



**DEBRE MARKOS UNIVERSITY**

**COLLAGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**The effect of brand Awareness on consumer buying behavior; the case of  
Genet bottled water consumer's, at Bahir dar, Amahar**

**A Thesis Submitted to the school of graduate studies of Debremarkos  
University in Partial Fulfillment of the Requirements for the Award of  
the Degree of Master of Business Administration (MBA).**

**DEBREMARKOS  
OCTOBER, 2024**

**DEBREMARKOS UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
MBA PROGRAM**

**The effect of brand Awareness on consumer buying behavior; the case of  
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**A THESIS SUBMITTING TO BEBREMARKOS UNIVERSITY  
SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT  
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## DECLARATION

I, the undersigned, declare that this thesis is my original work prepared under the guidance of Andargachew Baylie (PhD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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Name

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signature and date

## **ENDORESEMENT**

This thesis has been submitted to Debre markos University School of Graduate Studies for examination with my approval as a university advisor.

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Advisor

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signature and date

## **ACRONYMS**

**CBB** – Consumer Buying Behavior

**SPSS** – Statistical Package for Social Science

**CEO** – Chief of Executive

**ANOVA** – Analysis of Variance

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## ABSTRACT

*This study investigated the effect of brand awareness on consumer buying behavior. The sample size of this study was 158 employees from 260 total target customer of Genet bottled water. The study considered four variables such as Recognition, Recall, top of mind, and dominants to measure the consumer buying behavior. The researcher applied the explanatory research design and employed a quantitative data analysis method. The samples were selected randomly from the customer of Genet bottled water after creating strata. Hence, stratified random sampling technique was employed. In this study, primary sources of data were used. The collected data was analyzed using descriptive statistics such as frequency tables, percentage, charts and inferential statistics such as correlations and regression analysis. The SPSS version 20 was use as a tool to process the primary data. The findings of this study indicated that there is a significant and moderately positive relationship between independent variables of brand awareness and consumer buying behavior. The collected data were presented and analyzed by using SPSS (version 20) statistical software and linear Regression Analysis was also used to test the hypotheses of the study and the model results like the values of R, R-square and Adjusted R-square shows that, brand awareness has significant effects on consumer buying behavior. The ANOVA table also shows that the overall model was statistically significant and the coefficient table shows that independent variable has significant effect on dependent variable, which brand awareness is having significant effect on consumer buying behavior. The study was recommended among others the management of the company should pay more attention to built brand awareness as it will improve their image and ensure their survival to other similar products.*

**Key words;** brand awareness, recognition, recall, top of mind, domina

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

The twenty first century age represents key changes in the marketing strategies employed by organizations and institutions in order to help them be very competitive and be sustainable in the turbulent market that they find themselves. Today's consumers live in a world where the purchase of products and services is enormous and continuous (Rindell, 2008).

Branding is acknowledged to be one of the most fascinating marketing strategies used for the purpose of winning or overcoming competition (Ogbuji, Anyanwu and Onah, 2011).

The survival or success of companies is now dependent on the amount of information that is carefully gathered by the former with regards to the purchasing habits displayed by consumers. In order to survive in the market, companies are keenly interested in developing strong brands that leads to long term and customer relationships (Hess, Story and Danes, 2011).

According to (Aaker, 1991) Defines brand awareness as a consumer's ability to recognize or recall a brand in a certain product category. In other words, the consumer can easily remember the brand when they consider about the category. (Kotler & Keller, 2006). Define brand awareness as the consumers' ability to identify the brand under different conditions as reflected by their brand recognition and recall performance. Brand awareness levels measure whether consumers know about and are familiar with a company, organization, product, or service. It consists of brand recognition and recall performance.

According to (Keller, 2002) to what extent consumers can correctly discriminate the brand, as having previously seen or heard is the key to build brand recognition. For this purpose, repetition of the exposure is necessary. The more the exposure the customer receives, the more the familiarity of the brand occurs. However, in order to be successful in the stage of exposure, the attention of the consumer is essential.

To achieve successful brand awareness a brand should be familiar and easily recognizable for existing and potential customers. Brand awareness is vital to differentiate a product or service from other competitors' products and services. In today's competitive market, achieving strong brand equity is important for success and Brand awareness is the starting point for brand equity.

As cited by (Jemal, 2014).

The American Marketing Association (American Marketing Association, 2014). defines consumer behavior as –the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

According to (Kumar,2010) Consumer buying behaviors–refer to the buying behavior of final consumers, both individuals and households who buy goods and services for personal consumption. Consumption of packaged water is increasing worldwide. Prior research shows many consumers believe packaged water is convenient and has better taste than tap water, despite reports of a number of water quality incidents with packaged water. The study here in explore the demographic and social factors associated with packaged water users and the relationship between packaged water use and perceptions of the quality of local water supply. Consumers are more likely to report, packaged water as their primary drinking water source.

Strong brands are a company’s most precious asset (Kapferer, 1997). Having a well built strong brand is such a valuable asset to a firm that the financial community has placed extraordinary prices on the value of established brands, treating them as tangible assets with the potential to grow in value rather than depreciate (Aaker and Biel, 1993). There is a growing recognition that a significant proportion of the market value of firms today lies in intangible off- balance sheet assets rather than in tangible book asset (Capraro and Srivastava, 1997). The emphasis is then turning from the short term payoffs of price promotion to longer-term strategy’. In the absence of a strong understanding the specific marketing principles and concepts about value creation, equity' building activities cannot but continue being haphazard, unfocused and ignored at the detriment of potentially good product and the firm (Mbau, 2000).

Bottled water industry is growing rapidly in the recent years as healthy supernumerary Doria, (2006). Furthermore, the bottled water market is success to attract consumers to consume more bottled water Feliciano (2014).

Among the investment areas that show tremendous enhancement bottle water business is one area. The bottled water above 30 manufactures in Ethiopia has practiced huge growth as result of

a number of changes, together with emerging middle incomers, the need for clean, safe and hygienic drinking water (Yalew, 2014). The bottled water industry started in Ethiopia lately in late 1990s by brand name called Highland.

Thus, the researcher is initiated to study the effect of brand awareness on consumer buying behavior in the case of Genet bottled water customer, in Amhara region more specifically Bahir Dar. In other words, this research aims to understand the theoretical effect of brand Awareness on consumer buying behavior.

## **1.2 Statements of the problem**

Though many companies are able to have better products and yet are sometimes unable to compete in the market due to poor branding. Thus strong brands have the potential to generate long term and loyal customers, which would eventually lead to an increase in sales in the future (Hess, Story and Danes, 2011). Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The consumers are having numerous brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles (Hess, Story and Danes, et al.2011).

Currently, many businesses are increasingly experiencing competition from their counterparts. This is because many companies are producing similar products with relatively similar quality and selling price, which leads to the consumer having many options. To lead this competitive market firms should adopt several strategies. To survive competitions in this rapidly growing industry, companies should focus on and analyze the factors that can affect consumer-buying behavior. One of them is supposed to be building strong brand awareness on consumers' mind. Thus, to assess its importance, the level of correlation between brand awareness and customer behavior must be studied. This is seen particularly important in low involvement situations where consumers may engage in little active search for information to aid choice. This is because when buying dispensable goods, customers decide based on what comes immediately to memory rather than by deep analysis and research (Macdonald & M.sharp, 2000).

Various scholars have done researches about brand equity and customer buying behavior (e.g.Hemmon, 2000; Slahid, 2017). In these researches, customer-based brand equity dimensions, brand image, brand awareness, brand knowledge and other factors related to brand and consumer buying behavior have been addressed. Other researches that have relations to

brand awareness have also been done (E.g. Macdonald & Sharp, 2000 Aliduranti, 2015). However, most of these studies address a socio-cultural and economic environment that differs in many respects with the one in Ethiopia such as the USA, Turkey, Pakistan, India and Germany.

The bottled water industry in Ethiopia, a highly growing and competitive area with large number of companies in the market, is suitable to undertake such a study. Currently, bottled water production is growing in Ethiopia (Surafel, 2014). As the number of companies providing bottled water grows, there will be more products to choose from. Choice and availability in this case imply the effect of awareness can be assessed. Because without having many products to choose from, awareness of the brand cannot influence consumers' decision. Only availability is important in this kind of situation.

Moreover, most research related to brand equity is focused on more complicated knowledge structures such as attitude, perception and brand image. (Hanan, 2014, Surafel, 2014 and Seifu 2016).

To the best knowledge of the researcher, no research has ever been done on the subject of brand Awareness and consumer buying behavior in Genet bottled water industry at Bahir Dar. This could be attributed to the fact that this industry market is still growing.

Brands that have been able to survive in the Genet bottled water industry in Bahir Dar are most likely the Ones that have implemented marketing programs that auger well with the important determinants of Value creation in the industry. This research seeks to reveal this important effect of Brand Awareness value Creation by answering the question “What are important effects of Brand Awareness on customer purchasing behavior in consumer of Genet bottled water at Bahir Dar?”

### **1.3 Research Questions**

- What is the relation b/n brand awareness & consumer purchasing behavior in Genet bottled water?
- What is the level of customer brand awareness on Genet bottled water?
- To what extent does brand awareness influences customer buying behavior on Genet bottled water?
-

## **1.4 Objectives of the study**

This study has general and specific objectives, which are as follows:

### **1.4.1 General Objective**

The main objective of this study is to assess the effect of brand awareness on consumer buying behavior on Genet bottled water at Bahir Dar.

### **1.4.2 Specific Objective**

To achieve the general objective of the study, the following specific objectives are design and are as follows:

1. Determine whether there is a correlation between brand Awareness and customer purchasing behavior.
2. To identify the level of customer brand awareness on Genet bottled water.
3. To investigate the extent of brand awareness influence on the consumers' buying behavior of Genet bottled water.

## **1.5. Significance of Study**

This study will be important to different individuals and organizations: For the Bottled Water Companies and for other researcher, the significance of the study listed below.

For bottled water companies: for stakeholders such as investors, management staff and Employees, that mainly use branded products and services, the study of brand awareness on consumer buying behavior will be very essential. The scarcity of literature on brand awareness specific to Ethiopian bottled water manufacturers and other businesses makes this research relevant. Based on the findings of this research, existing and new manufacturers can adjust and adapt their marketing strategies according to the level of brand awareness of their customers.

For the Other researcher: This study is also useful and very important for students and academicians as an input for undertaking similar researches in the future and as a helpful reference.

## **1.6 Scope of the study**

The population of the study was delimited to Bahirdar, capital city of Amhara region. This geographical limitation will not only choose because of time, access and cost restriction, but also it believed that a considerable number of bottled water consumers are available in Bahirdar.

Conceptually, among the brand equity dimensions; brand image, brand awareness, brand knowledge and perceived quality which influence consumer buying behaviors this study was only focuses on brand awareness because there are many studies undertaken by the title name of Brand equity dimensions but this study wants to identify specifically on brand awareness. This is not studied before in respect to consumer buying behavior on Genet bottled water.

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

### **1.7 Operational definition of terms**

**Brand Equity:** a set of brand assets and liabilities linked to brand that adds or detracts the product or service value based on the customers perspectives (Aaker, 1991).

**Customer based Brand equity:** the differential effect that brand knowledge has on consumer response to the marketing of that brand (Keller, 2003).

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

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

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

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

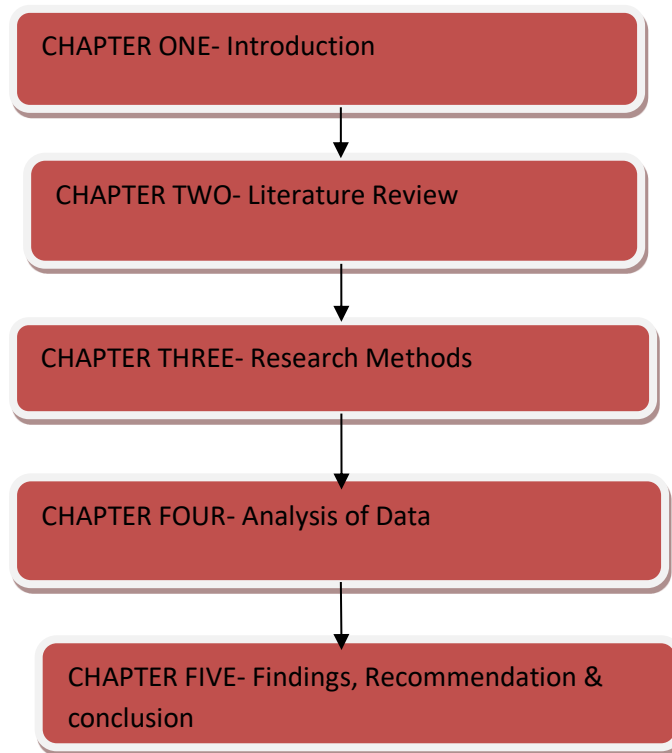
**Dominant Brand:** The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand. (Aaker, 1996)

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

**Consumer buying behavior:** the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants (American Marketing Association, 2014)

## 1.8 Structure of the thesis

The thesis is organized in 5(five) chapters. A figure illustrates the structure of the study.



**Figure 1: Structure of the thesis**

**Chapter one** discusses the introduction, statement of problem, research questions, objectives of study, scope of the study and organized of study.

**Chapter two** will present the theoretical, empirical and conceptual surrounding topics like branding, brand awareness, consumer behavior, and customer purchasing behavior.

**Chapter three** will outline the research methodology, data sources, research approach, sampling, research instrument or method of data collection.

**Chapter four** presents the field work which encompasses the work results, analysis and discussion of the data

Finally, **chapter five** ends the work with findings, conclusions, recommendation and summary

# **CHAPTER TWO**

## **LITERATURE REVIEW**

### **2.1 Introduction**

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

### **2.2 Theoretical Overview of Brands and Branding**

#### **Brand Definition**

A brand represents the entire picture captured in the mind and soul of consumers and as such, brands are revered as important assets as far as individuals, organizations or companies are concerned. For instance, when one hears the Toyota brand in Japan, then a certain pride and extensive coverage area comes into minds. How about the “Coca – Cola” brand? What then comes into mind?

John Stewart, a former CEO of Quaker Oats, for example once said “If this business were split up, I would give you the land and bricks and mortar, and I would keep the brands and trademarks, and I would fare better than you.” (Kotler, Thirteenth Edition Page 259).

This clearly drives home the point that brands are very valuable to companies and even much heavier than assets, hence the need to be properly managed.

A brand is an acronym, signal, mark or blueprint, or a combination of these, that identifies the maker or seller of a product or service. Kotler and Armstrong (2009).

A brand is a name, symbol, or any feature that identifies one seller’s good or service as distinct from those of other sellers. The American Marketing Association (2014).

A successful Brand is an identifiable product, services, 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 (Chernatony & McDonald, 2003)

One of the Brand purpose is to be an identity to the products and services so that it can be separated from other products and services in the same category. In that way, just by seeing the

name or the logo, the customer gets a certain indication of the product. The Brand knowledge may work as a protection both for the consumer and the manufacturer (Aaker, 1991)

According to (Schmitt, 1999). Brand cannot only be seen as an identifier. He states that a memorable name and a good image is not enough, the company has to deliver experiences. Schmitt suggests two approaches to Branding, the first is to see the Brand as identifies where the name, logos and slogans give the consumers awareness and a specific image. The other approach is to see the Brand as an Experience Provider where the name, logos and slogans, events and other consumer contacts give the consumers sensory, affective, creative relations and life styles with the Brand. (Kotler & Armstrong, 2004) also believe that Brand is more than an identifier; it stands for consumer sensitivity as well as emotions to the product.

“A Brand contains everything that makes a product more than just a product” Kapferer (2008: 155). That is it involves the emotional and mental assumptions that consumers have about brands, which increases the perceived value of a product or service (Ibid, 2008:10).

Kotler and Andreasen, (1991) on the other hand also correlate the definition of a brand to the purchase characteristics displayed by consumers. They defined it to be “a name, symbol, or sign that is given to a product or service in order to help them establish their own identity, facilitate recognition by consumers and communicate what the product can deliver”.

The above theories mentioned so far restricts the impact of brand awareness on the customer buying behavior exhibited by the consumer. Hestad (2013) however, elaborates by stating that “brands help consumers to make buying behavior. Consumers recognize brands and buy them because they promise to fulfill a need, due to recommendations or based on earlier experiences with the brand. Consumers also buy brands because the brand story connects with them emotionally, it offers them a self – expressive benefit, or they find the brands relevant in certain cultural context”.

### **2.3 The concept of Brand Equity**

Brand equity is a recent concept born in the 1980s. The concept has aroused in tense interest among marketing managers and business strategists from a wide variety of industries. The Marketing Science Institute, a consortium of over 50 leading firms in the US, for example considers brand equity as one of its top research priorities (Olson and Jacoby 1989).

From a managerial perspective, brand equity’ is a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a

firm and/or that firm's customers (Aaker, 1991). This set of assets includes; Brand awareness, Brand loyalty, Brand associations, perceived quality and other proprietary assets (e.g. patents, good distribution channel relations). (Aaker and Biel, 1993).

A company may view brand equity as the future discounted value of the profit stream that can be attributed to the price premium or enlaced loyalty generated by the brand name (Aaker and Biel, 1993).

From the customers' point of view, brand equity is the value added to the functional product or service by associating it with the brand name (Aaker and Biel, 1993). Brand equity therefore, represents the 'added value' endowed to a product as a result of past investments in the marketing of the brand (Keller 1998). It is the value of a brand's overall strength in the market (Perreault and McCarthy, 19%).

Consumers prefer high equity brands because they find it easier to interpret what benefits the brand offers, feel more confident of it, and get more satisfaction from using it. Because of such consumer preferences, the brand can charge a higher price, command more loyalty, and run more efficient marketing programs and therefore command a higher asset value (Batra, Myers and .Aaker, 1998).

The concept of brand equity has been prominent because of: a) the financial community's interest in placing a value on brands (see table 1). In Britain, for example, the asset value of a brand can be included in the firm's balance sheet, so it has major financial implications on debt-equity ratio, depreciation and amortization, taxation etc and b) reaction against the frequency of short term price competition that dominates many industries (Aaker and Biel, 1993).

#### **The most valuable brands of the world**

<b>Brand</b>	<b>industry</b>	<b>brand value (in billion U.S.dollars)</b>
Microsoft	software	191.57
Wal-Mart	retailer	113.78
Samsung group	Electronic	99.66
Tesla	Automobiles	66.25
Tik tok/doyen	short event	65.67

Source: The Wall Street Journal (2024)

A brand's asset value can command such high prices because of what it gives the company that

owns it: access to a distribution net work, with shelf facings in the stores; high consumer awareness and loyalty, leading to a stream of repurchases (and therefore income) in the years to come; and economies in terms of marketing expenses, especially in the costs of launching new brands (Batra, Myers and Aaker, 1996).

Kotler (1999) expands the concept of identity by stating that a brand is capable of conveying up to six different levels of meanings and this is known as “Six Dimensions of the Brand”.

**Attributes:** A brand communicates certain attributes to the minds of consumers such as prestige. Mtn on DSTV promises the availability of network coverage “everywhere you go”.

**Benefits:** The attributes that fortifies a products features by way of stating its benefits and makes it more attractive.

**Values:** That is the brand also represents the company’s values, systems and structure.

**Culture:** The brand representing the characteristics of the target audience. The Ethiopia airline organizations have all their branding activities and offerings that reflect the typical Ethiopian individual.

**Personality:** The brand can project behavioral personality patterns of targeted consumers. For example, the Great run of Ethiopia uses the famous Ethiopian Athlete, Haile G/sellassie as their brand ambassador.

**User:** The brand, at certain times emulates the final user.

## 2.4 Brand Awareness

Brand awareness reflects the presence of a brand in the mind of customers. It reflects both the knowledge and salience of a brand in the consumers\* mind (.Aakcr, 1996) Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized, to the belief that it is the only one in the product class. Three levels of brand awareness can represent the continuum namely:- Brand recognition, Brand recall, and Top of Mind (Aaker, 1991).

Brand awareness is often an undervalued asset. Awareness has been shown to affect perceptions and even tastes. People like the familiar and are prepared to ascribe all sorts of good attitudes to items that are familiar to them (Aaker and Joachimsthaler, 2000). Company has for example transferred awareness into perceptions of technological superiority and market acceptance.

1 "1 knowledge and image can be conceptualized in terms of a brand node or trace in memory with hi and associations, varying in strength, connected to it as reflected by consumers ability to

identify the brand under different conditions (Rossiter and Percy, 1987).

Brand awareness can be a driver in some product categories, and it usually has a key role to play in brand equity, since it could affect perceptions and attitudes (Aaker, 1996).

## **2.5 Brand Awareness creation strategies**

Brand awareness is created by increasing the familiarity of the brand through repeated exposure and strong associations with the appropriate product category or other relevant purchase or consumption cues (Abba and Hutchimon, 1987). Two guidelines are important in enhancing brand awareness:

1. Developing a slogan or jingle that creatively pairs the brand and the appropriate category or consumption cues. Additional use should be made of other brand elements- logos, symbols, characters and packaging (Aaker, 1991).
2. Creatively pairing the brand with its corresponding category or other appropriate cues through a wide range of communications options (Aaker, 1991).

Advertising is another strong strategy in creating and enhancing brand awareness (Roller, 2000).

## **2.6 Brand awareness and consumer purchase decision-making**

According to (Keller, 1993). Brand awareness plays an important role in consumer decision making for three major reasons:

First, it is important that consumers think of the brand when they think about the product category. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set.

Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller, 1993). the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands (Keller, 1998).

In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Keller, 1993)The elaboration likelihood model (Keller, 1993)suggests that consumers may base choices on brand awareness considerations when they have low involvement, which could result from either a lack of consumer motivation (i.e., consumers do not care about the product or service) or a lack of

consumer ability (i.e., consumers do not know anything else about the brands). In low involvement decision settings, a minimum level of brand awareness may be sufficient for the choice to be final. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. Therefore, a brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands, which the consumer is unaware of.

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

## **2.7 Measuring brand awareness**

Awareness measures can reflect in part the scope of the brand's reach in terms of segments. Awareness can be measured on different levels including the following (Aaker, 1991):

Recognition (have you heard of brand x?)

Recall (what brands can you recall in the product category?)

Top of mind (what is the first- named brand in a recall test?)

Brand dominance (what is the only brand recalled?)

## **2.8 The value of brand awareness**

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

Anchor to which other associations can be attached

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

### **1. Familiarity/liking**

Recognition provides the brand with a sense of familiarity and people like the familiar. Especially for low-involvement products like soap, chewing gum, paper towels, sugar, disposable pens, or facial tissues, familiarity can sometimes drive the buying decision. In the absence of motivation to engage in attribute evaluation, familiarity may be enough.

## **2. Substance/ commitment**

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

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

### **2.9 What is consumer behavior?**

The first part of the literature review sought to throw more light on the theories surrounding a brand; the second part however will aim at discussing consumer behavior and related to a brand in the latter stage of this section.

The study of consumer behavior focuses on how individuals make decisions to spend their resources on goods and services. That includes what they buy, why they buy it, where they buy it, and how often they buy it. Consider a simple product like an internet modem.

Consumer researchers would want to know the kind of consumers who buy it. What kind of features they would be looking for, what benefits they would be expecting and how likely are they to buy new modems with added features and made available?

The answers to these questions can provide modem manufacturers and sellers important information as to how they can go about product scheduling, design, modification, promotional and branding strategies.

In defining consumer behavior, one may refer to Runyon (2000) who puts it as “that behavior exhibited by people in planning, purchasing and using economic goods and services.

Solomon (1994) again explains further by defining it as “the study of the processes involved when individuals or groups select, purchase, dispose of products, services or idea, or experiences to satisfy needs and desires”.

Still a third definition is on by William L. Wilkie (1998) who defines consumer behavior as “The mental, emotional, and physical activities that people engage in when selecting, purchasing,

using and disposing of products and services so as to satisfy needs and desires.

Often consumers themselves do not know exactly what influences their purchases. “The human mind does not work in a linear way” says Kotler (2009, 160).

The above explanations clearly drive home the point that the study of consumer behavior is a complex task and hence not easy because individuals do differ in terms of culture, attitude, thoughts in mindset all over the world.

The critical question for marketers here is to address questions like how will consumers react to the marketing efforts the company might use.

A more in depth definition will also incorporate how that processes impact the world. Consumer behavior brings on board ideas from several sciences including psychology, biology, chemistry and economics. It also encompasses two different kinds of consuming entities namely: The personal consumer and the organizational consumer.

The personal consumer buys goods and services for his or her own use, for the use of the household, or as a gift for a friend.

The second category of consumers – the organizational consumer which includes both profit and not – for profit businesses, government institutions, all of which must buy products and services in order to run the organization.

The study of consumer behavior has become paramount in recent times as it enables marketers to understand and predict consumer behavior in the market place ; it is concerned not only with what consumers buy, but also inclusive of why, where, how and how often purchases are made.

The study of consumer behavior involves three behavioral processes which are;

Pre – purchase behavior

Purchase behavior

Post – purchase behavior

In treating consumer decision making as a problem solving one, it is assumed that consumers have goals (desires, values) that they seek to achieve or satisfy. A consumer perceives a “problem” because the desired consequences have not been attained (example, “I am hungry, need a reliable car and I want to lose weight”). Consumers make decision about which behavior to perform in order to achieve their desired goals and thus solve the “problem”. In this sense, then consumer decision making is goal directed problem solving process. (Leon G.S and Kanuk. L.L, 2007).

## 2.10 Consumer Buying Behavior

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process study has taken the consumer buying decision making process model from (Jobber, 2007).

**Need recognition:** Accordingly to Jobber D. (2007), the need recognition is essentially functional and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals 'normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need. External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process the consumer perceives there is a problem to be solved, which may be large or small, simple or complex.

**Information search:** the information search begins with the identification of alternatives ways of gathering information about the product consumer intend to purchase (Jobber, 2007). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant differences between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

The consumer can acquire information regarding a particular product from various sources. These sources include personal sources like family and friends, commercial sources like

advertising, salespeople or displays, public sources like mass media and social networking sites and finally experiential source like handling, examining and using of product. The relative influence of these information sources varies with the product and the buyer. In the case of Bottled water consumers, the source of information for Bottled water can be collected based on their previous experience on usage as well as external source like friends, colleagues, neighbors, several published medias and so on.

Evaluation of alternatives: Consumers evaluate or assess the various alternatives, using the information they have at hand to come to a decision (Jobber, 2007) this process involves comparing the information gained in the information search process for alternative products and brands to the product–judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying Peter & Olson.et al.( 2010). However, given their limited time, energy, and cognitive capacity, consumers seldom consider every possible choice alternative. Usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones Peter & Olson.et al.( 2010). Consumers’ evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Gary & K.H., 2006).

Purchase decision: A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer’s purchase decision will be to buy the most preferred brand. A consumer’s decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchase involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties.

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

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

1. Awareness: The consumer becomes aware of the new product, but lacks information about it.
  2. Interest: The consumers seek information about the new product.
  3. Evaluation: The consumers consider whether trying the new product makes sense.
  4. Trial: The consumers try the new product on a small scale to improve their estimation of its value.
  5. Adoption: The consumers decide to make full and regular use of the new product.
- This is just a model and all the stages are not necessarily used when purchasing a new product; for example, the stage "trial" is not entered when buying a car (Kotler & Armstrong, 2004)

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

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

Innovator is defined as the first consumers adapting to the new product. The early adopters are the next ones. The early majority adapt to the new product before the average consumer. The late majority adapt to the new product only after most people already have tried it. Finally, the laggards are the last ones that adapt to the new product. They are bound to tradition and adapt to the new product only when it has become tradition itself. The innovators or pioneers are adventurous. They like to try new things and are more willing to take risks. Further, they tend to take risks. They are often young and well educated. Further, they tend to take more advantage of

special promotions such as discounts and samples.

## **2.11 Brand impact on consumer behavior**

In the initial phases of this work, the basic fundamentals with regards to a brand and consumer behavior were identified. The following part seeks to under pin the influence a brand has on the behavior as far as consumers are concerned. Branding has a strong impact on the perception in relation to the behavior displayed by consumers. Perception according to Kotler (2009) is the processes by which individuals go about their selection, organization, and interpretation of information to form meaningful pictures of the world as far as products or services are concerned.

In other words, it could be seen as the thoughts and pictures consumers have in mind or memory as far as a brand is concerned from the marketing point of view.

Perception is vital in the decision making process. In the competitive world, products are not only patronized because of only the functional use or characteristics but also due to the social or in some circumstances the psychological aspects associated with it.

When consumers are introduced to a brand through the various means like advertising, packaging, word – of – mouth, their levels of brand awareness gradually increases and as it once awareness increases, the purchase decision of that brand in question will be influenced by the perception of that brand, Erdem, (1998).

## **2.12 Empirical Literature Review**

### **The Relationship between Branding and Consumer choice**

Several university research studies indicate customers brand interaction is similar to how they interact with people. Since we are living in the social world brand affects our behavior in many ways. Brand as defined by business dictionary it is ‘unique design words or combination of words, symbols which is employed in creating an image that identifies a product differentiate it from its competitors.

According to former studies of branding and consumer choice by Mittal, and Lassar, Mittal, & Sharma, (1995) it recognized five constructs such as performance, social image, value, trustworthiness, and attachment Yoo et al., (2001).

According to former studies of branding and consumer choice by Mittal, and Lassar, Mittal, & Sharma, (1995) it recognized five constructs such as performance, social image, value, trustworthiness, and attachment Yoo et al., (2001).

Marketing strategy was acknowledged by Yoo et al., (2001) in his study on marketing strategy, marketing mix such as store image, price, distribution intensity and promotional spending, Pappu et al., (2005) creates brand awareness and brand association by using two products, successfully tested the influence of four dimensions of brand equity on consumer behavior and the studies were unlike from Yoo et al., (2001).

Neither Pappu et al., studies (2005) tested the marketing mix, brand equity and consumer choice relationship. Their findings supported the hypothesized four-dimension model of consumer-based brand equity across two product categories and six different brands. The principal contribution of Pappu et al., studies (2005) research was that it provided empirical evidence by considering four dimensions of consumer based brand equity by using two product categories and six Variety of brands which support the multidimensionality of consumer- based brand equity, for Aaker's and Keller's conceptualization of brand equity.

From competitive stand point brand is a crucial part of business strategy. Brand shapes human perception of attraction and familiarity which leads to more revenue to the company and customers depend on it no matter when and where.

Customer choice based brand equity in the hotel industry by, (Ruchan et al., (2007) , the researchers investigate correlation of the four brand equity elements; brand loyalty, brand awareness, brand image and perceived quality in the hotel industry. In addition to his findings of three dimensional brand equity and consumer choice model in hotel industry. Ruchan et al., (2007) examine on his research about brand equity on different product categories, and this finding give the opportunity to construct comparisons between different products, and industries. According to Christodoulides & Chenatony (2010) (2013) study by using investigated European data, the influence of brand equity on consumer responses study result indicated that brand equity dimensions inter-relate., brand awareness also have positive impacts on brand associations and perceived quality, brand associations and brand loyalty are the main drivers of overall brand equity .Brand loyalty is mostly influenced by brand association and finally that perceived quality, The general framework proposed in their empirical studies across countries confirm the positive impact of brand equity on consumers' feedbacks observed.

Marketers influence consumers buying behavior by establishing brand image or logo which creates physical appearance and eye attraction, slogans and reputability .Strong brand reputation builds trust between consumers and marketers.

## **Brand Awareness and consumer choice**

Brand awareness an important role in consumers purchase decisions or product usage experience. Consumers searched product and service information from friends than Manufacturers websites and brochures. One very important characteristics of consumers perceived product quality is a key determinant point in building and maintain customer loyalty (Brakus et al, 2009). The analysis is being performs on home air-conditioning and the findings point out that having good brand name is not an important consumer's choice criteria but is helps them to inform customers about product quality and also consumers were voluntary to pay more money for an air-conditioner which have brand reputation with brand quality. The study state when the customer has better information about important features of a product they were willing to pay more, they could increase customers brand awareness, by using advertising mechanisms i.e. broadcast media that include radio and televisions regularly and seasonally, for helping them on the decision-making process.

According to Keller (2000), studies brand recall refers to the consumers 'ability to retrieve the brand from memory, also Keller (2001) argued that —brand recognition may be more important to the extent that product decisions are made in the store. Customer based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory.

Based on Yoo et al., (2001) study cross cultural general liability of brand equity creation process model, brand equity and marketing efforts and had invariant effects on brand equity. Whereas brand loyalty and perceived product quality do not have relevant effect on equity, and it is essential to evaluate the brand awareness characteristics and investigate the brand loyalty and perceived quality attributes.

Kim et al., (2003) conducted a study with the aim of testing four elements of brand equity namely; brand awareness, brand image, brand loyalty, and perceived quality. The results found that of those attributes, brand awareness had the strongest direct effect on revenues, while loyalty had the least effect. Baldauf et al., (2003) evaluated the consequences of brand equity management as one of the most important measurement issues for intangible assets in the new economy. Results indicated strong support for measures of brand awareness as antecedents of firm performance, customer value and willingness to buy.

The finding of Yi & La (2004) showed that, consumers perform better in preserving favorable

brand awareness and have a conservative reaction tendency. This effect occurs to building brand awareness for short presentations, but not for long presentations. These findings may serve as guidelines for a strategy formulation which enhance customer mind set up towards brand equity.

### **2.13 Summary of literature and Research Gaps**

There are a few empirical studies that declare how brand Awareness measure. Whereas the majority of research studied brand equity conceptualizing from the consumer perspective.

Consumer-based brand equity, which discussed on the above theories, is a multidimensional construct consisting of various attitudinal and behavioral components. However, most customer-based brand equity models are measured by attitudinal aspects.

all of the above studies are based on Aaker's (1991) model for measuring consumer-based brand equity, there are some different findings among these research results. For example, Yoo et al., (2001) found that brand association and brand awareness were not significantly discriminate: these two concepts were added to others factors called perceived quality, Brand loyalty, and other proprietary brand assets awareness. However, this finding is challenged by other results, which show a distinction between brand awareness and brand association (Washburn & Plank 2003; Pappu et al., 2005).

Moreover, the measurement of each component of brand equity has been treated differently in the empirical tests of Aaker's model. For example, brand awareness was measured using a single measure in the Pappu et al., (2005) study, while it was treated as a multidimensional scale in other studies by Yoo et al., (2001) and Kim et al., (2003). This illustrates one of the gaps in the literature on branding, which has not yet reached a consensus definition and measurement of customer-based brand Awareness. Therefore, this measurement model needs to be replicated in different contexts in order to increase the validity and reliability of the measurement scale (Baldauf et al., 2003; Washburn & Plank 2002; Yoo et al., 2001).

The literature shows that most studies on customer-based brand equity have approached the subject from the perspective of the consumer, even though the customer 'might be an individual or an organization (Atilgan et al., 2005). Therefore, the question Does customer-based brand equity from the consumer perspective applies to the context of business while business marketing is still being developed?

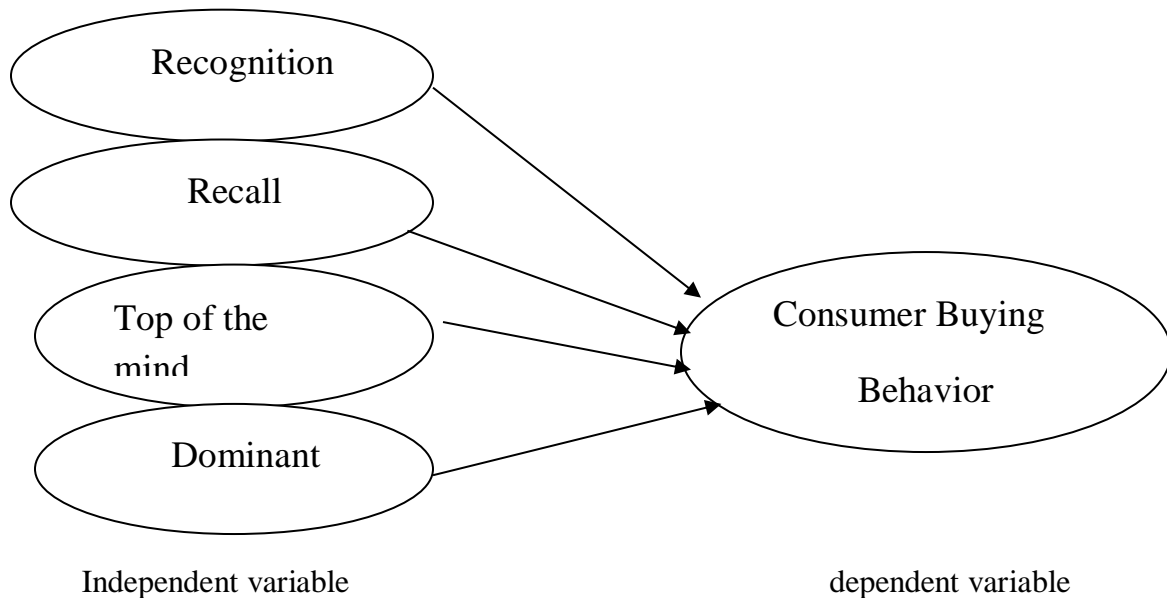
The major limitation of the Yoo and Donthu (2001) three factor consumer-based brand equity scales is that brand awareness and brand associations- two theoretically distinct underlying

constructs of brand equity, collapsed into one dimension. The question of whether or not brand awareness and brand associations should be collapsed is critical. Although the two constructs are clearly correlated, both Aaker (1999) and Keller (2002) distinguish between brand awareness and associations. According to Aaker's (1999) conceptualization, brand awareness must precede brand associations.

Nonetheless, the two dimensions are not synonymous since one can be aware of a brand without having a strong set of brand associations linked to memory. Pappu et al., (2005) achieved a distinction between the dimensions of brand awareness and brand associations. However, their confirmatory factor model suffers from a serious limitation. Two of brand equity's dimensions: brand awareness and brand loyalty are operationalized by one and two indicators respectively, making the psychometric properties of their scale questionable (confirmatory factor analysis requires a minimum of three indicator variables for each exogenous construct). Another limitation is related to the exclusive reliance on student samples to develop and validate their brand equity scale. Students are generally not effective surrogates of consumers.

The definition of brand equity is the value that consumers associate with a brand awareness and the consumers' perception on the whole advantage of a product when specific brand name compared to other brands (Aaker 1999). The conceptual framework for measuring customer-based brand awareness is developed by using the conceptualization of Aaker's dimensions of branding.

The below model explain how industry context influence the relationship between consumer brand awareness and customer buying behavior to make sure conclusive results, the study captured how industry context affects brand awareness, buying behavior and the relationship between both dependent (consumer buying behavior) and independent (brand awareness).



Source; - constructed from literature review

**Figure 2: Conceptual Framework**

### 2.14 Hypothesis of the Study

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

H1: Recognition has a significantly and positive effect on consumer buying behavior of Genetbottled water consumer.

H2: Recall has a significantly and positive effect on consumer buying behavior of Genet bottledwater consumer.

H3: Top of the Mind has a significantly and positive effect on consumer buying behavior of Genetbottled water consumer.

H4: Dominant has a significantly and positive effect on consumer buying behavior Genet of bottledwater

# **CHAPTER THREE**

## **RESEARCH DESIGN AND METHODOLOGY**

### **3.1 Chapter Review**

This chapter presents a detailed discussion of the research design and methodology employed in the study. Hence, topics related to research design, data type & source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered. Explanation about the reliability and validity of the study is also included in this chapter.

According to Jonathan Wilson (2014) research is the systematic process that entails the gathering, registering, analyzing and drawing meanings of information.

### **3.2 Research Approach**

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

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

### **3.3 Research design**

Research design is the conceptual structure within which research would be conducted. This part of the study briefly states about the research design applied on the study and how the research was conducted. (Amel A., 2009).

In a mixed methods design format, the research brings together approaches that will include both the quantitative and qualitative formats (Creswell et al, 2003). Clearly indicates the methods of data collection either within a quantitative or qualitative methodology; as well as the techniques for data collection.

In the case of the type of research, sequential explanatory and descriptive survey research strategy will be preferable regarding the characteristics of study. Explanatory research seeks explanations of observed phenomena, problems, or behaviors. While descriptive research

examines the what, where, and when of a phenomenon, explanatory research seeks answers to why and how types of questions by identifying causal factors and outcomes of the target phenomenon (Bhattacharjee et al. 2012).

The sequential explanatory strategy is the most straightforward approaches it is characterized by the collection and analysis of quantitative data followed by the collection and analysis of qualitative data.

### **3.4 Target Population**

A population consists all elements (individuals, items or objects) whose characteristics are being studied (Mann, 1995).

The population of interest for this study will be the target of Genet bottled water customers in Bahir dar city. The target population (unit of analysis) of the study comprises all individual and business (hotel owners, shop owners} and consumers who are occasional and/or regular users of bottled water, which are either men or women, aged 18 and more years old able to well understand about brand of water.

### **3.5. Sample Design**

Sampling is the statistical process of selecting a subset (called a “sample”) of a population of interest for purposes of making observations and statistical inferences about that population. (Bhattacharjee et al.2012). Stratified Random sampling (probability sampling) technique is generally applied in order to obtain a representative sample. Under stratified sampling the population is divided into several sub-populations that are individually more homogeneous than the total population (the different sub-populations are called ‘strata’) and then select items from each stratum to constitute a sample.

### **3.6 Sources of Data**

Data can be defined as the quantitative or qualitative values of a variable. Data is thought to be the lowest unit of information from which other measurements and analysis can be done. Data can be numbers, images, words, figures, facts or ideas. Sources of data for the study are included both primary and secondary. It can be classified as primary (that has been collected from first-hand) and secondary data (that has already been published).

### **3.7 Methods of Data Collection and Instruments**

Data will be collected using a structured questionnaire where Likert-scale will used to measure attitudes of employees ranging from negative (Strongly disagree) to positive (strongly agree) on total quality management practices and organization performance measures. A five-point Likert

scale was used to measure attitude of employees as follows: Strongly disagree = 1, Disagree = 2, moderately agree = 3, Agree = 4 and strongly agree = 5. Survey respondents were then to choose the response option that best reflects their attitude on the statements measuring total quality management implementation and its effect organizational performance. The questionnaire was used to collect both qualitative pertaining to demographic characteristics of respondents and quantitative data measured on Likert scale.

### **3.8 Sampling Method**

The research will be conducted with 5 percent marginal error and 95 percent confidence interval. Based on this assumption, the actual sample size for the study would be determined using (Yamane, 1967) methods of sample size determination formula which is used to reach at the required sample size.

$$n = \frac{N}{1 + N(e)^2} = \frac{260}{1 + 260(0.05)^2} = 260/1.65 = 158$$

**Where:** n= Sample size required for the study from the total population;

N= Number of total customers;

e= is the level of precision of 0.05 and for 95 percent confidence interval.

### **3.9 Methods of Data Analysis**

Data analysis in mixed methods research relates to the type of research strategy chosen for the procedures. However, analysis occurs both within the quantitative (descriptive and inferential numeric analysis) approach and the qualitative (description) approach, and often between the two approaches (Creswell et al. 2003).

To test hypotheses, a modal is developed for a regression analysis on the relationship between dependent and the independent variables. Regression analysis represents well-established and robust statistical tools for investigating the significance and extent of any relationship or association between a variable of interest and other explanatory variables.

After the required data were collected, both descriptive and inferential statistics was used. Version 20 of SPSS will be used for the purpose of processing and analyzing of the results through regression to analyze the determinants of variables. The first part of the questionnaire which is about the General information will be analyzed through descriptive statistics and

presented using tables, percentages and graphs.

### **3.10 Reliability and Validity**

Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability. Cronbach's alpha is an index of reliability accounted for the true score of the underlying construct- the hypothetical variable that is being measured. Alpha coefficient ranges in value from 0 to 1 and are used to describe the reliability of factors extracted from dichotomous and/or multi formatted questionnaires or scales. The higher the scale, the more reliable it is regarded (Saunders et al., 2016). Therefore, reliability of the questionnaire in this study will be ascertained by Cronbach Alpha statistics.

### **3.11 Model Specification**

Regression analysis is used to conduct a study in order to assess the effect of brand awareness on consumer buying behavior because it is used to predict the value of a variable based on the value of two or more other variables. Saunders et al., (2016) averred that regression analysis is a statistical technique which focuses upon and brings out in bold relief, the structure of simultaneous relationships among three or more phenomena. A linear regression model is used in determining effects of the four variables that are categorized as independent variables on the dependent variable as indicated below:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where:

Y= dependent variable (consumer buying behavior on bottled water)  $\beta_0$  = is the Intercept.

X1= recognition

X2 = recall,

X3 = top of mind and

X4= dominant

$\varepsilon$  = is the Error term.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, the research findings of the study are presented. The researcher used both inferential and descriptive statistics when processing the data. Data is presented in tabular and graphical forms. The research findings were analyzed using Statistical Package for the Social Sciences (SPSS.20) and presented by means of figures and tables, which are considered the most appropriate way to present the details of the findings. Data are presented in line with the research objectives and related research questions.

#### 4.1 Demographic Profile of Respondents

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

##### Gender of the Respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
female	111	70.3	70.3	70.3
Valid male	47	29.7	29.7	100.0
Total	158	100.0	100.0	

**Table 1: Gender of respondents**

Source; own survey questionnaire, 2024

From the above table and, it can clearly be seen that the majority of the respondents involved in this were females. From the 158 respondents 111 were females which comprise 70.3 % and males respondents were 47 which cover the remaining 29.7 %.

### Age of Respondents

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	44	27.8	27.8	27.8
26-36	67	42.4	42.4	70.3
Valid 37-50	40	25.3	25.3	95.6
above 50	7	4.4	4.4	100.0
Total	158	100.0	100.0	

**Table 2: Age of respondents**

Source; own survey questionnaire, 2024

A careful examination of the above information expresses the fact that most of the respondent's involved in this research work were between the ages of 26-36 years as they represented 42.4% of the total. The next highest age grouping was those in the region of 18-25 years who represented 27.8% of the sample. The age group that is 37-50 represented 25.3% and while only 4.4 % represented above 50.

### Educational Level of Respondent

Education	Frequency	Percent	Valid Percent	Cumulative Percent
under 12th	82	51.9	51.9	51.9
diploma	45	28.5	28.5	80.4
Valid degree	26	16.5	16.5	96.8
master and above	5	3.2	3.2	100.0
Total	158	100.0	100.0	

**Table 3: Education level**

Source; own survey questionnaire, 2024

Regarding respondent educational level, table 3 revealed that the higher numbers of participants were under 12<sup>th</sup> (51.9%), that means majority job is based on labor intensive. followed by diploma holders (28.5 %) and also 16.5 % respondents were degree. About 3.2 % were master's

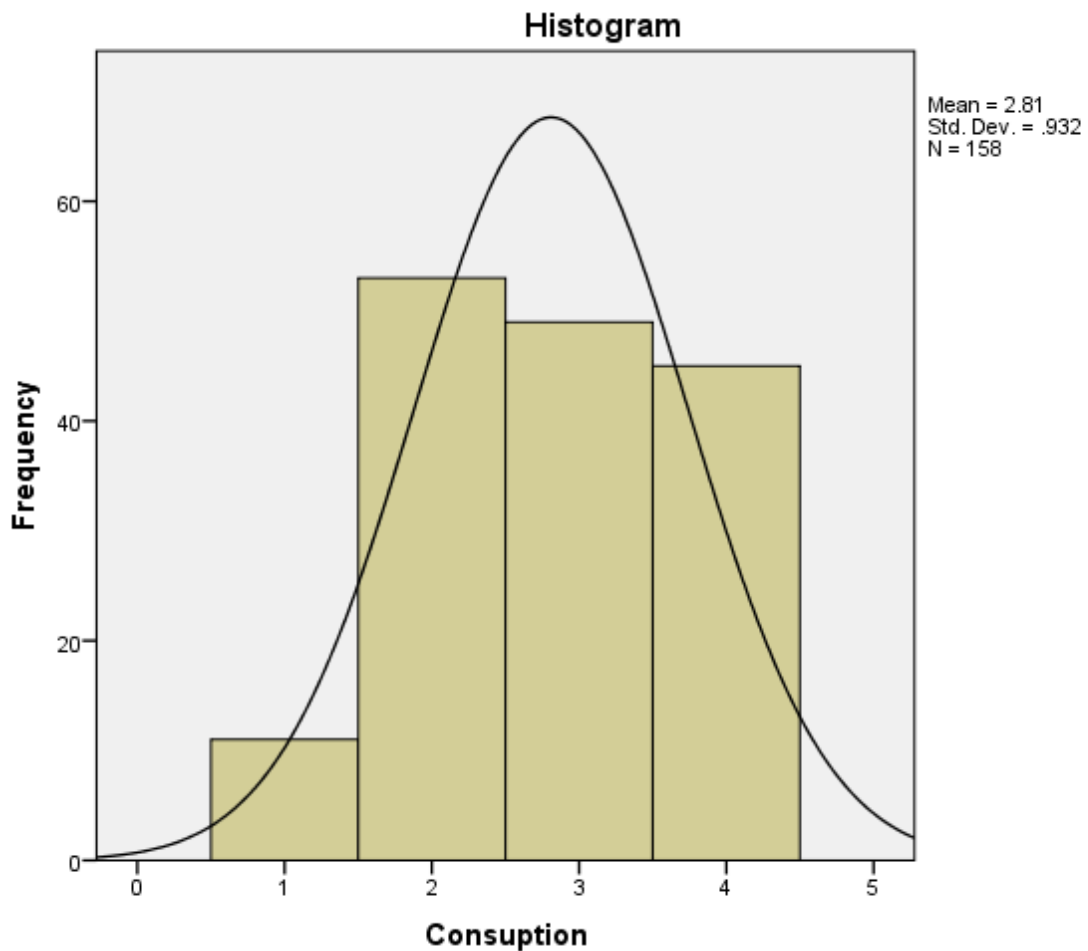
degree.

### Bottled Water Consumption Rate

Consumption rate	Frequency	Percent	Valid Percent	Cumulative Percent
everyday	73	46.2	46.2	46.2
once a week	12	7.6	7.6	53.8
most day in a week	39	24.7	24.7	78.5
Valid after physical exercise	34	21.5	21.5	100.0
Total	158	100.0	100.0	

**Table 4: consumption rate**

Source; own survey questionnaire, 2024



Results of the study showed that out of the total respondents, 46.2% of them had drink bottled water every day, while 24.7% of them drink bottled water most days in a week. After physical exercise and most days in a week constituted 21.5% and 7.6 of the total respondents respectively.

#### 4.2 Descriptive statistics

In order to analyze the respondents overall brand awareness, 21 questions were grouped into the four level measurements of brand awareness, which are Recognition, Recall, Top of the Mind and Dominant.

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

##### Recognition

Brand recognition is the minimal level of brand awareness. It is based upon an aided recall test. Brand recognition is particularly important when a buyer chooses a brand at the point of purchase Aaker (1996) accordingly; the respondents were asked 4 questions related to brand recognition. Table 4.5 presents respondents result of brand recognition with mean and standard deviation of values for each variable.

##### Brand recognition analysis

Variables	N	Mean	Std. Deviation
I recognize Genet bottled water by it's the shape	158	4.24	.848
I recognize the package of Genet bottled water	158	4.20	.810
I recognize the brand by the name of Genet bottled water	158	3.85	1.054
I recognize the packaging by its color of Genet bottled water	158	3.77	1.052
Average	158	4.015	0.941

**Table 5: brand recognition**

Source; own survey questionnaire, 2024

According to the analysis of the result on table 5, the list of items comprising of recognition, the

mean score for the item I recognize the brand Genet by its Name Scored the highest with a mean score of 4.24 While the item I recognize the brand Genet by its Color " scored the lowest with a mean score of 3.77. The overall mean score for the Brand Awareness dimension is 4.015, which indicate that the respondents have good brand recognition of the Genet Bottled water.

**Recall**

Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a signal. It requires consumers to correctly generate the brand from memory when given a relevant signal. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition. Aaker (1996). Hence, 4 items related to brand recall were employed for the respondents and the analysis is shown in the table below.

**Brand recall analysis**

Variables	N	Mean	Std. Deviation
I can quickly remember the brand the shape of the bottle	158	4.11	.874
I can easily and quickly recall the brand name of Genet bottled water	158	3.96	1.043
I can quickly remember the brand packaging material	158	3.84	1.006
I can quickly remember Genet bottle water brand by its color	158	3.83	.992
Average	158	3.93	0.978

**Table 6: brand recall**

Source; own survey questionnaire, 2024

Table 6 demonstrate that "I quickly remember brand Genet by its Name" scored the highest among the list of items related to brand Recall with a mean score of 4.11 while the respondents gave the least score of 3.83 to the item I quickly remember brand Genet by its color. This evidently indicates that most of Genet bottled water consumer remembers the brand by its name.

**Top of the mind**

Top of the mind is the brand name that first comes to mind when a consumer is presented with the name of a product classification. Therefore, here is also 4 items related to Top of the mind were placed for the respondents and the result of the analysis is shown in the table below.

**Top of the mind analysis**

Variables	N	Mean	Std. Deviation
Brand Color of Genet bottled water comes first to My Mind when presented the product Classification.	158	4.20	.763
Brand Name of Genet bottled water comes first to My Mind when presented the Name of a product Classification.	158	4.01	.917
Brand Shape of the Bottle comes first to My Mind when presented the product Classification.	158	3.92	.928
Brand Packaging of Genet bottled water comes first to My Mind when presented the product Classification.	158	3.82	1.021
Average	158	3.98	0.907

**Table 7: top of mind analysis**

Source; own survey questionnaire, 2024

The result that represented above shows that the respondents scored the highest for the item Genet bottle water Name comes first to My Mind with a mean score of 4.2 while the lowest went to the item which states Genet bottle water Color comes first to my mind "with a mean score of 3.82.

**Dominant**

The final awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand. Based on this definition examining the dominance of Genet bottle water, 4 items related to dominant was put to the respondents and the result is shown below.

**Dominant analysis**

Variables	N	Mean	Std. Deviation
I only Recall the packaging of Genet bottled water brand I consume	158	4.04	8.55
I only Recall the Shape of Genet bottle water brand I consume	158	4.03	.863
I only Recall the color of Genet bottled water brand I consume	158	3.98	.954
I only Recall the Name of brand Genet bottled water I consume	158	3.87	.936
Average	158	3.98	0.902

**Table 8: brand dominant**

Source; own survey questionnaire, 2024

As showed on Table 8 the variables I only recall the name of Genet bottle water score comparatively high with an overall mean score of 4.04. While the respondents gave the least score of 3.87 to the item, I only recall the color of Name bottle water.

**Summary of the overall Brand Awareness measurements**

Descriptive statistics			
Variables	N	Mean	Std. Deviation
Recognition	158	4.015	.941
Recall	158	3.93	.978
Top of mind	158	3.98	.907
Dominant	158	3.98	.902
Valid N	158		

Source; own survey questionnaire, 2024

**Table 9: summary of brand awarness**

As can be seen from over all summery the respondents gave a low mean score of 3.93 to one of the brand awareness measurement of Recall. The respondents gave a higher mean score of 4.015 to Recognition.

**Customer buying Behavior**

Variables	N	Mean	Std. Deviation
I usually buy widely available brands Genet bottled water	158	4.05	.858
I usually buy fair priced brands of Genet bottled water bottle	158	4.04	.888
I usually buy the brands of Genet bottled water I know very well	158	4.02	.920
I usually buy well-advertised brands Genet bottled water	158	4.01	.852
I always buy the best quality brands of Genet bottled water product	158	3.73	1.014
Average	158	3.97	0.906

**Table 10: consumer buying behavior**

Source; own survey questionnaire, 2024

As can be understood from Table 10, the respondents gave a low mean score of 3.73 to the item "I usually buy the best quality brands of Genet bottle water because I know it very well" implying that even though they have a limit on the emotional attachment, they may replace their chosen brand with others. The respondents gave a higher mean score of 4.05 to "I usually buy widely available brands Genet bottle water". Which means widely available is the prior preference to purchase the specified brand bottle water.

### **4.3 Inferential Analysis**

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

#### **Correlation Analysis**

To determine the existence and level of association, the researcher used bivariate correlation. Pearson's correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables. Field (2005) The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships

between the dimensions of brand awareness and consumer buying behavior. The classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.1 is strong. Field (2005) the bivariate correlation of a two-tailed test confirm the presence of statistically significant difference at probability level  $p < 0.01$  i.e. assuming 99% confidence interval on statistical analysis. Hence all the dimensions have a strong positive relationship which is significant even at the  $p < 0.01$  level.

Norm for evaluating the magnitude of a correlation

	Correlation coefficient	Strength of relation
1	0.01 – 0.30	Small relation
2	0.30 – 0.70	Moderate relation
3	0.70 – 0.90	Strong/large relation
4	0.90 – 1.00	Very large relation

**Table 11: magnitude of correlation**

Source; ( Marczyk, Damatteo, and Festinger, 2005/

### Correlation result

		Correlations				
		CBB	recognition	recall	Top of mind	dominant
CBB	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	158				
recognition	Pearson Correlation	.408**	1			
	Sig. (2-tailed)	.000				
	N	158	158			
recall	Pearson Correlation	.465**	.425	1		
	Sig. (2-tailed)	.000	.000			
	N	158	158	158		
mind	Pearson Correlation	.573**	.616**	.391**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	158	158	158	158	
dominant	Pearson Correlation	.578**	.715**	.391	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	158	158	158	158	158

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

**Table 12: correlation with variables**

Source; SPSS result, 2024

Based on the correlation result in the above table revealed that brand dominant of had a moderate

relationship with consumer buying behavior with the value of 0.578 (or 57.8%) followed by top of mind with the value 0.573 (or 57.3%). As shown in above table brand recall and recognition had adequate relationship with consumer buying behavior by the value of 0.465 (or 46.5%) and 0.408(or 40.8%) respectively.

This indicates that all brand awareness dimensions has a moderate and positive linear relationship each other and with consumer buying behavior.

#### **4.4 Regression Analysis**

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

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

Regression analysis is a statically analysis technique used to establish the linear relationship between a single dependent variables and two or more independent variables and to test the proposed hypothesis (cooper and schinndier, 2006/ the regression outputs from the statically analysis system (SPSS version 20/ statically computer program includes analysis of variance (ANOVA/ a model summary and the coefficient estimate.

As analysis of Variance (ANOVA/ shows whether the regression model is significant better at explaining the dependent variable than using the mean as the best predictor. From the model summary the adjusted R-square values is used since this is a regression model and explain what percentage of the variance in the dependent variable is explained by the explanatory variables. From coefficient the output the individual slop coefficient was tested for its significant (ibid/

In this study, regression analysis was carried out to get the predictive values of the constructs considered. Since the model is developed in such a way that each constructed is being affected by other constructors. It is necessary to carry out regression analysis against each variable which are considered to be affected by other variables.

This was basically made to determine the linear combination of constructs. The above table presents the result from regression carried out using organizational performance determinants (leadership commitment, continuous improvement, employees training, and customer focus) as

the independent variables and organization performance as dependent variables.

#### 4.4.1 Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.663 <sup>a</sup>	.439	.425	1.81247	.439	29.987	4	153	.000

a. Predictors: (Constant), dominant, recall, recognition, top of mind

**Table 13: regression model**

Source; SPSS result, 2024

As per the result above table model 1 has a R2 value of 0.43.9, meaning that 43.9% of the variation in the dependent variable is explained by the independent variable while the other 56.1% is explained by other variable outside the model. This indicate that the model that the researcher used to predictor. The R-value of 0.663 indicates that there is a moderate positive correlation between the dependent variable and set of independent variables.

#### 4.4.2 ANOVAs

##### ANOVAS

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	394.030	4	98.507	29.987	.000b
	Residual	502.613	153	3.285		
	Total	896.643	157			

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), dominant, recall, recognition, top of mind

**Table 14: ANOVAs**

Source; SPSS, 2024

SPSS output in the above table shows analysis of variance /ANOVA/ that tests whether the model is significantly better at predicting the outcome than using mean as a best guess.

From the ANOVA table above, it can be seen that the value of sum of squares of the model /SSM/ which captured by the model is 394.030 and the residual sum of square/RSS/ which is explained by the model is 502.612 and the mean square of the model and the residual are 98.507 and 3.283 respectively. As the

result of much greater the value of the mean square of the model than the residual the value of F for this model is F statistics/29.987/ and it associated P value.000.which is less than 0.05/p<0.05/. This implies that the model is significant. Hence, it can be conclude that this model can significantly be able to predict the outcome variable /customer buying behavior/.

### 4.3.3 Coefficients

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.500	2.609		1.341	.182		
1 Recognition	.730	.151	.350	4.846	.000	.759	1.317
Recall	.859	.172	.392	5.003	.000	.643	1.555
Top of mind	.647	.145	.378	4.477	.000	.555	1.803
Dominant	.107	.160	.054	.671	.003	.607	1.647

a. Dependent Variable: Consumer Buying Behavior

Source; own survey questionnaire, 2024

**Table 15: coefficients**

The above table shows the standardized beta coefficients, t values and p values. A unit change in the independent variables/ recognition, recall, top of mind and dominant/ would produce the dependent variables/ organizational performance/. From the above table, leadership commitment ( $\beta$ -0.35,  $p > 0.01$ /, ( $\beta$ -0.395,  $p > 0.01$ /, ( $\beta$ -0.378,  $p > 0.01$ /, ( $\beta$ -0.054,  $p > 0.01$ / had the effect of consumer buying behavior. Then larger t-value for recall ( $t=5.003$ /, recognition ( $t=4.846$ ), top of mind ( $t=4.477$ ), dominant ( $t=0.671$ ) and their corresponding low p values ( $p < 0.05$  for all) support the result for recognition, recall, top of mind, and dominant for which there are high beta coefficients.

Moreover, from the finding of this study, researcher find out that all independent variables have measures positive and significant effect on consumer buying behavior.

From the research finding regression model was developed

Y= consumer buying behavior

A= (alpha) is the constant or intercept

$$Y = 3.50 + 0.73 * 1 + 0.859 * 2 + 0.647 * 3 + 0.107 * 4$$

Y= consumer buying behavior

X1= recognition

X2= recall

X3= top of mind

X4= dominant

The above model presents the linear relationship of the research variables. The coefficients imply that change in recognition by one unit leads in consumer buying behavior 0.73, change in recall by one unit leads to consumer buying behavior by 0.859, change in top of mind by one unit leads in consumer buying behavior by 0.647, change in dominant by unit leads to consumer buying behavior by 0.107.

#### 4.3.4 Summary Hypotheses test

No	Hypothesis	Result
1	H1. recognition is a positive effect on consumer buying behavior	B=0.73 P>0.05 H1; Accepted
2	H2. recall is a positive effect on consumer buying behavior	B=0.859 P>0.05 H2; Accepted
3	H3. Top of mind is a positive effect on consumer buying behavior	B=0.647 P>0.05 H3; Accepted
4	H4. dominant is a positive effect on consumer buying behavior	B=0.107 P>0.05 H4; Accepted

Source; own survey questionnaire, 2024

#### Table 16: hypothesis result

H1; recognition #0, means recognition had a significant effect on consumer buying behavior. From the above table, the researcher was see that the P-value of leadership commitment was 0.73, since P- value  $0.73 > 0.05$ . I.e. the researcher accepted the alternative hypothesis which means leadership recognition significantly different from zero.

H2; recall #0, means recall had a significant effect on consumer buying behavior. From the above table, the researcher was see that the P-value of recall was 0.859, since P- value  $0.859 > 0.05$ . I.e. the researcher accepted the alternative hypothesis which means recall

significantly different from zero.

H3; top of mind #0, means top of mind had a significant effect on consumer buying behavior. From the above table, the researcher was see that the P-value of top of mind was 0.647, since P-value  $0.647 > 0.05$ . I.e. the researcher accepted the alternative hypothesis which means top of mind significantly different from zero.

H4; dominant #0, means dominant had a significant effect on consumer buying behavior. From the above table, the researcher was see that the P-value of dominant was 0.107, since P-value  $0.107 > 0.05$ . I.e. the researcher accepted the alternative hypothesis which means dominant significantly different from zero.

The result of this study indicates recognition, recall, top of mind, and dominant has a positive and significant of consumer buying behavior.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This chapter sets out to draw conclusions that will seek to answer the research question set out earlier in chapter one. This question seeks to know the important effect that enhance brand Awareness in the bottled water industry in case of Genet bottled water. To answer this question this chapter discusses the findings as revealed in chapter four. This chapter also contains implications of the findings, conclusion and possible recommendations, including the limitation of the study as well as suggestions for further study.

#### **5.2 Summary of Major Findings**

The following findings were derived from the analysis and interpretation made in the previous chapter.

Demographic analysis shows that 70.3 percent from respondents were females and the remaining 29.7 percents were males. When we see the age group, most respondents (42.4%) of the respondents are young group ranging from 26-36 years. Majority of respondent (51.9) were grade 12<sup>th</sup> uncompleted. This means most of company jobs are labor intensive.

Brand awareness variables analysis result shows that variables like Recognition, Recall, top of mind, and dominants are fundamental independent variables of effect of consumer buying behavior.

The following summaries of major finding of the study are presented based on the analysis and interpretation of collected data.

- From descriptive analysis the researcher deduces that mean score of Recognition (4.015), top of mind (3.98), leadership dominant (3.98), and recall (3.93). among this variables recognition scores of mean 4.015 relatively indicated that the majority of the respondent had high level of agreement,
- The mean score of consumer buying behavior 3.87, this indicates that the majority of

respondents agree on the statements of effect of brand awareness on customer buying behavior.

- The Pearson correlation coefficient result indicates that the four variables measure customer buying behavior (recognition, recall, top of mind and dominants were all positive and related to customer buying behavior with range of 0.30 to 0.70. however. Out of this variables recognition positive but week correlation with consumer buying behavior.
- Finding from the regression analysis showed 66.3% variation on organizational performance was explained by variables measure (where by R squares is 0.439) and adjusted r squares is 0.425) beyond this, the significant value of f statics shows a value .000 which is less than  $p < 0.05$ . This indicates that the model is significant.
- Brand awareness variables measures in the prediction of consumer buying behavior is the most contributing of recall with beta value 0.859, recognition with beta value 0.73, top of mind and dominant with beta value 0.647 and 0.107 respectively.
- Statically significant of brand awareness variables shows there is relation between them and the dependent variable (consumer buying behavior) in which  $p < 0.05$ . Accordingly, alternative hypothesis related recognition, recall, top of mind and dominants were accepted.

### **5.3 conclusions**

The objective of this study is to identify the effect of brand awareness on consumer buying behavior on the basis of the analysis given in the previous chapter, the following conclusions are drawn.

The research title of brand awareness has received much attention because; there has been a growing public awareness of the role of brand in society. This increased attention is also likely because of the promise of increased demands of bottled water in Ethiopia. Therefore, it is important to expand the brand awareness research towards the drivers of bottled water in order to further understand the construct.

According to the data interpretation scale designed for the study, the mean score 3.51 and above shows agreement, the mean score from 2.51 to 3.50 shows neutrality and mean score below 2.50 shows disagreement perception of the respondents. By observing the composite mean score of brand awareness predictors construct, the maximum score was 4.015 followed by 3.93, 3.98 and

3.98 for Recognition, Recall, Top of mind and dominant, respectively were effect of brand awareness in Genet bottled water factory.

One of the research objectives was to assess the effect of brand awareness on consumer buying behavior on Genet bottled water at Bahir Dar. The results of descriptive analysis showed, consumer buying behavior with the scale between 3.93 to 4.015 ranges. It showed respondents are strong agree and agree to perceive the effect of brand awareness on the customer buying behavior. From the understanding of Ethiopian society's culture and norm, the researcher concluded that agreement perception of the respondent, between 3.93 to 4.015 ranges, is approaching to agreement towards company's CSR practice. Therefore respondents agree that cement factories are doing well in charging consumer buying behavior. The result is clear evidence that the extent of brand awareness of this company is very high.

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

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

#### **5.4 Recommendation**

The study showed Recognition, Recall, top of mind, and dominants are the effect of brand awareness on customer buying behavior. The result showed the extent brand awareness is at its high level in the customer.

Most of bottled water consumer identifies one bottled water brand with other similar brands by its name or packaging of the product. However, other variables like the shape of the bottle and the color of the product difficult to recognize because most of bottled water brands, shape of the bottle and color are more or less similar, so bottled water manufacturer should develop a unique product to the market in order to win this stiff competition.

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

some of the product to charity can be an effective way to create some buzz about it. Bottled water consumers are want to purchase the brand they know it very well, so to be popular on the consumer's mind, bottled water manufacturer must use simple logo or symbol.

### **5.6 Further studies and direction**

While the study relates to the factors that consumers perceive to be important considered in consumer buying behavior of bottled water products, it has only focused on brand awareness. As per different researches in different times, so many other factors can enhance consumers buying behavior towards bottled water products. Of these, the most influential factors include, familiarity, Income, perceived quality, overall attitude of consumers, origin of the water, convenience, trust on the product etc.

The research, however, has more rooms for improvement. Further research could be conducted to a different product category, expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level.

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

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**DEBRE MARKOS UNIVERSITY**  
**FACULTY OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF MANAGEMENT**

**Dear Respondents,**

This questionnaire is designed to gather information about effect of Brand Awareness on the customer buying behavior. All responses will be used to conduct a study for the partial fulfillment of Master's thesis in business administration from Debremarkos University & then, it used to as an input for Bottled water factory to improve their customer buying behavior. Your secrecy will be strictly maintained as I do not ask for your name here and will not be used for any other purpose.

The collected data will be used for academic purpose only and will be kept confidential.

Thank you in advance

Yours

For more information, you can contact the researcher with the following address:

Please mark your response with “√”

If you have any question, please contact me through

**1. Part one: General information about respondents**

1. Gender:    1. Male                     2. Female

2. Age:        1. 18-25     2. 26-36     3. 36-50     4. Above 50

3. Your educational background:

1. Under 12<sup>th</sup> grade                     3. Completed 12<sup>th</sup> grade

2. Diploma                     4. Bachelor's Degree     5. Master's Degree

**Part Two: Basic information on Bottled water Consumption**

4. Do you regularly consume bottled Water?

Yes  No

5. How often do you consume bottled water?

1. Everyday

2. Once in a while

3. Most days in a week

4. Only on weekends

Please use tick (√) mark in the answer boxes that reflect your rating.

	<b>Recognition</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I recognize the brand by the name of Genet bottled water					
2	I recognize the package of Genet bottled water					
3	I recognize Genet bottled water by it's the shape					
4	I recognize the packaging by its color of Genet bottled water					
	<b>Recall</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I can easily and quickly recall the brand name of Genet bottled water					
2	I can quickly remember the brand packaging material					
3	I can quickly remember the brand the shape of the bottle					

4	I can quickly remember Genet bottle water brand by its color					

	<b>Top of the Mind</b>	1	2	3	4	5
1	Brand Name of Genet bottled water comes first to My Mind when presented the Name of a product Classification.					
2	Brand Shape of the Bottle comes first to My Mind when presented the product Classification.					
3	Brand Packaging of Genet bottled water comes first to My Mind when presented the product Classification.					
4	Brand Color of Genet bottled water comes first to My Mind when presented the product Classification.					
	<b>Dominant</b>	1	2	3	4	5
1	I only Recall the Name of brand Genet bottled water I consume					
2	I only Recall the Shape of Genet bottle water brand I consume					
3	I only Recall the packaging of Genet bottled water brand I consume					
4	I only Recall the color of Genet bottled water brand I consume					
	<b>CONSUMER'S BUYING BEHAVIOR</b>	1	2	3	4	5

1	I always buy the best quality brands of Genet bottled water product				
2	I usually buy fair priced brands of Genet bottled water bottle				
3	I usually buy widely available brands Genet bottled water				
4	I usually buy well-advertised brands Genet bottled water				
5	I usually buy the brands of Genet bottled water I know very well				

### Appendix SPSS (correlation and Regression result/

#### Correlations

		CBB	regco	recll	top	dom
CBB	Pearson Correlation	1	.408**	.465**	.573**	.578**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	158	158	158	158	158
regco	Pearson Correlation	.408**	1	.425	.616**	.715**
	Sig. (2-tailed)	.000		.118	.000	.000
	N	158	158	158	158	158
recll	Pearson Correlation	.465**	.425	1	.391**	.391
	Sig. (2-tailed)	.000	.000		.000	.000
	N	158	158	158	158	158
top	Pearson Correlation	.573**	.616**	.391**	1	.798**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	158	158	158	158	158
dom	Pearson Correlation	.578**	.715**	.391	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	158	158	158	158	158

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

#### Model Summary

Mod	R	R	Adjusted R	Std. Error	Change Statistics
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el		Square	Square	of the	R Square	F Change	df1	df2	Sig. F Change
				Estimate	Change				
1	.663 <sup>a</sup>	.439	.425	1.81247	.439	29.987	4	153	.000

a. Predictors: (Constant), dom, rell, regco, top

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	394.030	4	98.507	29.987	.000 <sup>b</sup>
	Residual	502.613	153	3.285		
	Total	896.643	157			

a. Dependent Variable: CBB

b. Predictors: (Constant), dom, rell, regco, top

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.500	2.609		1.341	.182		
	reg	.730	.151	.350	4.846	.000	.759	1.317
	recall	.859	.172	.392	5.003	.000	.643	1.555
	top	.647	.145	.378	4.477	.000	.555	1.803
	dom	.107	.160	.054	.671	.003	.607	1.647

a. Dependent Variable: CBB