the needs fulfilled by that category or some other type of probe as a cue" (Keller, 1993). Regarding the issues respondents had a better knowledge about Harar beer brand, awareness about Harar beer brand and recognize Harar beer among other competing

drink products except they were neutral with their ability to recognize Harar beer easily in other drink products. This implies the company were doing well to make aware its product to the customer is the first step for more sales opportunity.

- The study confirmed the general brand awareness level of Harar beer was found in a better stage implies that Harar beer was well known by most of the consumer. This is an important opportunity for the company and therefore, should to be converted in to benefit.

- Dimensions of Brand Equity incorporates brand awareness, brand associations, perceived quality and brand loyalty (Aaker 1991). The study shows Harar Brewery S.C. was week in its associations, perceived quality and brand loyalty except its brand awareness. This implies that the company is lacking its brand equity. Therefore, building brand equity has not an alternative way to exist as a business in the brewery industry.

- The study showing the overall the public relations activity of Harar Brewery S.C. to create brand equity on its products respondents were not give their conformation. This implies the public relations activity of the company was not sufficiently worked to create brand equity on its products. The company is in danger unless it doing necessary activities it has improve its public relations activities.

5.4 Recommendations

Based on the findings and conclusions of the study, the following recommendation could be suggested for the effectiveness of the public relations of Harar Brewery S.C. to create brand equity

1. According to Armstrong and Kotler, (2009), "Brand equity is the differential effect that knowing the brand name has on consumer response to the product or its marketing." It is also become one of the most important marketing concepts (Keller, 2013). Lacking brand equity in the current competitive rivalry world is dangerous for the existence of any business in the industry. Therefore, Harar Brewery S.C. should revise its missing points and rebuilding its brand equity is a no-alternative way for the company to stay in the industry.

2. According to Harris (2007) argued public relations activities are designed to support marketing objectives. However, the study shows Harar Brewery S.C. didn't perform well its public relations activities. This leads to lose its market objective. Therefore, the company should reorganize and establish its public relations department in a way enables to be highly competing in the industry. Because public relations activities are the major means to

connect the company with its customers.

3. The public relation activity of Harar Brewery S.C. should also be focused on customers benefit. Because satisfied customers are the main brand equity for the company. Therefore, public relation department should find unidentified ways which satisfy its customers to retain existing customers and attract new customers for the company to become profitable stay as a player in the industry.

4. Brand equity is one of the major asset for any company (Aaker 1996). Missing this concept implies losing the market. Therefore, the public relations department of Harar Brewery S.C. should plan to: -

- Study and identify the characteristics of its customers,
- Choose the best ways to arrive them and
- Work on the four major components of brand equity (brand awareness, brand associations, perceived quality and brand loyalty) since they are the key success factors in competitive market situation.

5.5   Recommendations for Further Studies

Producing quality products doesn't mean nothing unless it is known by the consumers. In addition company assets are not the guarantee for the continuity of the business unless the company public relations build its brand equity. This study tried to show the effect of public relations in raising brand equity of one company the case of Harar Brewery S.C. within a limited locality, Addis Ababa. Therefore, I suggest further and wider research, including other regions is required to arrive in a more reliable conclusion about the issue.

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Annex 1

SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF PUBLIC RELATION ON CREATING BRAND EQUITY: IN THE CASE OF HARAR BREWERY IN ADIS ABEBA

<u>**Questionnaire to be completed by customers**</u>

Dear Respondents:

This questionnaire proposed to gather primary data on "The Effect of Public Relation on Creating Brand Equity: in the case of Harar Brewery in Addis Ababa" The purpose of the study is to fulfill a requirement for the fulfillment of MA in Marketing Management at St. Mary's University.

Your sincere responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. Accordingly, I would like to thank you in advance for your

volunteer participation.

Thank you, for your support!

Part I: Demographic characteristics

1) Sex: A) Male   B) Female
2) Age: A) 20-25   B) 26-30   C) 31-35   D) 36-40   E) Above 40
3) Education: A) Certificate   B) Diploma   C) First Degree D) Second Degree E) PhD
4) Level of income: A) < 5000   B)5000-9,999   C) 10,000-14,999   D) 15,000-19,999   E) 20,000 and more

Part II: Brand equity and public relations questions

Please rate the extent to which you agree on the following statements used to measure your perception towards brand equity and public relations efforts of Harar Beer S.C using five points likert scale items ranges (1=Strongly disagree, 5= strongly agree)

1= Strongly disagree   2= Disagree   3= Neutral   4= Agree   5= Strongly agree

S. No	Statements or Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Brand Awareness						
1	I know Harar beer brand					
2	I am aware of Harar beer brand					
3	I can recognize Harar beer among other competing drink products					
4	I can recognize Harar beer easily in other drink products					
Brand Associations:						
1	In general, I can image harar beer easily when reminding it					
2	I can remember and recognize harar beer's logo easily					
3	Harar beer renews continuously to satisfy my demand					
4	Harar beer's characteristics come to my mind quickly					
Perceived Quality:						
1	Harar beer has the attractive flavor					
2	Harar beer has a reasonable flavor					
3	Harar beer has the delicious taste					
Brand Loyalty:						
1	If having a chance to choose again, I still choose Harar beer					
2	I like harar beer					
3	I will continue to rebuy harar beer					
4	I still like to buy harar beer although others have the same function					
5	I will recommend harar beer to other consumers					
6	Harar beer has characteristic enough to persuade me to buy it					
Public Relations:						

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Harar beer is interested in my benefit because it is interested in community development activities					
2	Harar beer has real business capacity because it is interested in community development activities					
3	Harar beer has business ethics because it is interested in community development activities					
4	Harar beer listens to my feedback because it is interested in community development activities					
The effect of public relation on creating brand equity		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The overall the public relations activity of Harar Brewery S.C. creates brand equity on its products.					

What do you say any more about the effect of public relation done by Harar Brewery S.C to create brand equity?

Annex 2

SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF PUBLIC RELATION ON CREATING BRAND EQUITY: IN THE CASE OF HARAR BREWERY IN ADIS ABEBA

Questions for Interview

This question prepared for the management teams of Harar Brewery S.C in the department of PR and brand development departments, as well as the marketing director, marketing manager, and marketing supervisors.

1. In general, what do you believe about public relations applying to Brands?
2. What do you believe about public relations practice for the brand equity of Harar Brewery S.C? Is it a challenge or an opportunity?
3. What is the status of PR at Harar Brewery S.C alcoholic Industries?
4. Do you believe that the PR activates by Harar Brewery S.C. build equity to your audiences or publics?
5. How public relation used in Harar Brewery S.C. in related to creating brand equity?
6. What are the most helpful PR tools that Harar Brewery S.C. uses to create brand equity with the public and what is the outcome?
7. What do you think should be done for improving public relations practices in regards to brand equity of Harar Brewery S.C.?

Thank you, for your support!