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School of Commerce
Marketing Management Graduate Program

**Measuring Brand Equity in the petroleum Industry: the Case of Total
Ethiopia**

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APPROVAL

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

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**Measuring Brand Equity in the petroleum Industry: the Case of Total
Ethiopia S.C**

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DECLARATION

I, Mekte Negeso, hereby declare that the thesis entitled “Measuring Brand Equity in the petroleum Industry: the Case of Total Ethiopia S.C” is the outcome of my own effort and study with the guidance of my advisor Dr. Mesfin Workineh and that all sources of materials used for the study have been duly acknowledged. This study has not been submitted for any diploma or degree in this University or any other University.

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STATEMENT OF CERTIFICATION

This is to certify that Mekte Negeso has carried out his research work titled “Measuring Brand Equity in the petroleum Industry: the Case of Total Ethiopia s.c” in partial fulfillment of the requirement for the award of Master of Arts in Marketing Management at Addis Ababa University School of Commerce. This paper is an original work of him and has not been submitted to any Diploma or Degree in any college or University.

Dr. Mesfin Workineh

(Advisor)

May, 2018

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May 2018

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ABSTRACT

Brands have become a major player in modern society. In fact they are everywhere. They penetrate all spheres of our life: economic, social, cultural, sporting, even religion. Brands have financial value because they have created assets in the minds and hearts of customers, distributors, prescribers, opinion leaders. Although current research focuses on building and concept of brand equity, so far it does not create the general consensus on the degree of influence that the different brand equity elements have on brand preference. The objective of the study is to examine the determinants of brand equity on the petroleum industry in Ethiopia. A conceptual framework was use to see the relationship between determinants of brand equity (Perceived quality, Brand association, brand loyalty, brand awareness) and brand equity. A quantitative approach is chosen in this research. In order to collect primary data, a structured questionnaire was adopted and was given to the Total Ethiopia S.C customers who are taken as a sample. The SPSS version 20.00 for windows was used to process the primary data which was collected through questionnaire. The findings show that all the research variables fall in the category of range between 3.52 and 3.71 which means respondents have a good opinion (agree) on that independent variables have an effect on overall brand equity. Likewise, all variables scored relatively low scales of standard deviation which tells us that the data are narrowly spread.

Key words:- Perceived quality, Brand association, brand loyalty, brand awareness, brand equity

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

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

Today's market place is fundamentally different from market places that existed earlier as a result of major societal forces that have resulted in many new consumer and company capabilities. These forces have created new opportunities and challenges and changed marketing management significantly as companies seek new ways to achieve marketing superiority (Kotler & Keller, 2012). Thus to win in this current market situation, companies must become clever not just in managing products but also building high degree of brand preference than competitors to create extending loyal customer lifetime value.

Brand creates value for the customer and organization and indicates why the customer pays more prices for superior brand. Like capital, technology, and raw materials, brand plays a significant role in creating added value for an organization; hence, brand equity can be used as a method for achieving competitive advantage (Feldwick, 1996). On the other hand, profitability of companies does not solely depend upon the quality of products and services offered to customers; but having permanent customers is also one of the main factors of successes and profitability in today's advanced markets. Therefore, customer satisfaction and loyalty are indices which help managers better understand the role of brand and manage it to gain added value.

Saying all this about the emergence and benefits of the brand, and now let's explore the various definition of brand given by different scholars. A brand is a product or service whose dimension differentiates it in some way from other products or services designed to satisfy the same needs. These differences maybe functional, rational, or tangible. They may also be more symbolic, emotional or intangible related to what the brand represents or means in a more abstract sense (Kotler and Keller, 2012).A successful brand is an identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition (DeChernatory& McDonald, 2003).

Although there are many definitions put forward by various scholars but the most widely accepted and which is found in various literatures definition of brand is the one from American Marketing Association (2014) which defines brand as a name, term, symbol, or design or a combination of them intended to identify the goods or differentiate them from those of competitors. This definition is the one that is applied in this study.

The concept of brand equity has gained popularity since the 1980s. The field has undergone significant development, and an increasing number of empirical models (Erdem et al. 2006).Early research centered on measuring a brand's equity with the use of a variety of financial techniques (Farquhar et al. 1991). More recently, brand equity has increasingly been defined in customer-based contexts and extended to include effects on brand preferences, purchase intent (Cobb-Walgren et al. 1995).

There are three principal and distinct perspectives that have been taken by academics to study brand equity they are financial, customer based and employee based. The first perspective of brand equity is from a financial market's point of view where the asset value of a brand is appraised (Farquhar et al. 1991). The other is from customer point of view and studied as Customer-based brand equity is evaluating the consumer's response to a brand name (Keller 1993).Aaker (1991) defined Brand equity as the value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset. Youngbum Kwon (2013) discussed that the definitions of Employee-based brand equity and Customer-based brand equity are similar in respect that they are both values that come from the innate nature of the brand. Employee-based brand equity

is defined from the employee perspective and is based on the differential effect that brand knowledge has on an employee's response to his or her work environments and cultures (King and Grace, 2009). Relatively the broader definition given by The Marketing Science Institute and brand Equity defined as a set of associations and behaviors on the part of the brand's consumers, channel members, and Parent Corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.

Background of the Organization

To start with the Background of the industry, The Ethiopian petroleum supply history goes back towards the end of Minilik II regime, particularly in 1905 with the construction of the Addis Ababa Djibouti Railway. Foreign Petroleum Suppliers such as Agip, Shell and Caltex were engaged in supply of fuel to Vehicles. The suppliers Imports fuel via the port Djibouti of by locomotive. Although this Period considered as the landmark for the beginning of fuel Supply in Ethiopia. Prior to this, the industry characterized by monopoly market surrounded by various limiting procedures and laws which bound the company to introduce and build their brand.

Concerning the distribution and dispatching of fuel in the country (before and after establishment of the enterprise) was run by privately owned distribution companies. The oil distribution receives oil as per their order and distribute to the Fuel privately owned oil station. At the beginning there were four external companies named Shell Ethiopia Limited, Total Ethiopia Share association, Mobil Oil East Africa Limited and Agip Ethiopia Share Association. At first Agip withdrawn from Africa in 2001 and Shell took Agip place and stayed up to 2008 only and replaced by oil Libya. Similarly when Mobil from Africa in 2006, Total have took over the business. And until September 2005 when the first domestic oil company National Oil Company (NOC) joined the sector, it was dominated by only the foreign companies. As per the current regulation the oil companies are not allowed to own stations and their work limited only receiving fuel from the enterprise and supply to the gas station. Currently in the country there are above 650 stations and up to end of October 2017. There are 19 registered oil distribution companies named Total Ethiopia , Libya oil Ethiopia, National oil company (NOC) , Yetebaberut beherawi Petrolum (YBP) , Kobil, Nile Petrolum, Wadil el sundus (WAS) Taf oil, Dalol, OLWAY, gomeju, YESHI, GENET, Blen, Zagol, ERTA-ALE, Mulag, HALEFEY and

TEBAREK until end of October 2017 (Ethiopian petroleum supply Enterprise Special edition magazine, 2017). The summary fuel station for each of the petroleum company summarized as follows.

Table 1: List of Petroleum Company operating in Addis Ababa

No.	Petroleum Distributer Brand	Number of Petroleum Dealers(Fuel station) In Addis Ababa
1	Total Ethiopia	45
2	Oil Libya	34
3	NOC(National Oil Ethiopia)	20
4	YBP(Yetebaberut Beherawi Petrolum)	11
5	TAF oil PLC	2
6	Gomeju	1
7	Nile petroleum	2
8	Kobil Ethiopia limited	6
9	Yeshi Petrolum	1
Total		122

Source: (Ministry of trade Monthly report)

Total Ethiopia share company was established in January 1950, The principal activity of the company include import and distribution of crued oil, liquified petroleum gas, lubricant and all petroleum by products for the use of motor vehicles, airplane, industries and household consumption. The company has a registered and paid up capital of ETB 790,696,412.00 divided in to 2,247,318.00 ordinary shares of value ETB 351.84. During the year ended 31 December 2016, the company achieved a turnover of ETB 14,633,397,619(2015:ETB 15,281,454,587.00) and profit before tax of ETB 336,473,027.00(2015: ETB 238,747,885.00)

Now a day, the company reached to 173 operational Retail Network Stations and about 800 general trade and specialties customers. The company also has one fuel and specialties depot at Akaki, three aviation depots at Bole International Airport, Mekelle and Bahir Dar and one new depot under construction at Dukem. The company owned more than 500 contracted fuel trucks transporting over 700 million liters of fuel per year

Total Ethiopia has the vision of winning recognition from its customers and partners for the quality and safety of its operations, while creating value.

1.2. Statement of the problem

By creating perceived differences among products through branding and by developing a loyal consumer franchise, marketers create value that can translate to financial profits for the firm. The reality is that the most valuable assets many firms have may not be tangible ones, such as plants, equipment, and real estate, but intangible assets such as management skills, marketing, financial and operations expertise, and, most important, the brands themselves (Keller, 2013).

Even though the applicability is subjected to differences, in most industries around the world the model designed by (Aaker, 1996) which links brand awareness, perceived quality, brand association, and brand loyalty has gained wide acceptance. A Customer-based brand equity study in the case of the Ethiopian beer industry conducted by Beidemariam Amare, (2014) found that the determinants of Customer-Based Brand Equity had a positive influence on the overall brand equity, the study also revealed Perceived Quality had the strongest influence in the Ethiopian Beer industry case. Another study conducted by Wongelawit M. (2014) Customer based brand equity in the case of Coca cola in Addis Ababa using the Aaker model found out that all the brand equity dimensions have positive intercorrelation between them. Moreover, brand association and brand loyalty are the influential factors of brand equity. Perceived quality and brand awareness are negatively related to brand equity.

As indicated above, most of the studies were conducted in different context i.e. beverage industry, banking, hotel, etc. similarly, different studies were conducted in petroleum industry in different parts of the world. Therefore, it is difficult to generalize the findings of the study that were conducted in other industry to the context of petroleum industry. Likewise, even if most of the research conducted on subject matter in petroleum industry, it is also difficult to generalize their findings to Ethiopia's petroleum industry.

take a larger share of the market by providing consumers with a wide range of brands to choose from. However, it has not been clear which factors of brand equity have a strong influence on the customer's brand preference. Employing the concept of CBBE to address their customers' needs will in turn increase their sales volume and market share in this very competitive market.

Therefore, this study tried to minimize the gap by measuring the brand equity dimensions (perceived quality, brand awareness, brand loyalty, brand association) in Ethiopia Petroleum industry.

1.3. Research Question

1.3.1. Main Research Question

What are the determinants of brand equity of petroleum companies?

1.3.2. Sub-Research Questions

- ❖ Does perceived quality affects brand equity?
- ❖ Does brand awareness affect brand equity?
- ❖ Does brand association have effect on brand equity?
- ❖ Does brand loyalty have effect on brand equity?

1.4. Objective of the Study

1.4.1. General Objective of the Study

The general objective of the study is to examine the effect of the dimensions of brand equity on overall brand equity in the context of consumers of Total Ethiopia.

1.4.2. Specific Objectives of the Study

The specific objectives of this study are:

- ❖ To examine the effect of perceived quality on brand equity;
- ❖ To examine the effect of brand awareness on brand equity;
- ❖ To examine the effect of brand association on brand equity.
- ❖ To examine the effect of brand loyalty on brand equity.

1.5. Significance of the study

Based on the study finding The Ethiopian Petroleum Industries can make use of brand equity determinants to effectively build a strong brand and thus increase their market share as well as add value. And also the existing and new Petroleum companies can adjust and adopt their marketing strategies. This study will also help as a guide for a newly established who have no much experience in the market and new entrants who have limited information regarding the Customer-based brand equity in the Ethiopian Petroleum industry.

The other significance is that apart from filling the gap in the industry this research paper and its finding uses as a base for further research and as a reference for further researches that could be conducted on petroleum industry and brand equity.

1.6. Scope of the Study

This study conducted to see and measure the relative effect of Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty on brand Equity in the petroleum industry. So the study limited to assess the effect of the above four variables only and will not see influence of any other variables that may affect brand Equity.

This Study have conducted in the case of total Ethiopia by contacting the customers of total Ethiopia in the selected total Ethiopia petroleum station Thus, any finding in this research should be understood that the research finding is based on the data obtained in Territory of Addis Ababa from the customers of Total Ethiopia S.C. And also the thesis focused on the petroleum and petroleum products supplied by Total Ethiopia S.C Brand. While conducting this research paper Descriptive and Inferential Statics analysis were used for to reaches on the final finding.

1.7. Limitation of the study

This research paper is analyzed using the Aaker's Customer based brand equity model taking the four dimensions of brand equity i.e. perceived quality, brand awareness, brand loyalty and brand association. But it is also obvious that there are a lot of variables that affect petroleum brand equity; however this study covers only four variables from the Aaker brand equity model.

Petroleum and petroleum products customers are found all over the country. But taking consideration of the limitation on budget and time this study conducted on the Total Ethiopian customers in Addis Ababa city only.

1.8. Organization of the Study

The research paper has organized into five chapters.

- The first chapter will be introduction which addresses background of the study, statement of the problem, research questions, objective of the study, significance of the study, scope of the study and Limitation of the study.

- The second chapter will cover review of related literature, empirical review and conceptual model.
- The third chapter will present the research design and methodology.
- The fourth chapter will going to include results, discussions and findings of the study.
- The last chapter contains summary, conclusions and recommendations

1.9. Operational Definitions

- **Brand:** name, term, symbol, or design or a combination of them intended to identify the goods or differentiate them from those of competitors. (AMA, 2014)
- **Brand Equity:** The value that the consumer associate with a Brand (Aaker, 1991)
- **Customer Based Brand Equity(CBBE):**the value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset Aaker (1991).
- **Perceived Quality:-**Perceived quality is defined as the customer's judgment about a product's overall excellence or superiority in comparison to alternative's brand (Aaker, 1996)
- **Brand Awareness:-** defined as an individual's ability to recall and recognize a brand (Keller, 2003).
- **Brand Association:-**Aaker (1996) conceptualizes brand awareness that must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank, 2002).
- **Brand Loyalty:-**Aaker (1991) defines brand loyalty as 'the attachment that a customer has to a brand'
- **Other proprietary Asset:-**this includes Patents and intellectual property rights, relations with trade partners.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter will give a theoretical and empirical knowledge's related to brand concepts, brand Equity and its dimension.. Theoretical studies on general concept of brand, brand Equity with its dimension and the various perspectives for measuring brand will be presented. Furthermore, after introduction of the Known Brand Equity Models, the Aaker's Brand equity model will be elaborated with its five Dimensions. In Addition Empirical researches on area of brand Equity will be reviewed to explore the practical situations prevailed in the real world. At the end of the chapter, Conceptual framework will be drawn.

2.2. Theoretical Literature Review

2.2.1. Concept of Branding

In today's market, brands are the distinguishing factors of what competitors offer. The driving force of the brands get more complex, become more important and play a major role in the success of companies as the markets become more complex and riskier (Agarwal & Rao, 1996). Kay (2006) explains that building a successful brand achieves a high market share and increases profitability. He defined successful brands as the associated elements that cannot be copied by competitors, enhancing consumer preferences over competing brands. Evidence of brand strength is its success, illustrating its ability to win consumer preferences and construct long-lasting relationships. In general, it can be argued that what distinguishes a branded product from an unbranded one and gives value to it is the collection of customer perceptions and feelings toward the features, performance, and purpose of the company related to the brand (Keller, 2008).

According to Aaker, (1991) brand is a distinguishing name and/or symbol, intended to identify a Product or producer. According to Kotler (1999), brand can deliver the following meaning:

- Attributes- A brand first brings to mind certain product attributes. For example, Mercedes suggests such attributes as 'well engineered', 'well built', 'durable', 'high prestige', 'fast', 'expensive' and 'high resale value'. The company may use one or more of these attributes in

its advertising for the car. For years, Mercedes advertised 'Engineered like no other car in the world'. This provided a positioning platform for other attributes of the car.

- **Benefits-** Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. For example, the attribute 'durable' could translate into the functional benefit, 'I won't have to buy a new car every few years.' The attribute 'expensive' might translate into the emotional benefit, 'The car makes me feel important and admired.' The attribute 'well built' might translate into the functional and emotional benefit; I am safe in the event of an accident.'
- **Values-** A brand also says something about the buyers' values. Thus Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered benefit package.
- **Personality-** A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a Mercedes automobile as being a wealthy, middle-aged business executive. The brand will attract people whose actual or desired self-images match the brand's image.

American Marketing Association definition of brand is the one that is supported by many authors and found in various literatures. This definition explain a brand as —a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

2.2.2. Brand Equity

During the past few decades, brand equity has become one of the major areas of attention to managers and marketing researchers owing to its major role as a significant intangible firm asset. Regarding the Brand equity concept various scholars have gave various definitions, one of the most widely accepted definitions states that brand equity is the “added value endowed by the brand to the product” (Farquhar 1989). There are some other definitions by other researchers as well. Aaker (1991) conceptualized brand equity as 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. Definition by Keller (1993) focused on marketing; he described brand equity as “the differential effect of brand knowledge on consumer response to the marketing of the brand”. Brand equity has also been defined as “the enhancement

in the perceived utility and Desirability a brand name confers on a product” (Lassar, Mittal and Sharma 1995). Vázquez et al. (2002) mentioned that brand equity is the utility that the consumer associates to the use and consumption of the brand. Clow and Baack (2005) pointed out another definition: they considered brand equity as a set of characteristics that make a brand unique in the marketplace, allows the company to charge a higher price and retain a greater market share than would be possible with an unbranded product.

The reality that emerges from the various researches in brand equity through the years is that there is considerable debate regarding the definition of brand equity and its measurements (Yoo and Donthu, 2001). However, brand equity is accepted as the overall utility that customers place in a brand (De Chernatony and McDonald, 2003). The definitions of brand equity can be classified into three perspectives. The first perspective of brand equity is from a financial market’s point of view where the asset value of a brand is appraised (Farquhar et al., 1991, Simon and Sullivan, 1993). The second perspective regarding brand equity has been defined in customer-based contexts, which defines brand equity as the value of a brand to the customer (Aaker, 1991). The third perspective, employee-based brand equity is defined from the employee perspective and is based on the differential effect that brand knowledge has on an employee’s response to his or her work environments and cultures (King and Grace, 2009).

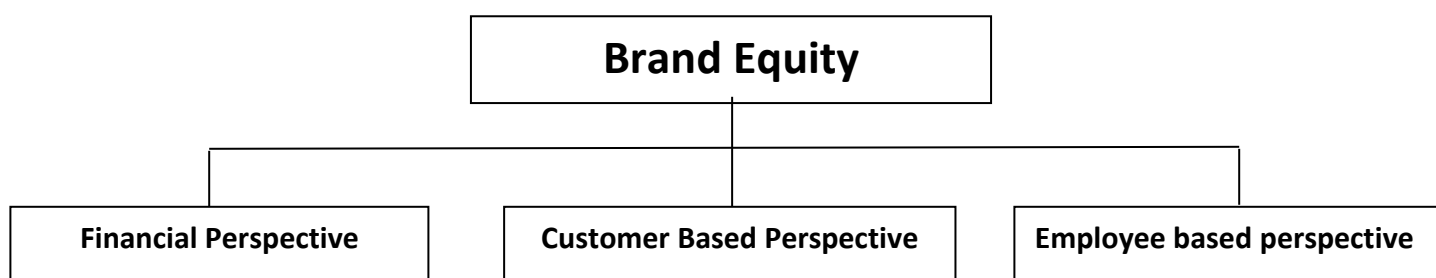


Figure 1: Brand Equity Perspectives

Source: Aaker (1991)

2.2.3. Different Models for Measuring Brand Equity

The two most popular models for the measurement of brand equity are presented by David A. Aaker and Kevin Lane Keller. At first the concept of brand equity popularized by David A.

Aaker by his bestselling book named “Managing Brand Equity” (1991). David A. Aaker considers that brand equity is “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/or to that firm’s customers”. Although the assets and liabilities on which brand equity is based grouped into five categories: brand loyalty, brand name awareness, perceived brand quality, brand associations, and other proprietary brand assets.

On other hand Kevin Lane Keller considers brand equity from a customer based view as being “the differential effect of brand knowledge on consumer response to the marketing of the brand”. Customer-based brand equity involves customers’ reactions to an element of the marketing mix for the brand in comparison with their reactions to the same marketing mix element attributed to a fictitiously named or unnamed version of the product or service. Three key elements of Keller’s definition must be outlined: the “differential effect” (brand equity arises from differences in consumer response), the “brand knowledge” (the difference in consumer response is generated by consumers’ knowledge of the brand) and the “consumer response to marketing” (the differential response is reflected in perceptions, preferences and behavior related the marketing of a brand).

2.2.4. Customer Based Brand Equity Model (CBBE)

The CBBE concept approaches brand equity from the perspective of the consumer whether the consumer is an individual or an organization or an existing or prospective customer. Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing (Keller, 2013)

Recently, brand equity has increasingly been defined in customer-based contexts, which defines brand equity as the value of a brand to the customer (Keller, 1993). Aaker (1991) defines brand equity as “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 firms’ customers.” Brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets were the five assets of brand equity. Keller (2003) argued that the power of a brand lies in the minds of the customers and what they have experienced and learned about the brand over time. He defines customer-based brand equity as “the differential effect that brand

knowledge has on consumer response to the marketing of that brand". Brand knowledge consists of brand awareness and brand image.

In this study, customer-based brand equity is conceptualized in accordance to Aaker model

2.2.5. Dimension of CBBE

Aaker (1991), in his Brand Equity model identifies five brand equity Dimensions: Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty, and Other proprietary Asset

Perceived Quality:-Perceived quality is defined as the customer's judgment about a product's overall excellence or superiority in comparison to alternative's brand (Aaker, 1996) and overall superiority that ultimately motivates the customer to purchase the product (Aaker and Jacobson, 1994). It is difficult for customers to make a rational judgment of the quality. They are likely using quality attributes like color, flavor, form, appearance of the product and the availability of production information (Bernués et al., 2003) to 'infer' quality (Acebrón and Dópico, 2000).

Brand Awareness:-Brand awareness is a key determinant of brand equity (Aaker, 1996). It is defined as an individual's ability to recall and recognize a brand (Keller, 2003). Top-of-mind and brand dominance is other levels of awareness included by Aaker (1996) in measuring awareness. Awareness can affect customers' perceptions, which lead to different brand choice and even loyalty (Aaker, 1996). A brand with strong brand recall (unaided awareness) and top of mind can affect customers' perceptions, which lead to different customer choice inside a product category (Aaker, 1996).

Brand Association:-Aaker (1996) conceptualizes brand awareness that must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank, 2002). Brand association contains the meaning of the brand for consumers (Keller, 1993). It is anything linked in memory to a brand (Aaker, 1991). Brand associations are mostly grouped into a product-related attribute like brand performance and non product related attributes like brand personality and organizational associations (Netemeyer et al., 2004). Customers evaluate a product not merely by whether the product can perform the functions for which it is designed for but the reasons to buy this brand over the competitors (Aaker, 1996) such as brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar et al., 1995).

Brand Loyalty:-Aaker (1991) defines brand loyalty as ‘the attachment that a customer has to a brand’. Two different levels of loyalty are classified: behavioral and cognitive loyalty. Behavioral loyalty can be indicated by a number of repeated purchases (Keller, 1998) or commitment to rebuy the brand as a primary choice (Oliver, 1999). Cognitive loyalty refers to the consumers’ intention to buy the brand as the first choice (Keller, 1998). Another indicator of loyalty is the customer’s willingness to pay higher price for a brand in comparison with another brand offering similar benefits (Aaker, 1996).

Other proprietary Asset:-this includes Patents and intellectual property rights, relations with trade partners. Here more proprietary right a brand has accumulated, the greater the brands competitive edge it will have.

Among these dimensions, the first four represent customers’ evaluations and reactions to the brand that can be readily understood by consumers and hence they have been widely adapted to measure customer-based brand equity. So in this study the first four dimensions will be used as an independent variable to measure the brand equity in the petroleum industry.

2.2.6. Brand Preference

More recently, brand equity has increasingly been defined in customer-based contexts and extended to include effects on brand preferences and purchase intent (Cobb-Walgreen et al. 1995). According to Wu (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition Hellier et al. (2003), define it as the extent to which a consumer favors one brand over another. These authors agree that brand preference is created from consumers’ differentiation and comparisons between various alternatives of brands considered by them. While, Anselmsson et al. (2008) define brand preference as the sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer. Further, Chang and Liu (2009) defined this concept as the consumer’s biasness toward a certain brand. Brand preference is important for business as a component of brand loyalty (Rundle-Thiele & Mackay, 2001). For that reason, brand preference is a way to enhance sales. From a business standpoint, the challenge is that customers could change their favorite brands by trying products of other brands because they are exposed to a variety of attractive brands. That is, customers tend to seek better brands of products or services, so their brand preference can change. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference (Mathur, Moschis, & Lee, 2006).

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999). Brand preferences represent consumer dispositions to favor a particular brand (Overby and Lee, 2006).

2.3. Empirical Literature Review

This section will cover prior researches that were done on this area. It will discuss the purpose of the researches, their research variables, their findings, implications and recommendations.

Tong and Hawley (2009), researched about measuring Customer Based Brand Equity in the Sportswear market in China. Based Using Aaker's conceptual framework of brand equity, they employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity and overall brand equity in the sportswear industry. The study used a sample of 304 actual consumers from China's two largest cities, Beijing and Shanghai. The research's findings concluded that, brand association and brand loyalty are influential dimensions of brand equity and weak support was found for the perceived quality and brand awareness dimensions.

Umar et.al (2012) investigated about the practicality and application of Aaker's CBBE of model in the Nigerian Banking Sector with the aim of examining the practicality and application of Aaker's customer based brand equity model from the perspectives of Guaranty bank customers in Nigeria. After employing Aaker's CBBE model, the researchers found out that brand association and loyalty were found to exert significant influence on brand equity. But, the study did not find support for relationships between perceived quality and brand awareness with brand equity.

Abad (2012) studied The Customer Based Brand Equity in the Banking sector of Iran aiming to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. After employing Aaker's (1996) CBBE model, they found out that Perceived quality, brand loyalty, brand awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector. Among the four mentioned dimensions, brand association appears to have the most influence on brand equity.

A Customer-based brand equity study in the case of the Ethiopian beer industry conducted by Beidemariam A. (2014) in Addis Ababa using descriptive statistics, correlation and regression analysis showed that most of the Ethiopian beer consumers are men. And also, the most popular beer brand in Ethiopia is St. George beer, being followed by Meta Beer. The results also showed that, most of the Ethiopian beer consumers had beer only on weekends and once or twice a week

only this holds true in all age, gender and educational back ground groups. Although all the determinants of Customer-Based Brand Equity had a positive influence on the overall brand equity of consumers, the study also revealed that among the determinants of Customer-Based Brand Equity, Perceived Quality had the strongest influence in the Ethiopian Beer industry case.

In summary, although no literature was found with regards to the Ethiopian petroleum Industry, all the above literatures reviewed in this chapter and others give insight about the dimensions of CBBE in different industries. Accordingly, this research is designed in line with this dimension.

2.3. Conceptual Framework

Based on the various literature discussed above the likely relationship of the Independent variable with the dependent variable present on a diagram as follows

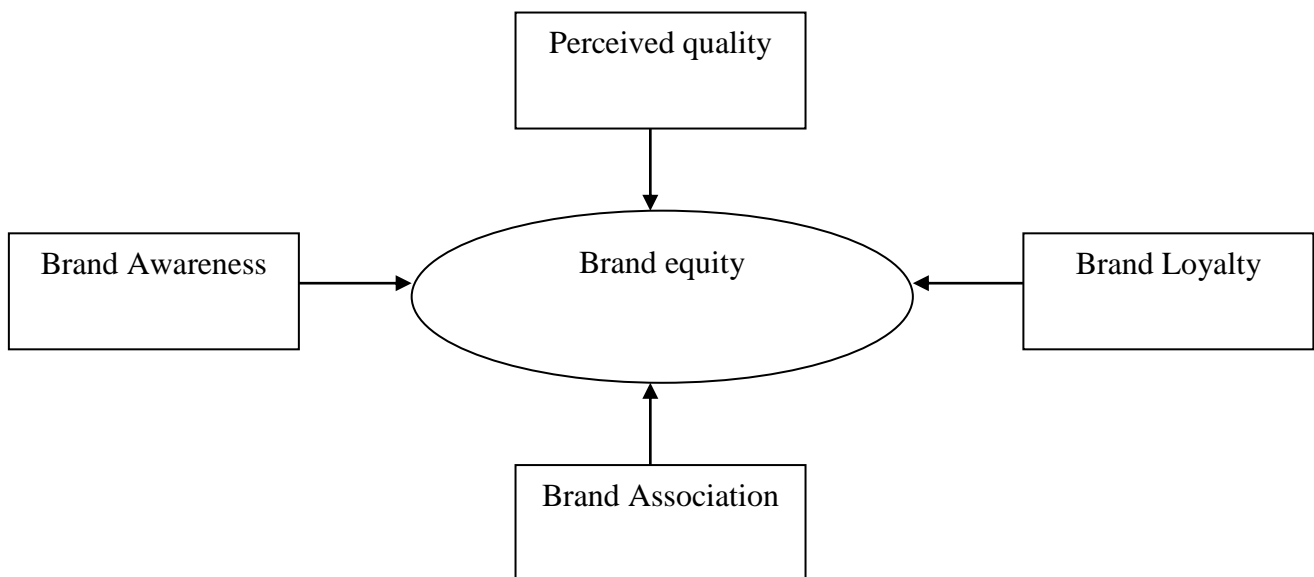


Figure 2: Conceptual model of brand equity and its dimensions

Source: Adopted from Aker (1991)

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents a detailed discussion of the research design and methodology employed in the study, sample and sampling technique, data collection instrument, procedure of data collection and method of data analysis. In addition explanation about the reliability, validity and ethical issue of the study are also included in this chapter.

3.1. Research Approach

According to Saunders et al. (2009) there are two types of research approaches: the deductive approach, in which one develops a theory and hypothesis and design a research strategy to test the hypothesis and the inductive approach, in which one would collect data and develop theory as a result of the data analysis. The research approach for this study will be deductive approach. The researcher was started from research questions and conceptual framework that are developed on the basis of prior theories and researches. The research questions and conceptual frameworks that are expressed in operational terms will be tested by the collection of quantitative data and analysis in order to take advantage of more statistical tests.

Research can be classified as qualitative research and quantitative research when the issue at hand is the approaches to be employed in conducting research. Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. Qualitative research seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities. In qualitative research data are often in the form of descriptions, not numbers. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of an attribute (Kotharia, 2004).

As a result to realize the relationship between the study variables, the researcher is interested to use quantitative research method. Quantitative research involves attaching numbers to relationships between variables (Kothari, 2004). Quantitative research uses objective

measurements and statistical analysis of data. Because the research typically concentrates on measuring or counting and involves collecting and analyzing numerical data and applying statistical tests, the researcher will use the quantitative research method (Kotharia, 2004).

3.2. Research Design

Saunders, Lewis and Thorn hill (2000) as cited by Farhadi (2009), broadly classified the research design as exploratory, descriptive, and explanatory. The authors further defined descriptive research as a type of a research design that has a purpose to describe something. In addition, a research concerned with learning of why (i.e. how one variable produces changes in another) is said to be explanatory. This research analyzed the effect of independent variables on the dependent variable. descriptive research design was employed to see the effect of the independent variables (Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty) on the dependent variable (brand preference).

3.3. Population and Sampling Technique

Population is defined as “the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected” (Davis, 2000).

3.3.1. Target Population

Since Addis Ababa is the main economic and commercial capital, the target population for this study was all Total Ethiopia customers in Addis Ababa City.

3.3.2. Sample size

Using Kothari (2004) suggested calculation and even by adding 10% to the sample size to compensate for persons that the researcher is unable to contact (Israel, 2013) The sample size is close to the target population therefore the whole population will be covered in this study to be conducted. Sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa (Kothari, 2004).

According to Cochran (1963) as cited by Israel (2009), a large population's sample size can be

Calculated by using the formula
$$n_0 = \frac{Z^2 pq}{e^2}$$

Where n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$. The value for Z is found in statistical tables which contain the area under the normal curve.

With a maximum variability of $p=.5$, confidence level of 95% and $\pm 5\%$ precision, the resulting

$$\text{sample size is } n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5) (.5)}{(.05)^2} = 384$$

Taking in to consideration of the calculation, the researcher have able to distribute a total number of 384 questionnaires.

3.3.3. Sampling Technique

For many research questions and objectives, considering all possible cases or population elements seems unfeasible to collect or analyze all the data available. For this reason it is not viable to collect or analyze all the data available owing to restrictions of time and money. Sampling design is of two types i.e. probability sampling and non-probability sampling. Probability sampling is based on the concept of random selection (Kothari, 2004); whereas non-probability sampling is a sampling technique in which some parts of the population have zero chance of selection or where the probability of selection cannot be accurately determined (Bhattacharjee,2012). According to Kothari (2004), when the population elements are selected for inclusion in the sample based on the easiest of access, it can be called convenience sampling (Bhattacharjee, 2012).

The researcher selected the respondents out of the total population of Total Ethiopia consumers through convenience sampling. Convenience sampling which also called accidental or opportunity is sampling is a non-probability sampling technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012)

3.4. Data Source and Type

The source of data that used in this research was primary. The primary data are those which are collected afresh and for the first time and thus happen to be original in Character (Kothari, 2004). There are several methods of collecting primary data, particularly in surveys and descriptive researches. Important ones are: (i) observation method, (ii) interview method, (iii)

through questionnaires, (iv) through schedules, and (v) other methods which include (a) warranty cards; (b) distributor audits; (c) pantry audits; (d) consumer panels; (e) using mechanical devices; (f) through projective techniques; (g) depth interviews, and (h) content analysis. In this research primary data was gathered through standardized questionnaire due to its advantage of cost, free from bias, and its dependability and reliability.

3.5. Data Collection Procedures

As the researcher believed that legally operating translation offices have the experience and proficiency in translation, the questionnaire was transformed into the local language of Amharic by one of these offices. The Amharic version of the questionnaire was intended for those respondents with low command of the English language. Upon approaching voluntary respondents the researcher was asked their language preference and provided them with their choice of questionnaire.

3.6. Data Analysis

In this study, the collected data was edited, coded, tabulated, and presented for analysis. In order to meet the research objectives of the study, all valid responses were assessed using a variety of statistical techniques.

Accordingly, in this research, the primary data collected through self-administrated questionnaire was analyzed using both descriptive and inferential analysis. In order to do so, Statistical Package for Social Sciences (SPSS) software was employed. In order to be sure of the reliability and validity of the instrument Cronbach's alpha tests was done.

In this study both descriptive statistics were used. The descriptive statistics was employed by using percentage, frequency, mean, and standard deviation.. Finally, the data was presented in the form of tables, graphs, and charts, so as to make all the data readable and understandable.

3.7. Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacharjeend, 2012). The reliability test was executed by Cronbach's alpha coefficient and items which scored above the acceptable value were retained. As per Tavakol & Dennick (2011) if a test has more than one concept or construct, it may not make sense to report alpha for the test as a whole as the larger number of questions will inevitable inflate the value of alpha. In

principle therefore, alpha should be calculated for each of the concepts rather than for the entire test or scale. The implication for a summative examination containing heterogeneous, case based questions is that alpha should be calculated for each case. The table below shows the value of alpha for each dimension as a whole. The value of alpha for each item is presented in the appendix.

Table 2: Cronbach's alpha result

Measurement	Number of items	Cronbach's alpha result
Perceived quality	4	0.736
Brand awareness	5	0.825
Brand association	4	0.748
Brand loyalty	5	0.832
Overall brand equity	3	0.755
Result of all independent variables	21	0.852

Source: Survey Data (2018)

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

In this chapter, the collected data are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to investigate the dimensions of The Customer Based Brand Equity in the Ethiopian Petroleum Industry. Accordingly, the demographic profile of the respondents, their rate of consumption and other related topics are discussed. At last, summary of the findings have presented.

4.2. Response Rate

In order to make the collected data suitable for the analysis, all questionnaires were screened to be complete. All unreturned questionnaire and returned incomplete questionnaires were considered as errors and removed from the survey data. Out of the 384 distributed questionnaires 379 were returned and 5 questionnaires were not returned. The collected questionnaires were checked for errors and 6 incomplete questionnaires was identified and discarded. Out of the 379 collected questionnaires, 373 were found to be useable. Therefore, 97% response rate was obtained for final analysis.

4.3. Descriptive Statics

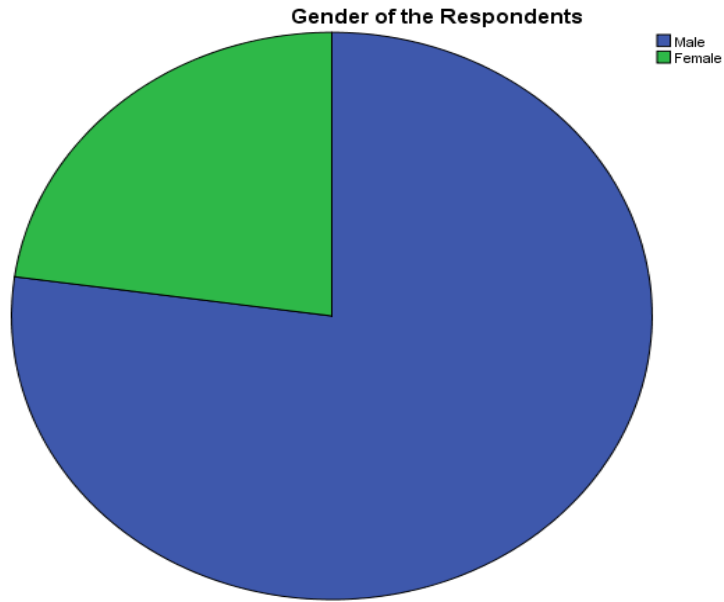
This part tries to elaborate the characteristics of the respondents in terms of gender, age, employment status, educational status, monthly income and consumption frequency. All are summarized in table form, analyzed and interpreted here under.

4.3.1. Demographic Characteristics of the Respondent

Table 3: Gender of the Respondents

Gender of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative
Valid	Male	288	77.2%	77.2%	77.2%
	Female	85	22.8%	22.8%	100.0%
	Total	373	100.0%	100.0%	

Source: Survey Data 2018



Source: Survey Data 2018

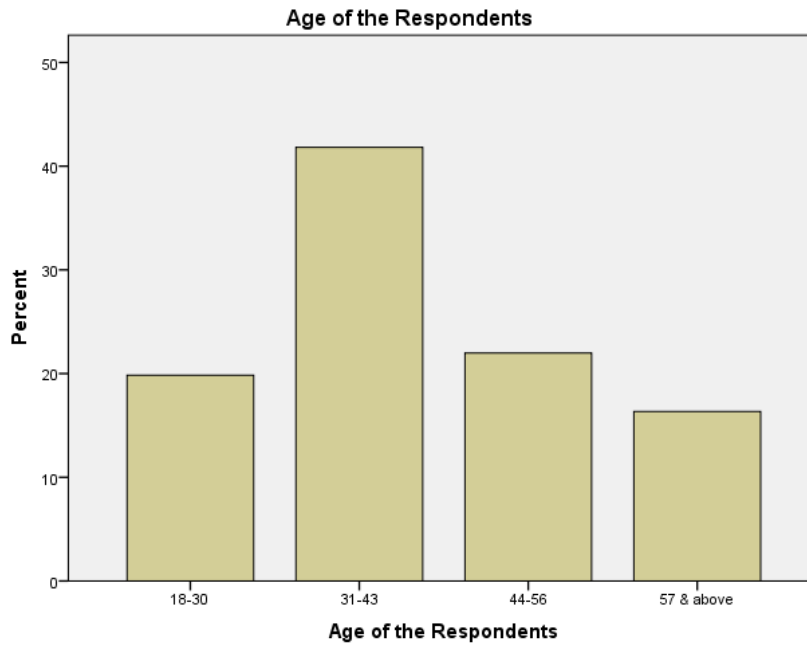
As per the above summary the respondent composed of the majority of men respondent with 77.2 percent. The rest constitute the women respondent.

Table 4: Age of the Respondents

Age of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	74	19.8	19.8	19.8
	31-43	156	41.8	41.8	61.7
	44-56	82	22.0	22.0	83.6
	57 & above	61	16.4	16.4	100.0
	Total	373	100.0	100.0	

Source: Survey Data 2018

As per the table above 41.8 % of the respondents are from the age group of 31-43 constituting the largest percentage. This group was being followed up by the age group of 44-56 years that had 22% and the age group 57 and above had 16.4 % of representation from the total number of respondents.



Source: Survey Data 2018

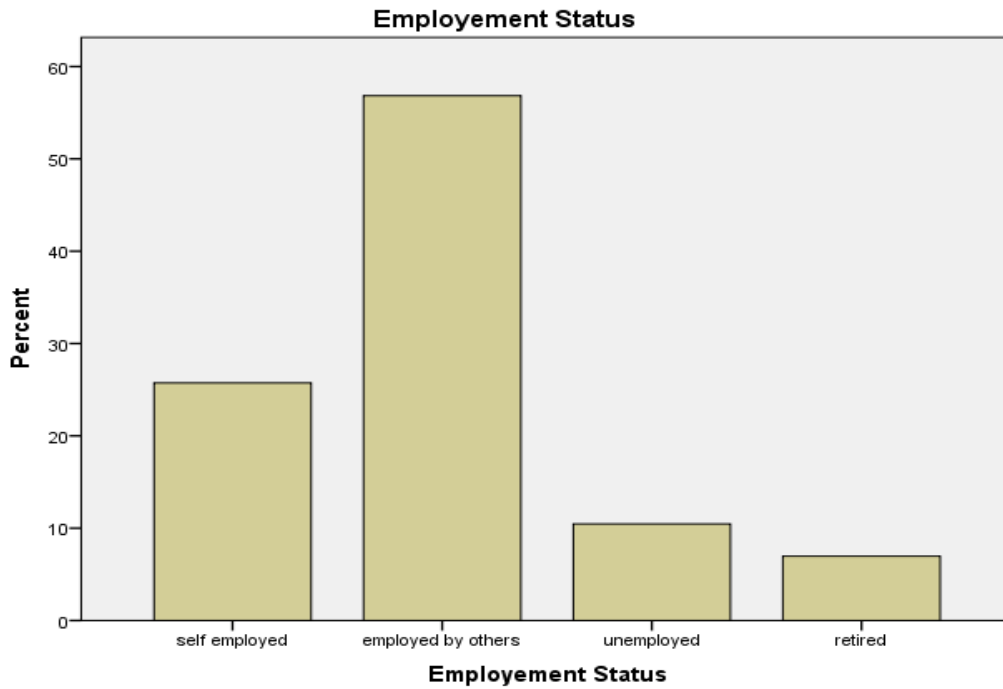
The other age groups 18-30 accounted for 19.8 %. From the findings, here the researcher believes that the majority of the company customers are from the age 31-43.

Table 5: Employment Status

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	self employed	96	25.7	25.7	25.7
	employed by others	212	56.8	56.8	82.6
	unemployed	30	8.0	8.0	90.6
	retired	35	9.4	9.4	100.0
	Total	373	100.0	100.0	

Source: Survey Data 2018

As per the data collected, the majority of the respondents are individuals who are employed by other i.e. 56.8% (212) respondents and followed by individuals who are self-employed having 25.7%.



Source: Survey Data 2018

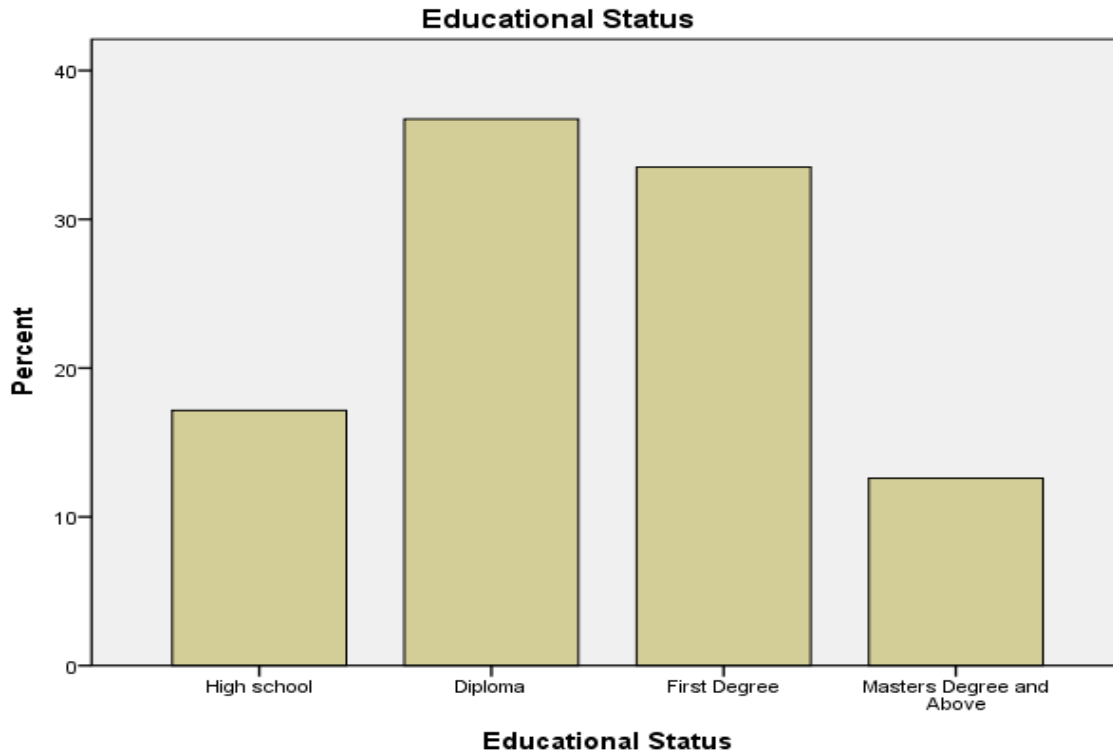
As shown in the above table the retired and unemployed are 8 % and 9.4% respectively.

Table 6: Educational Status

Educational Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	64	17.2	17.2	17.2
	Diploma	137	36.7	36.7	53.9
	First Degree	125	33.5	33.5	87.4
	Masters Degree and Above	47	12.6	12.6	100.0
	Total	373	100.0	100.0	

Source: Survey Data 2018

Here the educational status shows that the Masters above academic degree holders are the list having 12.6% high school completed respondents by 17.2%.



Source: Survey Data 2018

The others are Diploma and First degree holders with 36.7% and 33.5 respectively.

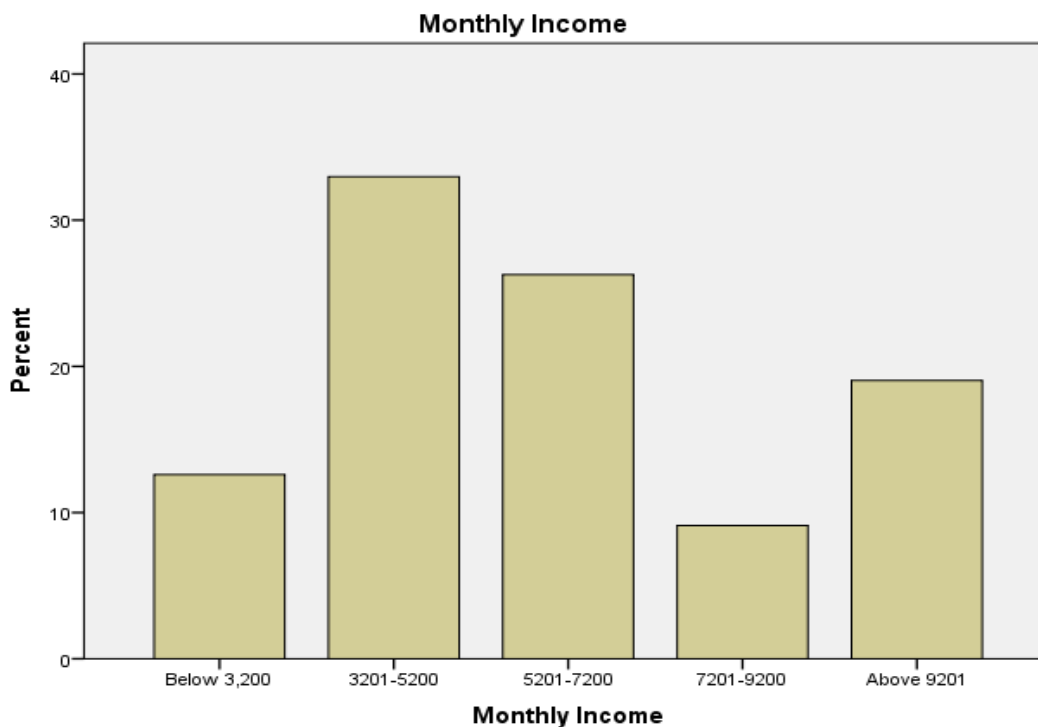
Table 7: Monthly Income

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 3,200	47	12.6	12.6	12.6
	3201-5200	123	33.0	33.0	45.6
	5201-7200	98	26.3	26.3	71.8
	7201-9200	34	9.1	9.1	81.0
	Above 9201	71	19.0	19.0	100.0
	Total	373	100.0	100.0	

Source: Survey Data 2018

According to the summary income ranging from 3,201 to 7,200 accounts the majority share with 59.3% (3,201-5,200 33.0 % and 5,201-7,200 26.3%). Here taking consideration of the

employment status statics, the researcher can infer that, this huge Percentage share of the above Monthly income range comes because the majority of respondents are employed by other in which they might have the monthly income that lays in the above category.



Source: Survey Data 2018

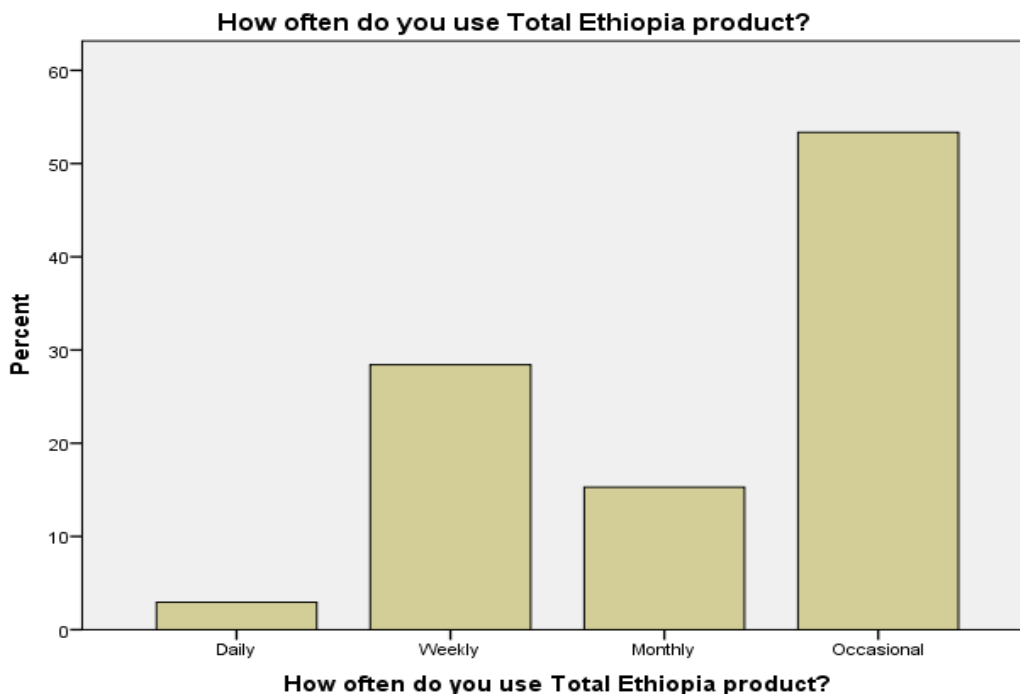
The monthly income range below 3,200 and monthly income range between 7,201 and 9,200 have relatively closer percentage share which is 12.6 % and 9.1% respectively. Moderate percentage share registered for respondents who have monthly income above 9,200 with 19%.

Table 8: Usage rate

How often do you use Total Ethiopia product?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	11	2.9	2.9	2.9
	Weekly	106	28.4	28.4	31.4
	Monthly	57	15.3	15.3	46.6
	Occasional	199	53.4	53.4	100.0
	Total	373	100.0	100.0	

Source: Survey Data 2018

The majority of the respondent from the sample are individuals who use occasionally accounted 53.4 % followed by weekly users with 28.4.



Source: Survey Data 2018

The least users are individuals who use the total Ethiopia product Daily having 2.8 %. Lastly Monthly users have 14.3 % of share out of the total users.

4.5. Descriptive Statics of the Variable

The following part of the analysis Presents the respondent's response towards each independent variable and further more it explain the summary of individual response for each questions from the independent variable in which they are expected to reveal the respondents feeling towards the independent variable and in turn expected all added up to measure to the dependent variable. Based on the statically summary and analysis of the obtained data findings will be inferred.

Table 9: Descriptive Statistics

Variables	N	Mean	Std.
Perceived quality	373	3.5932	.94943
Brand awareness	373	3.5362	.98946
Brand association	373	3.5214	.99286
Brand loyalty	373	3.7180	.91606
Overall brand equity	373	3.7060	.96733
Valid N (list wise)	373		

Source: Survey Data 2018

As it has shown in the above table 6, all the research variables fall in the category of range between 3.52 and 3.71 which means respondents have a good opinion (agree) on that independent variables have an effect on overall brand equity. Likewise, all variables scored relatively low scales of standard deviation which tells us that the data are narrowly spread. This means that, the respondents have a close opinion regarding each variable of the research.

Table 10: Perceived Quality

		(PQ.1) I trust the quality of products from Total Ethiopia		(PQ.2) Products from Total Ethiopia would be of very good quality		(PQ.3) Products from Total Ethiopia offer excellent features		(PQ.4) The likelihood that Total Ethiopia is reliable is very high	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Strongly Disagree	29	7.8	31	8.3	44	11.8	51	13.7
	Disagree	39	10.5	41	11.0	31	8.3	24	6.4
	Neutral	54	14.5	119	31.9	66	17.7	62	16.6
	Agree	130	34.9	84	22.5	127	34.0	131	35.1
	Strongly Agree	121	32.4	98	26.3	105	28.2	105	28.2
	Total	373	100.0	373	100.0	373	100.0	373	100.0

Source: Survey Data 2018

According to the above table, the respondents who agree with the first question of the perceived quality amount to 67.3% while those who are neutral make up 14.5%. The rest which is 18.3% goes to those who disagree with statement. For the second construct, respondents those who agrees with the statement sum up to 48.8% and those stated neutral with the statement make up 31.9%. Those who disagree add up to 18.3%. The third response reveals that 62.2% goes to those who agree with the statement. Those who disagree make up 19.1% while those claiming to be neutral add up to 17.7%. For the last statement from the first independent variable, 63.3 % are those who agree and 20.1% is those who disagree. Neutral responses make up 16.6%. From the above respondent's statics summary the researcher can infer that the majority of the Total Ethiopia customers agree with the quality, believe the product have excellent features and aggress that the company products are reliable. But also, still significant number of respondents is neutral of the Total Ethiopia products quality. This means significant numbers of customers are using Total Ethiopia products by its availability either by its accessibility or they are forced by word of mouth without really knowing and measuring the product/service quality.

Table11: Brand Awareness

		(BAW.1) Some characteristics of Total Ethiopia come to my mind quickly		(BAW.2) I can recognize Total Ethiopia quickly among other competing brands		(BAW.3) I am familiar with Total Ethiopia brand		(BAW.4) I know what Total Ethiopia looks like		(BAW.5) I can quickly recall the symbol or logo of Total Ethiopia	
		Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
Valid	Strongly Disagree	44	11.8	39	10.5	40	10.7	58	15.5	34	9.1
	Disagree	62	16.6	26	7.0	26	7.0	39	10.5	31	8.3
	Neutral	78	20.9	74	19.8	81	21.7	68	18.2	62	16.6
	Agree	116	31.1	103	27.6	124	33.2	114	30.6	135	36.2
	Strongly Agree	73	19.6	131	35.1	102	27.3	94	25.2	111	29.8
	Total	373	100.0	373	100.0	373	100.0	373	100.0	373	100.0

Source: Survey Data 2018

Here the respondent's data have some closeness with the response of the first independent variable response. Based on the above summarized data majority of the respondent have considerable brand awareness knowledge towards Total Ethiopia Brand. The share of agreed respondents are 31.1% , 27.6%, 33.2%, 30.6% and 36.2 % for statements or brand awareness questions (BAW.1) (BAW.2) (BAW.3) (BAW.4) and (BAW.5) respectively. On the same way strongly agreed respondent range from minimum 19.6% for statement one and maximum 35.1% for statement two. The other respondents who are neutral of the statement provided to them constitute 20.9% for statement one, 19.8% for statement two 21.7% for statement three,18.2% for statement four and 16.6 % for statement five. The remaining respondents are who strongly disagree and disagree. At all, the summary of the respondent data shows that, The Total Ethiopia S.C. Brand still needs better Marketing communication packages to increase the awareness of the customers.

Table 12: Brand Association

		(BAS.1) Total Ethiopia has very unique brand image, compared to competing brands		(BAS.2) I respect and admire people who use Total Ethiopia product and service		(BAS.3)I like the brand image of Total Ethiopia		(BAS.4)I like and trust the company, which makes Total Ethiopia products	
		Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
Valid	Strongly Disagree	39	10.5	43	11.5	50	13.4	46	12.3
	Disagree	48	12.9	40	10.7	31	8.3	39	10.5
	Neutral	81	21.7	81	21.7	68	18.2	47	12.6
	Agree	106	28.4	120	32.2	119	31.9	121	32.4
	Strongly Agree	99	26.5	89	23.9	105	28.2	120	32.2
	Total	373	100.0	373	100.0	373	100.0	373	100.0

Source: Survey Data 2018

Regarding brand Association static summary, almost one fifth of the individual have responded neutral for three statements out of four statements presented to evaluate the customer brand association. For the fourth statement this figure decreased to 12.6%. On other way, the majority

of the respondents agree with the statement and account 54.9%, 56.1%, 60.1%, and 64.6 % for statement BAS1, BAS2, BAS3 and BAS4 respectively. Out of this add summary of agreed respondent 26.5%, 23.9%, 28.2% and 32.2% respectively goes to strongly agreed respondents. The rest added up to make disagreed respondents ranging from 8.3 % max for the statement one and 13.4% min for the statement three. Here from the summary, the researcher can deduce that considerable number of customer did not have a clear knowledge about Total Ethiopia Brand image and this have a great impact on customer’s brand association.

Table 13: Brand Loyalty

		(BLO.1) When buying soft drinks, Total Ethiopia would be my first choice		(BLO.2) I consider myself to be loyal to Total Ethiopia		(BLO.3)I will keep on buying Total Ethiopia as long as it provides me satisfying products		(BLO.4) I am still willing to buy Total Ethiopia even if its price is a little higher than that of its competitors		(BLO.5)I would love to recommend Total Ethiopia to my friends	
		Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
Valid	Strongly Disagree	20	5.4	28	7.5	34	9.1	25	6.7	17	4.6
	Disagree	30	8.0	28	7.5	39	10.5	40	10.7	34	9.1
	Neutral	82	22.0	94	25.2	69	18.5	71	19.0	74	19.8
	Agree	120	32.2	115	30.8	116	31.1	125	33.5	126	33.8
	Strongly Agree	121	32.4	108	29.0	115	30.8	112	30.0	122	32.7
	Total	373	100.0	373	100.0	373	100.0	373	100.0	373	100.0

Source: Survey Data 2018

To assess the Brand Loyalty of Customer towards Total Ethiopia Product the researcher presented five statements for the customers and here also the majority agreed with statements. As detailed on the above tale, from the total of 373 respondents 120 agreed for the first statement, 115 for the second statement, 116 for the third statement , 125 for the fourth statement and 126 for the last statement. This accounted 32.2%, 30.8%, 31.1%, 33.5% and 33.8% respectively. on the same way respondents who strongly agree with the statement have a closer percentage share with the agreed one i.e 32.4% for the question one 29.0% for the question two 30.8% for the question three 30.0% for the question four and 32.7% for the question five. The least percentage

share registered from customers who did not agree and strongly disagree for the stated statements.

4.7. Discussion of the Result

This study is designed and carried out in order to measure brand equity In the Petroleum Industry specifically on Total Ethiopia Customers. According to the study's findings, the entire brand equity dimension found to have significant acceptance from the customers.

Based on mean summary of the variables, the entire variable have registered a mean value above 3.5. The minimum mean registered on brand association which is 3.521 and followed by brand awareness by a mean value of 3.536. On the other hand the maximum mean value registered on brand loyalty which is 3.71 followed by overall brand equity by the mean value of 3.706. the other perceived quality have a mean value of 3.593.

When we see the consistency of the finding with other findings, we found out that the result of the study have some uniformity with other studies. When we see the result for the perceived quality, Aaker (1996), views Perceived Quality as is the “core/primary” facet across the CBBE framework. Similarly, Zeithaml (1988) describes Perceived Quality as not the real quality of the product but the customer’s perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives. Nowadays, marketers across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions.

On the same way Brand Loyalty were also found to be other significantly important determinants of brand equity. Umar et.al (2012) also found out that Brand Loyalty is the major dimension in determining the overall Brand Equity in the Nigerian Banking Sector. In Addition Tong and Hawley (2009), have similar finding in the china sport wear market. According to them brand loyalty have appeared to be influential determinant of Brand equity

The study also found out that Brand Awareness as determinant to the overall brand equity. Here the research founding of Tong and Hawley (2009) in the china sport Market opposed to the researches finding. Tong and Hawley (2009) found out that Perceived quality and Brand Awareness have insignificant influence on the overall Brand Equity. But the study conducted by

Abad (2012) in the Banking sector of Iran found out that Brand Awareness has significant influence on brand equity.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This is the last chapter of the thesis. This chapter includes summary findings, conclusion which summarizes all the findings of this thesis, implication which describe all possible suggestion to petroleum companies in Ethiopia and limitation and future research directions.

5.1. Summaries of the Findings

The primary objective of this study was Measure Brand equity in Petroleum industry in the case of Total Ethiopian S.C. Nowadays the Ethiopian petroleum industry is composed of huge and strong companies who are in stiff competition against each other to dominate the market. Hence, this study tries to identify which Brand Equity dimension has the highest influence on the overall brand equity of the Ethiopian petroleum Industry. In addition, this study also tries to answer the four research questions it started with in the introduction.

In summary gender profile of the respondents reveals that the majority of the respondents are men customer and they constitute 77.2%. The age composition tells that 41.8 % of the respondents are from the age group of 31-43 constituting the largest percentage followed up by the age group of 44-56 years that had 22 %. When we see the employment status of customers Employment Status summary presented that the majority of the respondents are individuals who are employed by other i.e. 56.8% (212) respondents and followed by individuals who are self employed having 25.7%.The educational statics shows that the Masters and above academic degree holders are the list having 12.6% followed by first degree holder's high school On other hand the majority of the respondents are Diploma and First degree holders with 36.7% and 33.5 respectively. According to the Monthly income summary income ranging from 3,201 to 7,200 accounts the majority share with 59.3% (3,201-5,200 33.0 % and 5,201-7,200 26.3 %). The last from the demographic summary the product or service usage rate tells us the majority of the respondent from the sample are individuals who use occasionally accounted 53.4 % followed by weekly users with 28.4. The least users are individuals who use the total Ethiopia product Daily having 2.8 %. Lastly Monthly users have 14.3 % of share out of the total users.

As per the research founding all the research variables fall in the category of range between 3.52 and 3.71 which means respondents have a good opinion (agree) on that independent variables have an effect on overall brand equity. Likewise, all variables scored relatively low scales of standard deviation which tells us that the data are narrowly spread. This means that, the respondents have a close opinion regarding each variable of the research. To present it separately Perceived quality have mean value of 3.59, Brand awareness 3.53, Brand association 3.52 , Brand loyalty 3.718 and lastly Overall brand equity registered a mean value of 3.706

5.2. Conclusions

The study was initiated to investigate the impact of determinants of brand equity in the petroleum industry of Ethiopia specifically on Total Ethiopia. In other words, in this study the researcher tried to understand factors that contribute to brand equity. Altogether, four research questions were derived from the research literature. The proposed research model was based on Akers brand equity model. Model implies that brand awareness, Brand equity, brand association and brand loyalty had effect on brand equity.

Out of all the variables presented to measure the brand equity , Brand loyalty and was found to be with the highest agreed response having the highest mean value. This shows that the higher Brand loyalty of the brand, the greater the choice of that specific petroleum brand. Next to brand loyalty perceived quality, Brand awareness and brand association follows respectively in their order of effect their mean value.

From the finding of this study, Customer of the Total Ethiopian have moderate agreed response for all of the variables i.e Perceived quality perceived quality, brand loyalty, brand awareness, Brand Association. This implies that this factors being easily manipulated by the petroleum companies, the companies can play a big role in positioning their product in the minds of their customers to be more preferred than other competitor brands in the market. On the contrary, the lesser the focus of petroleum dealers on these determinants, the lesser their impact on their customers brand preference and the lesser their return on investment

5.3. Recommendations

Taking consideration of the entire analysis and the outcome of the study the researcher recommends the following.

- It is advisable that petroleum companies marketing their products in Ethiopia should indeed focus in managing their customers regarding determinants of brand equity that can have an influence on the customers brand choice. Their marketing strategy including their promotional activities should be in line with these determinants so that they can have a better preference from their customers and in return, a better return on investment.
- During allocation of the resource, the researcher recommends managers of the Total Ethiopia focus their marketing strategies towards increasing the Brand loyality , Brand association perceived quality and brand awareness of their brands in their customer's minds.
- Since brand loyalty has relatively a better standing on the overall brand equity of the company, managers should have to focus on creating customer loyalty programs and keep closer follow-up of their customers through customer based gropes.
- According to the results through raising the level of awareness of the brand it is possible to improve the company's brand equity. To achieve a higher level of brand awareness, Total Ethiopia could implement a marketing strategy, where the content of the marketing message is personalized in order to better appeal to the potential target audience better. It is important to implement purposeful and interactive marketing rather than generate mass media monologue.

5.4. Limitations and Future Research Directions.

The study has some limitations. The major limitation of the study is that of the sampling area. The sampling was done only in Addis Ababa but in order to make the research more representative, samples should be collected at least from the major cities of the country.

The study has also limitations in the sense that although it added one dimension as a determinant of brand equity, mainly focusing on Aaker's four determinants is not enough. The research would have been more conclusive if it had considered more variables which are specific to the Ethiopian petroleum consumer.

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Appendix

Dear respondent

My name is MekteNegeso. I am currently conducting a research as part of a partial fulfillment of the requirements for the degree of Masters of Art in Marketing Management. The purpose of the research is to measure the brand equity of petroleum industry in Ethiopia in the case of Total Ethiopia. All information obtained will be used for academic purpose only. Hence be assured that your responses will not be revealed to anyone. Please answer all the questions as they are vital for the success of this research.

Thank you in advance for your utmost cooperation.

Part I: Demographic Information

1. **Gender:** Male Female
2. **Age:** 18-30 31-43 44-56 57 & above
3. **Employment status:** Self employed Employed by other Unemployed Retired
4. **Educational status:** High school Diploma First degree Masters degree and above
5. **Monthly Income (Birr):** Below 3,200 3,201-5,200 5,201 -7,200 7,201-9,200 9,201 and above
6. **How often do you use Total Ethiopia product?** Daily Weekly Monthly Occasional

Part II: Brand Equity Dimensions

Please reply to the following questions by putting a “√” mark on the scale of 1 to 5.

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

		SD	D	N	A	SA
PQ1	I trust the quality of products from Total Ethiopia					
PQ2	Products from Total Ethiopia would be of very good quality					
PQ3	Products from Total Ethiopia offer excellent features					
PQ4	The likelihood that Total Ethiopia is reliable is very high					
BAW1	Some characteristics of Total Ethiopia come to my mind quickly					
BAW2	I can recognize Total Ethiopia quickly among other competing brands					
BAW3	I am familiar with Total Ethiopia brand					
BAW4	I know what Total Ethiopia looks like					
BAW5	I can quickly recall the symbol or logo of Total Ethiopia					
BAS1	Total Ethiopia has very unique brand image, compared to competing brands					
BAS2	I respect and admire people who use Total Ethiopia product					
BAS3	I like the brand image of Total Ethiopia					
BAS4	I like and trust the company, which makes Total Ethiopia products					
BLO1	When buying petroleum and petroleum product, Total Ethiopia would be my first choice					

BLO2	I consider myself to be loyal to Total Ethiopia					
BLO3	I will keep on buying Total Ethiopia as long as it provides me satisfying products					
BLO4	I am still willing to buy Total Ethiopia even if its price is a little higher than that of its competitors					
BLO5	I would love to recommend Total Ethiopia to my friends					
OVB1	If there is another brand as good as Total Ethiopia, I prefer to buy Total Ethiopia					
OVB2	Even if another brand has the same features as Total Ethiopia, I would prefer to buy Total Ethiopia					
OVB3	If another brand is not different from Total Ethiopia in any way, it seems smarter to purchase Total Ethiopia is more than a product to me					

Thank You Very Much!