# ST. MARY'S UNIVERSITY
# SCHOOL OFPOSTGRADUATE
# DEPARETMENT OF MARKETING MANAGEMENT

# DETERMINATS OF CONSUMER BRAND PREFERENCE IN THE CASES OF LOCAL ASSEMBELED AUTOMOBILE

**BY**

**NEBIYOU ELIAS**

**JANUARY, 2023**

**ADDIS ABABA, ETHIOPIA**

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**A THESIS SUBMITTED TO THE ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MARKETING MANAGEMEN**

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# ST. MARY'S UNIVERSITY COLLEGE
# SCHOOL OF GRADUATE STUDIES
# FACULITY OF BUSINESS

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## BY
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# DECLARATION

I, the undersigned, declared that this thesis is my original work, prepared under the guidance of Dr. MESFIN TESFAYE all sources of materials used for the 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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St. Mary's University

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 December, 2022

# ENDORSEMENT

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


Advisor Signature

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St. Mary's University

Addis Ababa, Ethiopia

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Nebiyou Elias

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# Abstract

*This study aims to investigate the determinates of consumer brand preference in the cases of local assembled automobiles. This study tries to answer which automobile brands are more preferred and comparing the local assembled brands with other international and well-known brands. In order to find out the Consumer brand preference of automobile owners, the study considered five factors that affects the Consumer brand preference in the cases of local assembled automobiles. Those are Brand Awareness, Perceived Quality, Price of the Product, Brand Equity and Brand Personality. The research used descriptive research design and primary data was collected using questionnaire. In order to assess the determinates of consumer brand preference in the cases of local assembled automobiles the researcher uses a quantitative research approach technique and take a sample size of 266 was selected by using Non probability sampling technique with respect to convenience sampling technique. Based on the theoretical frame work and objectives of the study 28 items were provided in a 6 major points in Likert scale to the respondents. The analysis revealed that brand awareness and price of a product were the major criteria and have a strong affiliation for selecting automobiles. In addition, the rest three factors those are (brand equity, perceived quality and brand personality) dimensions are also the major influential factor and determinates of consumer brand preference in the cases of local assembled automobile. The study concludes that local assembled automobile are the least preferable brands rather than the well-known and international brands due to a lot of reasons such as lack product quality and brand awareness. Finally, the study recommend that local assembled automobile must provide automobile that are perceived to be high quality, concentrate on creating brand awareness, must improve their product quality, build their brand equity and brand personality.*

# CHAPTER ONE

## 1. Introduction

### 1.1. Background of the study

A brand in its simplest form is a mark of differentiation. Yet, the evolution of brands shifted its focus from differentiation to representation and furthermore from embodiment to meaning (Berthon et al., 2011). As consumers in developed markets found numerous ways of satisfying their basic consumption needs, they focused on higher meaning in making brand choices ± which is an important implication for brand management. (Simon, 2011). A brand is a name given to a product and/or service such that it takes on an identity by itself. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. And also, brand is alike to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence. All these are conferred by the owner of the brand and needs to be continuously looked at to keep the brand relevant to the target it intends to sell to. Besides that, brand preference is the brand that a customer chooses for a particular product category it is often expressed as the percentage of target customers who preferred your brand. (John Spacey, 2017) Consumer brand preference is an essential step towards understanding consumer choice behavior, and has therefore always received great attention from marketers. However, the study of brand preference has been limited to traditional marketing focusing on functional attributes to maximize utility. Pride and Ferrell. (2012).

Understanding the automotive purchase process is crucial for automotive manufacturer & dealers. Huge amount of information available to consumers require manufacturers and dealers to understand consumer decision making & the modes of influence which can affect consumers' purchasing decision. Ethiopia is being one of the African countries, requires continuous improvement in automobile sectors. In accomplishing the development on these sectors, the role of infrastructure is vital. The developments of the infrastructure in turn highly depend on the availability of various types of vehicles (cars, pickups, trucks etc...) construction machineries and agricultural equipment's. In addition, Ethiopia is one of the land locked countries in Africa. It uses mainly Djibouti port, which is located about 1000 KM. from Addis Ababa for import and

export of goods. The transportation of goods from Djibouti port to parts of Ethiopia and from various parts of the country to port is done using trucks. Since Ethiopia doesn't manufacture automotive equipment's locally at present, it imports those from various countries of the world. Automotive importing companies are importing vehicles to the market. The marketing trends of automotive is necessary to clearly see the demand supply gap and for the growth. This paper mainly prepared to expose the truck market trend in Ethiopia and to indicate ways of increasing the contribution of the automotive sector to the economy. The over view of investment opportunity in relation to the automotive industry.  It is observed that the present status of automobile industry in Ethiopia, the potential of the industry and the demand of automobile vehicles including their spare parts. Ethiopia has 85,000 registered vehicles for 110,000,000 total populations and most of them are imported. Ethiopian Automobile markets are dominated by second hand imported automobiles particularly Toyota brand. Second hand vehicle in Ethiopia automobile market tend to appreciate in value due to the high import duties and limited supply of automobile. Approximately 85% automobile are second hand import of which almost 90% are Toyota. (News Africa-business.com), (BIZU TESFA, 2018) Also the spare parts are imported spending lot of money and time. The main source of transport is for all the classes of people are taxis and busses in the country. (M. Narasimha, K. Sridhar, 2018), Buses, trucks and minibuses including earth moving equipment, Luxury cars and light duty vehicles all are imported as used vehicles from other countries. Now trend is picking up to run motor bikes on the roads of all most all cities by some citizens. All these motor bikes are getting imported from India (TVS& Bajaj) & China (Lifan). (R. Rejikumar, 2018)

As stated by the Federal Transport Authority, Ethiopian government wants the country to become an important car-building hub in the coming 15 years. (FTA) The government plans to full car production within the coming year. The target is in line with the country's 5-year Growth and Transformation Plan for 2019-2023 that calls for 85% local content in locally produced cars by 2020. (WORKNEH 2018).

## 1.2. Statement of the Problem

Consumer buying behavior is the most important factor for developing and executing successful marketing strategy. Understanding of the consumers enables a marketer to take marketing decisions which are compatible with its consumer needs (Kotler, 2002). Consumer brand

preferences have long been explained using traditional models, which largely focus on consumers' cognitive judgment of brand attributes on a rational basis. It also considers both the rational and irrational aspects of consumer behavior (Schmitt, 1999, 2009). Therefore, consumers find it difficult to differentiate between brands on functional attributes alone (Petruzzellis, 2010; Temporal & Lee, 2000). Instead, they seek the brand that creates an experience; that plotting them in a sensorial, emotional and creative way. Such experiential appeals are important components of a brand, and are used in brand differentiation and enhancement of consumer preference (Berry, Carbone, & Haeckel, 2002; Schmitt, 2009; Zarantonello& Schmitt, 2010).

The automotive industry is well studied and explored area in most developed countries. Various researches have been undertaken on this fundamental economic sector Liu and Bai (2008), Tan and Santhi (2014) and Kusuma (2015). The automotive industry will have a vast contribution to the growth of the National economy if it is well addressed and supported with attractive incentives, Job creation market access and saving foreign currency. Consumers are becoming more interested to buying international brands than Local brands since the influence by the western world is becoming stronger (Samiee, 1994). Ethiopian government gives support to automotive industry sector to transform fully Manufacture. The goal is to encourage consumers to buy more vehicles built in the country by focusing on import substitution. The need is to change the mindset in Ethiopia into buying locally assembled cars. (Workneh, 2011). The major problems observed in the automotive sector are the consumers are not willing to buy local assembled automobiles due to different reason those are consumers might face lack of awareness and lack of supplies in spare parts. (Bizu Tesafa, 2018). This research attempt to identify the determinate of consumer's brand preference in the cases of local assembled automobiles. Its formation is based on brand preference intention model (brand awareness, price of a product, brand personality, brand equity and product quality) Model of consumer attitude in consumers brand preference in the cases of local assembled automobile in Ethiopia specifically in Addis Ababa. The main objective of this study is to examine the development of the automotive industry in Ethiopia and as it involves wide and complex issue, one should require detail analysis and evaluation and also the experience of other. Based on these concepts the researcher has developed an interest to access the determinates of consumer brand preference in the cases of local assembled automobile in Ethiopia specifically in Addis Ababa.

## 1.3. Research Question

Based on the problem identified by the researcher the following basic research questions are developed in the frame of variables (brand awareness, perceived quality, product price, brand equity, brand personality)

1. To what extent Brand awareness affect consumers' automobile brand preference?
2. To what extent perceived quality affect consumers' automobile brand preference?
3. To what extent product price affect consumers' automobile brand preference?
4. To what extent Brand equity affect consumers' automobile brand preference?
5. To what extent Brand personality affect consumers' automobile brand preference?

## 1.4. Objectives of the Study

### 1.4.1. General objective

The general objective of the study is Determinant of Consumer brand preference in the cases of local assembled automobiles.

### 1.4.2. Specific objective

1. To examine if brand awareness significantly affects consumers' automobile brand preference.
2. To examine if perceived quality affect consumers' automobile brand preference.
3. To examine if product price affect consumers' automobile brand preference.
4. To examine if Brand equity affect consumers' automobile brand preference.
5. To examine if Brand personality affect consumers' automobile brand preference.

## 1.5. Significance of the study

This study can be important to different individuals and organizations. The significance of the study is listed below:

- This study will be useful to local and foreign automobile manufacturers/ wholesalers and local automotive assembler companies to increase consumer's brand preference related with their products. Since they can identify the brand preference of their target customers

- The identification of target customers preference towards automobile brands will assist local companies to develop an effective marketing strategy and to help them compete effectively against foreign brands in the market.
- To assist new comers in the automotive industry.
- To examine the development of the automotive industry in Ethiopia and its contribution to the overall economy in general.

## 1.6. Delimitation /scope of the study

The study was geographically limited to Addis Ababa city the capital of Ethiopia. It's because according to Ministry of Transport and logistics there are more than 60% of automobiles in Addis Ababa and also the researcher chooses Addis Ababa because there are a lot of traffic in the city so in order to engage with this 60% the researcher prefers Addis Ababa as a scope.

This study attempted to focus on examining the determinate of consumer brand preference in cases of local assembled automobiles in Ethiopia specifically in Addis Ababa. Accordingly, the population of the study is on Addis Ababa city that owns automobile. One of the major limitations of this study is the sample coverage since, the population of Ethiopia is very large only Addis Ababa city who own automobile is considered taking only Addis Ababa city might not represent or reflect the consumers brand preference of all Ethiopian people who have automobile. However, due to time and financial limitations other consumers are not included in this study.

## 1.7. Organization of the study

The research paper will consist five chapters. The first chapter provides a general introduction of the study including background of the study, statement of the problem, basic research questions, and objectives of the study, significance of the study, scope and limitation of the study, organization of the study. Chapter two covers the literature relevant to the study. It includes concepts and theoretical framework as well as brand preference models. Chapter three elaborates the type and design of the study. It includes research method, sampling technique, data collection method and method of data analysis that was used in the study. Chapter four

summarizes the findings of the study and discusses the findings. Finally, chapter five includes four sections which include summary findings, conclusions, recommendations and limitations & suggestion for further study.

# CHAPTER TWO

## RELATED LITRATURE REVIEW

## 2.1. Theoretical Review

A theoretical framework is a structure which describes the concept for the research study, and also explains why the research problem under study exists (Swanson 2013:350). For this study, self- concept and stimulus-response learning theories provide the foundation framework for the research. These theories were selected based on their relevance to the study. Overview of a brand and consumer buying behavior

### 2.1.1. Conceptual Definition of terms

The term "brand" "derives from the Old Norse 'brandr' meaning 'to burn.'7 The use of the term evolved in Middle English to the practice of "marking permanently with a hot iron," a practice used for the marking of cattle and livestock.8 The practice of branding consumer goods with a name or logo is however much older and has been part of economic exchange since the invention of papyrus in early Egypt and of paper in the Western Zhou Dynasty of China needed to make posting signs (Landa, 2006). The identity of the brand differentiated the product from others of the same category and enabled buyers to appraise its origins and value before buying. Recovered from the ruins of Pompeii, preserved loafs of bread carried markings, made with so-called bread stamps, to signify the origin of its maker and its quality, providing a demonstration of the use of branding as early as AD 79.9 The branding of bread was also used in medieval Europe to enforce regulation of its quality.

In 1931, the American Marketing Association formally defined a brand as a "word, letter, group of words or letters composing a name, a design, or a combination of these which identifies the goods or services of one seller or group of sellers and/or distinguishes them from those of competitors" (Committee on Definitions, 1935). But a brand is more than the product it identifies "because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible – related to product performance of the brand - or more symbolic, emotional, and intangible – related to what the brand represents." (Keller, 2012)

The practice of branding goods using a name, logo, or marking, is ubiquitous in many industries, most prominently in the CPG industry, but also in the consumer apparel industry and the consumer electronic goods industry. The market for branded CPG goods still grows, even in western economies (Hirose, Maia, Martinez, and Thiel, 2015). In many emerging markets, currently modernizing their retail formats and distribution infrastructures, demand for branded retailed goods is just taking off (Bronnenberg and Ellickson, 2015).

## 2.2 Overview Consumer Behavior

This section focuses on the consumer behavior field of study and will explore the origin of a consumer focus in marketing. Since the term "consumer" will be used and quoted from all the sources consulted in this chapter, it is important to first define the term "consumer". Walters (1974: 4) provides such a definition by stating that "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires. "As will be noted from the definition above, referral is made to an individual. Therefore, one should first focus on human behavior, since consumer behavior, according to Walters (1974: 6), represents a subset of human behavior (discussed in Section 2.3). Human behavior, therefore, "... refers to the total process whereby the individual interacts with his environment" (Walters1974: 6). Human behavior encompasses every thought, feeling or action by people. This implies that every thought, motive, sensation and decision that is made every day, is classified as human behavior. Belch & Belch (1990: 91) provide a link between human behavior and consumer behavior, by stating that consumer behavior has been defined as the study of human behavior in a consumer role. Consumer behavior, according to Walters (1974: 6), represents specific types of human actions, namely those concerned with the purchase of products and Services from marketing organizations. Having defined human behavior and accepted that consumer behavior is founded in human behavior.

### Defining Consumer Behavior

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys or the

retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. And is influenced by cultural trends as well as his social and societal environment.(Ojasalo, 2010) By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.(Ojasalo, 2010) Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility, (N Ramya 2016). After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological.

According to Schiffman & Kanuk (1997: 6-7), two different types of consumers can be distinguished, namely personal and organizational consumers. Personal consumers purchase products and services for personal or household use or as a gift to someone else. Personal consumers, therefore, purchase for final consumption. Organizational consumers on the other hand purchase products and services to run an organization, including profitable and non-profitable organizations, government organizations and institutions.

This study will focus on the individual, personal consumer, who purchases products or services for personal and family use.

A final definition of consumer behavior, by Engel, Blackwell & Minard (1990: G4), states that: "those actions directly involved in obtaining, consuming, and disposing of products and services,

including the decision processes that precede and follow these actions". More recent descriptions or definitions (which in essence do not differ from the above) can be found in Arnold, Price & Zinkhan (2002: 5) and Peter & Olson (2002: 6). The definitions provided above should provide sufficient clarity on the concept of consumer behavior.

## 2.3 Overview of Consumer brand preference

**Brand preference**: - Brand preference is the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set" (Alamro and Rowley, 2011).

Brand preference indicates the degree to which a consumer is inclined to use a (Bass & Talarzyk,1972) particular brand's product instead of a competitor's and contributes significantly to brand equity. It is important for businesses to constantly measure and assess their brand preference as it reflects their marketing. Consumer attitude models, such as Fishbein's model (1965), which are based on the expectancy-value model, are commonly used to understand consumer preferences. According to this model, the consumer's preference for a brand is a function of his/her cognitive beliefs about the brands weighted attributes Bass &Wilkie, 1973). This model contributes to the study of preferences and is still widely used (Allen, Machleit, Kleine, &Notani, 2005; Muthitcharoen, Palvia, & Grover, 2011). However, it has been criticized over the years for the following: First, brand preference is measured by a single value, the result of an algebraic equation (Bagozzi, 1982), and focuses on utilitarian beliefs as the main driver of consumer evaluation responses. Second, it ignores other sources, such as emotional responses (Agarwal & Malhotra, 2005; Allen et al., 2005), which contribute to preference development (Bagozzi, 1982; Grimm, 2005; Zajonc & Markus, 1982). Third, the narrow view of this model limits its use to certain types of mainly utilitarian products (Park & Srinivasan, 1994). However, the applicability of multi-attribute models to products with tangible attributes that contribute only in a minor way to consumer preferences has been questioned (Holbrook & Hirschman, 1982; Zajonc & Markus, 1982). Fourth, the inclusion of weightings as a part of the algebraic equation presented in this model decreases its predictive power (Churchill, 1972; Sheth & Talarzyk, 1972). Besides, the halo effect of this model can lead to wrong decisions related to brand design and positioning (Leuthesser, Kohli, &Harich, 1995). This has sparked the need to

consider other paths to brand preference formation other than the consumer's salient beliefs of brand attributes.

Moreover, psychologists view preference as a learning construct and define experience and information processing as the two main sources of consumer preference learning (Amir &Levav, 2008; Howard &Sheth, 1969; Sheth, 1968). Howard and Sheth (1969) suggest that brand preference refers to consumers' predisposition towards certain brands that summaries their cognitive information processing towards brand stimuli. This theory and other information processing models (Bettman, Capon, & Lutz, 1975) emphasize both the central control unit and the mental abilities of consumers. Therefore, it follows that a consumer's perception about brand attributes leads to preferences or attitudes, which affects his/her intentions and brand choices (Bagozzi, 1982). Thus, preference represents a transition state between the inputs and outputs of the consumer choice model. It is the link between information processing and the intention to actually purchase or choose (Bagozzi, 1983). It is suggested that experience should be combined with the brand meaning stored in consumers' minds to develop preferences. This research defines brand preference as a behavioral tendency that reflects a consumer's attitude towards a brand.

As a direct source of consumer preferences, it is suggested that experience promotes better memory with vivid and concrete information (Paivio, 1971). Schwarz (2004) indicates that consumers rely on their experiences as trusted sources of information, to judge between alternatives and make choices. Consumers prefer brands that provide a meaningful experience (Goode, Dahl, & Moreau, 2010).

## 2.4Factor affecting Consumer Brand Preference

### 2.4.1 Price of a product

Price as an extrinsic cue is encoded by the consumer to constitute an important component of monetary value perception (Zeithaml, 1988). It is an important factor in brand purchase and consumer choice (Erdem, Swait, & Valenzuela, 2006). The economist's assumption of rationality conceives price as an aspect of consumer rationality (McFadden, 1999). However, irrational consumers seeking hedonic brand benefits also perceive brand price as an important

factor in brand choice (Lee, 2009; Park, Kim, Funches, & Foxx, 2012). Although Petruzzellis (2010) verified that rational consumers who focus on tangible brand attributes assign greater importance to price than irrational consumers, price remains an important positive or negative cue in consumer behavior(Lichtenstein, Ridgway, &Netemeyer, 1993). The role of price as an independent factor on consumer brand preferences has been demonstrated (Alamro& Rowley, 2011; Petruzzellis, 2010; Schoenfelder& Harris, 2004). In experiential marketing, price is the cost of delivered experiences and the consumer's perceptions of price fairness, which contribute to his/her experience (Brakus et al., 2009). Pine and Gilmore (1998) presume that the product price contributes to the creation of consumer experience. The authors suggest that the consumer price experience can be considered as a progression of the economic value (Pine & Gilmore, 1998; Schmitt, 1999), or that the traditional mix of price and quality goes beyond money (Mathwick, Malhotra, & Rigdon, 2001). Consumers may be willing to pay a premium for the brand experience, but not its cost (Pine & Gilmore, 1998; Verhoef et al., 2009). Empirically, the price of service positively affects the consumer experience in hospitality marketing (Ismail, 2010). Moreover, Verhoef et al. (2009) consider price as an important stimulus of consumer experience in a retailing context.

### 2.4.2   Brand Personality

Brand personality is a symbolic and emotional (non-product-related) attribute (Keller, 1993), defined by Aaker (1997) as a set of human characteristics assigned to a brand. This definition has been perceived as a loose statement; it is too general and includes demographic and personality traits; therefore, it affects the construct validity (Azoulay&Kapferer, 2003; Bosnjak, Bochmann, &Hufschmidt, 2007; Geuens, Weijters, & De Wulf, 2009). Therefore, this research adopts the definition by Geuens et al. (2009) that specifies the personality traits descriptive of a brand. Practitioners perceive brand personality as an efficient differentiating tool that can enhance consumer preferences (Aaker, 1997; Heding, Knudtzen, &Bjerre, 2009). Brand personality appeal acts as an emphasis to salient brand attributes, and is used as a heuristic, self-expressive cue by consumers (Wang & Yang, 2008). It is an important component in the brand identity prism (Kapferer, 2008), which presents a non-verbal cue that triggers consumer experiential responses (Brakus et al., 2009). The personality characteristics of and sensory impressions about the brand stored by consumers affect their experiences (Sung & Kim, 2010) and emotional

responses (Aaker, 1997; Biel, 1992; Phau& Lau, 2000). Brand personality provides the consumer with better comprehension about the brand image because it is transformed into an experiential manifestation (Clatworthy, 2012). Therefore, brand personality can affect consumer attitudes (Folse, Netemeyer, & Burton, 2012), brand affect (Sung & Kim, 2010), brand preferences and create long-term behavioral responses such as loyalty (Folse et al., 2012). Brand personality has evolved over a period of time. This has taken the form of multiple constructs and measurement scales being developed, and these have often been adapted from human personality studies. Today, brand personality represents a hybrid of human personality scales and anthropomorphist (having human characteristics), with the dominant measurement scale within the literature being provided by Aaker (1996). Evolution of personality scales originally stemming from individualism (Freling, 2011) which provides a key understanding of how brands develop personalities today, with the most prominent brand personality construct being comprised from early work on human personality. Evolution of brand personality theory have accepted the anthropomorphized aspect of a brand and its personality for decades. However, the term "Brand Personality" was coined before it became studied and widely accepted in academic literature. Measuring brand personality refers the development of scales is of a key within academic literature and practice (Aufreiter, 2003). Aaker's brand personality construct is examined in terms of how it was constructed, the limitations it accepts, and those that have been suggested in relation to it by others. Brand personality is an important component of brand image and is relevant for product differentiation in the marketplace. Aaker (1997) defined brand personality as the set of human characteristics that consumers associate with a brand. The idea behind this conceptualization is that, akin to human beings, brands also possess a personality, and consumers, therefore, are able identify this overall personality and ascribe specific personality characteristics to brands (Venable, 2005). The concept of brand personality acknowledges the emotional and symbolic meaning that embodies consumer appeal and provides consumers with additional reasons – beyond utilitarian or functional characteristics – to connect with a brand (Govers and Schoormans, 2005; Lau and Phau, 2007).

### 2.4.3  Brand Awareness

Brand Awareness a brand can be defined as a name, term, symbol, or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to

differentiate them from those of competitors‖ (Keller 1993). Brand image takes place when brand associations held in the mind of consumers are conveyed onto a consumer 's perception about a brand. These 12 associations can either be developed from direct experience with the product, from the information communicated by the company, or from previous associations held about the company and origin, etc. (Martinez et al. 2003). Brand equity is, according to Aaker (2005) a set of assets and liabilities 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 a firm 's customers‖. Brand awareness entails that recognition is communicated onto a brand, which allows consumers to identify with the brand product, and thus providing companies with constant competitive advantage (Aaker, 2005). For low involvement products, products bought frequently and with a minimum of thought and effort‖ awareness can affect a consumer 's buying decision through a sense of familiarity, whereas for high involvement products, brand awareness provides consumers with a sense of presence and assurance (Aaker, 2005). Awareness is a key determinant identified in almost all brand equity models. As the customers 'ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Aaker (1991) identifies other higher levels of awareness besides recognition and recall. He includes top-of- mind, brand dominance, brand knowledge and brand opinion. Brand knowledge is the full set of brand associations linked to the brand (Keller, 1993). According to Aaker (1991), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Aaker conceptualizes brand awareness must precede brand associations. 12 As already mentioned, the literature suggests brand awareness is fostered by a variety of means, including advertising.

**Measuring brand awareness**

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

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

**Brand recall**: Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage 15 situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition.

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

**Dominant Brand:** The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently (Aaker, 1991) Brand awareness can be characterized according to depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and the ease with which it does so. A brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized. The breath of brand awareness concerns the range of purchase and usage situations where the brand element comes to mind. The breadth of brand awareness depends to a large extent on the organization of brand and product knowledge in memory. Keller, et al. (1998)

### 2.4.4 Brand Equity

According to Kotler and Keller (2012) Brand equity is the customer 's subjective and intangible assessment of the brand, beyond its objectively perceived value. Similarly, Kotler et al., (2012), define brand equity as the positive outcome that the customers show to the product or service. Moreover, brand equity is the set of associations and behavior on the part of a brand 's customers, channel members and Parent Corporation that permits the brand to earn greater

volume or greater margins than it could without the brand name (Kapfere, 2008) Brand equity is among the few strategic assets available to companies that provide a long-lasting competitive advantage. Brand equity constitutes the assets and the liabilities that is link to a particular brand, like name or logo. It comprises of brand loyalty, brand awareness, brand association, brand assets and perceived quality. Creating strong, favorable and unique brand association is a real challenge for markets but it is essential in building strong brand. Strong brands typically have firmly established strong, favorable and unique brand association with customer (Aaker, 1991).

The concept of brand equity is generally meant to capture the value of a brand according to (Kotler, foertsch, & Alderman, Being Known or Being One of Many, 2006). Different definitions of brand equity exist. With all the definitions solidly defining brand equity as a value that is place on a brand; two distinct understandings of a brand equity (value) exits; Strategic "subjective" understanding of brand value (consumers' perception of the brand) Financial "objective" expression of the value of a brand (the way to account how much monetary value the brand holds) For the purpose of this study, the researcher will be focusing on the subjective value of a brand value; consumers' perception of the brand. Consumer are the ones who experience the brand and their perception of brand equity can be defined as "A consumer perceives brands equity as the value added to the functional product or service by associating it with the brand name (Aaker, Building Strong Brands, 1996). Duane E. Knapp for instance defines brand equity as "the totality of brand's perception, including the relative quality of the products and services, financial performance, customer loyalty, satisfaction and overall esteem toward the brand" (Knapp &Daune, 2008).

### 2.4.5   Product Quality

Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category (Jin& Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key consumer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a product's overall excellence or superiority'.

Product quality is conformance to requirements (Russel & Taylor, 2006) encompassing the features and characteristics of a product that satisfy stated needs. The common element of the business definitions is that the quality of a product or service refers to the perception of the degree to which the product or service meets the consumer's expectations. Quality has no specific meaning unless related to a specific function and/or object. Literatures and studies found out that the perceived quality is the major factor that enables consumers to prefer one brand over another. Quality is important for affecting brand preference. Because it is the portions of personal risk that, a consumer takes on the decision-making process and in evaluating the purchase of a product (Hoyer and MacInnis, 23 2010). Moreover, Bornmark et al. (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get. Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) and Jain and Sharma (2012) found quality as a major determinant of brand preference.

In today's increasingly competitive business environment product quality is essential for the success of any organization. Product quality is important aspect that affects the competitiveness of business. The challenge in defining product quality is that it is a subjective concept like beauty; everyone has a different definition to the term product quality. There are many scholars who have defined product quality in different ways. For instance, Dr. Juran (2013) defined product quality as products fitness for use and it means to incorporate features that have a capacity to meet consumer needs and want and give customer satisfaction by improving products making them free from any deficiencies or defects. Kotler (2002, p. 272) defined product quality as the understanding that the products offered by sellers have more selling points that is not owned by competitor's product. Gavrin (1987) defined product quality as conformance of terms of costs and price. Waters & Walters (2008) defined 9 product ability of a product to meet or exceed customers'' expectations. Crosby (1970) defined product quality as conformance to requirements; this definition implies that organization must establish requirements and specifications. Once these specifications are established the quality goal of various functions of an organization is to comply strictly with them. As described by Dr. Juran giving quality products implies meeting the requirements to customer expectation regularly. Also, Djuma no et al., (2018) defined product quality as the degree and direction of discrepancy between consumer's perception and expectation in terms of different but relatively important dimensions of the product quality which can affect their future purchasing behavior. This definition clearly

shows that product quality is what customers assess through their expectations and perception of a product experience. Customer's perception of product quality results from a comparison of their before-expectation with their actual product experience. As indicated on http://www.qualitygurus.com product quality also defined from different point of views. From customer point of view: Product quality means fitness for use and meeting customer's satisfaction. From process point of view: Product quality means conformance with the process design, standard and specifications. From product point of view: Product quality means the degree of excellence at an acceptable price. From the cost point of view: Product quality means best combination between costs and features.

## 2.5 Empirical Reviews

A variety of studies conducted by many authors have emphasized on different factors that influence consumers brand preference in cases of local assembled automobiles

- **DETERMINANT FACTOR OF AUTOMOBILE BRAND CHOICE IN THE CASE OF ETHIOPIAN AUTOMOTIVE DEALERS MARKET**

The Ethiopian automobile sector has emerged as one of the significantly developing and growing sectors in the last decade. The automobile industry of Ethiopia has witnessed a tremendous growth in all sections, right from two wheelers, three wheelers, trucks and passenger car segment. The study assesses factors that influence brand choice with a sample size of 300 respondents was selected using convenience sampling technique. The research paper explored the proposition that brand choice behavior is influenced by five consumption values, these being functional, social, emotional, conditional and epistemic values using SNG (1991a) theory of consumption values model. Based on the theoretical frame work and objectives of the study 26 items were provided in a 5-point Likert scale to the respondents. The gathered data were analyzed by descriptive and inferential statistics. The correlations between determinants of brand choice and consumer preferences are also empirically tested. All possible correlations between determinants of brand choice and consumer preferences are also empirically tested. The purpose of this paper is to identify determinant automobile brand preference on the selected six dealer's brand. Among the determinant factors, brand name, attributes, emotional connection, image, spare part, accessibility, and price are found out to be significant determinant of brand preference

while external influence are found to be insignificant in determining brand preference. In general, dealers this segment market should provide brand that has sell with reasonable price, has to also focus on vehicles attributes, provide better maintenance, also give much more focus on advertisement connection and image of the car and emotional connection.

- **FACTORS AFFECTING CONSUMER AUTMOBILE PREFERANCE OF INTERNATIONAL BRAND VERSUS LOCAL BRAND: THE CASE OF ARADA SUB-CITY**

The objective of this study was to investigate Arada sub-city automobile owners, brand preference comparing international automobile brand with locally assembled automobile brands. Hence, this study tries to answer whether automobile owners prefer foreign brands over local brands due to the influence of western culture, Product attribute or Price of product. In order to find out the brand preference of Arada sub-city automobile owners, the study considered three factors namely brand equity consumers attributes and Product attribute. These factors had sub elements which included ten dimensions. The research used descriptive research design and primary data was collected using questioner. To assess the factors, influence, a sample size of 200 was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 34 items were provided in a 5-point Likert scale to the respondents. The analysis revealed that product attributes and price were the major criteria for selecting automobile and friends or family and the internet were the major sources of information from where automobile owners get to know new about automobile brands. In addition, brand equity and product attribute dimension ware the major influential factor than consumer attribute. The study concludes that international brand is more preferable by their product attribute, and consumers perceive that international brand has a better quality than local. Product attributes and brand equity dimensions were more influential factor in automobile brand preference than consumer attribute dimensions. Finally, the study recommend that local automobile assembling/manufacturing/ must provide automobile brands that are perceived to be high quality, concentrate on creating brand awareness, must improve their product quality, build their brand equity and Local companies could also try to do with franchising with international automobile manufacturer by establish patent relationships to manufacture patented international automobile brands.

- **THE EFFECT OF BRAND EQUITY OF ASSEMBLED AUTOMOBILES ON CONSUMER PURCHASE INTENTION; AN EMPIRICAL STUDY OF THE AUTOMOTIVE INDUSTRY IN ETHIOPIA**

The study was aimed to measure the effect of brand equity of Ethiopian assembled cars on purchase intention by utilizing Aaker's customer-based brand equity model. Four dimensions (brand awareness, brand association, perceived quality & brand loyalty) used in order to conduct the study. Quantitative research design implemented, where descriptive and explanatory research approach was applied. A sample of 387 respondents who has intention for purchase of automobile were selected by a convenience sampling method and data was collected through a survey questionnaire intending to identify respondents purchase intention of assembled automobiles in Ethiopia. The results of correlation analysis demonstrate that all the predictors of purchase intention considered in this study had a positive significant relationship with purchase intention as well as within themselves at significance level of 0.01. The results of multiple regression analysis discovered that the three dimensions (brand loyalty, brand association and brand awareness) have a positive & significant influence on purchase intention while the influence of perceived quality on purchase intention was found to be significant but negative. Among independent variables, brand loyalty had the strongest positive significant influence on purchase intention of assembled automobiles followed by brand association & brand awareness. Thus, it recommended to increase brand loyalty first in line with improving confidence of customers to perceive quality of assembled automobiles to be at higher level so that the overall marketing performance to be enhanced positively.

## 2.6 Conceptual frame work of the study

The review of literature, as discussed in the preceding sections, gave the basis for the conceptualization of the research, which is presented diagrammatically in the conceptual framework (Figure 1). Presents a preference intention model. In this model, brand preference drivers are defined by consumer brand awareness and product quality. Factors that define brand knowledge, price of a product, brand equity and brand personality. The model outcome is brand repurchase intention. The repurchase intention reflects the consumer's intention of repeating the behavioral action of buying the brand (Hellier, Geursen, Carr, & Rickard, 2003). Theoretically,

consumer preference is a direct antecedent of his/her intentions (Bagozzi, 1982). Hellier et al. (2003) demonstrate that brand preferences reflect a learned disposition for perceived alternatives is strongly related to repurchase intention.
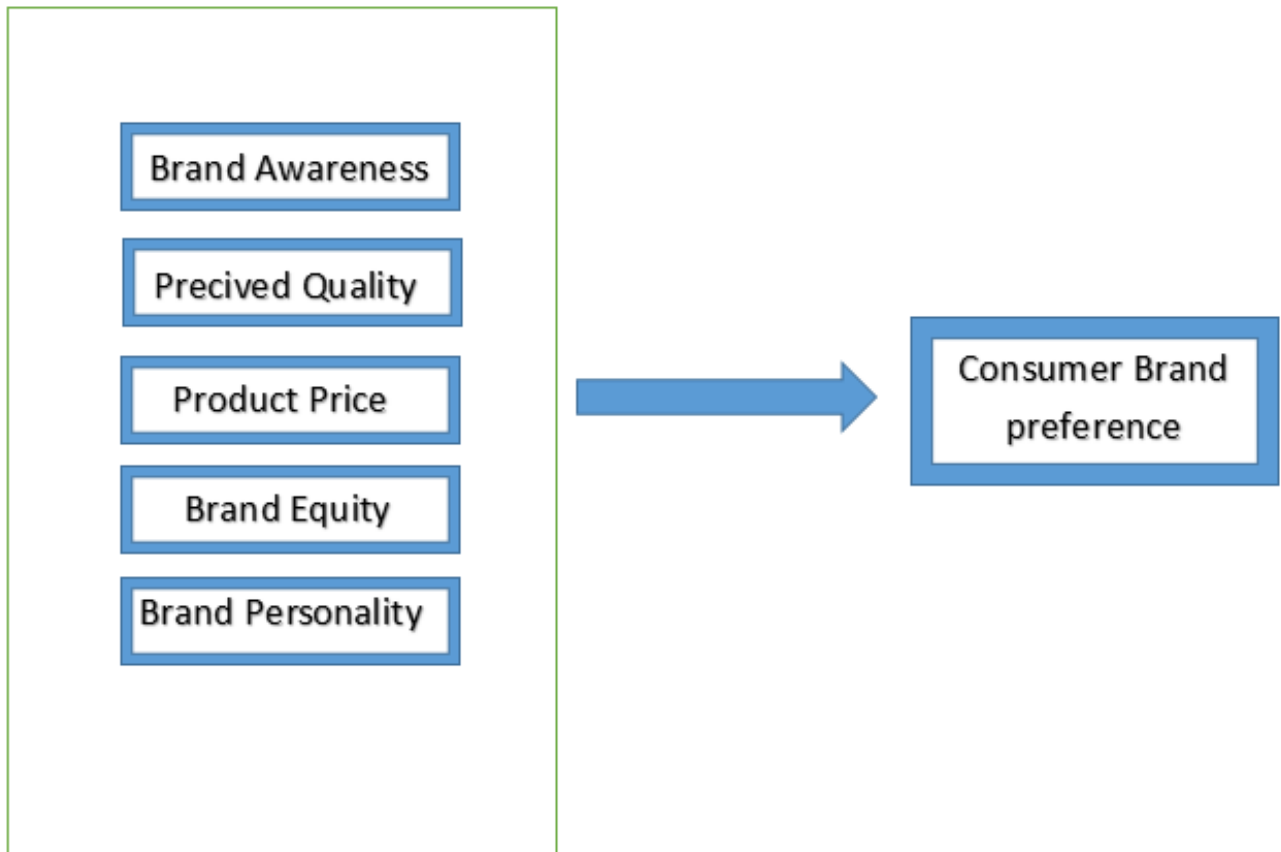


**Figure 1** Conceptual framework of the study (A modified model of Alamo and Rowley, 2011)

## 2.7. 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, Perceived Quality, Brand Equity, Product Price and Brand Personality are measurements and the independent variables, while Consumer Brand Preference is the dependent variable.

**Hypothesis 1** Ho: Brand Awareness does not have significant impact on brand preference.

H1: Brand Awareness has a significant impact on brand preference.

**Hypothesis 2** Ho: Perceived Quality does not have a significant impact on brand preference.

H2: Perceived Quality has a significant impact on brand preference.

**Hypothesis 3** Ho: Brand Equity does not have a significant impact on brand preference.

H3: Brand Equity have a significant impact on brand preference.

**Hypothesis 4** Ho: Product Price does not have a significant impact on brand preference.

H4: Product Price has a significant impact on brand preference.

**Hypothesis 5** Ho: Brand Personality does not have a significant impact on brand preference.

H5: Brand Personality has a significant impact on brand preference

# CHAPTER THREE

# RESEARCH DESIGN AND METHODOLOGY

This chapter consists of research design, research approach, instruments of data collection, source of data, study population and sample size, data analysis reliability analysis, validation and ethical consideration which will be discussed under.

## 3.1 Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. Beside research design is a master plan specifying the methods and procedures for collecting and analyzing the needed information (Cooper, 2003). A research design is a framework that has been created to find answers to research questions. To conduct the study the researcher, use an explanatory/ causal research design to explain the cause-and-effect relationship between consumer's brand preferences in the cases of local assembled automobiles in Ethiopia specifically in Addis Ababa.

## 3.2 Research approach

The researcher uses quantitative research approach. This research approach is a scientific method of observation to gather non numerical data. This type of research refers to the meanings, concept definitions, characteristics, symbols, and description of things and not to their counts or measures. (Bogdan & Taylor, 1990). Quantitative research methods are methods dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control phenomena (Leedy 1993).

## 3.3 Target Population

Study populations are defined by sets of common characteristics which their members share, and which are related to research problems and objectives Zikmund and Babin (2010). (Hult et al. 2012) states that populations include all units or elements of interest those are relevant to research studies. The target population of the study will be the consumers who owns automobile

in Addis Ababa city which have experience about automobile preference. The researcher chooses Addis Ababa because there are a lot of traffic in the city.

## 3.4 Sample Size & Sampling Technique

According to Federal Transport Authority Ethiopia has more than 84,000 registered vehicles, out of all that number 60% is found in Addis Ababa, approximately 50,400 vehicles are found in Addis Ababa.

Burns and Bush (2014) states non-probability sampling involves selecting samples in non-statistical manners that are also not based on randomness or chance. Samples are selected rather by means of inherently biased selection processes based on the knowledge, intuition and convenience of researchers. In addition, (Hult et al. 2012) states non-probability sampling is a method in which members of populations are not aware of the possibility of being selected. This was therefore the most appropriate sampling method for this study, because it gives a fair representation of the target population. Therefore, researcher will use, non-Probability sampling technique. Using convenience and judgmental sampling technique enabled the researcher to meet the respondents on their available time and place.

In determining the sample size of the respondents, equation was used from Cochran, (1963) which is stated as follows:

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

$n_0$ is the sample size, $Z^2$ is the abscissa of the normal curve that cuts off an area $\alpha$ at the tails (1 - $\alpha$ equals the desired confidence level), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. With that respect, taking 95 % confidence level Z is termed to be 1.96, with a precision of ±6% and assuming p=0.5. Putting the figures in the equation the sample size is determined to be 266.

## 3.5 Types of data collected

The researcher will use both primary and secondary data, the primary data is collected from consumers of different brand automotive users in Addis Ababa. The secondary data will be collected from different books, company records and also research undertaken on the same topic. The major instrument for data collection is questionnaire. The questionnaire was hand delivered and collected after a few minutes from consumers that are conveniently available during data collection.

## 3.6 Method of Data Collection

To get first-hand information which is important to the study, questionnaires were prepared and distributed among the respondents. The questionnaire includes both open ended and close ended questions which helped the researcher to acquire adequate information in conducting the research. For ethical purposes the researcher has explained the purpose of the research to make the respondents feel confident enough in providing the necessary information. The questionnaires were distributed to the respondents through different parking lots for respondents to fill it while they check in and check out.

## 3.7 Data Analysis Technique

Descriptive and Inferential data analysis techniques were used in this study. Specifically, descriptive data analysis technique which includes percentages, mean, standard deviation, and correlation was used. To summarize the findings, percentages were computed to get the total picture of the data that was collected from sample respondents.

Then, the summarized data is presented in the form of tables at the end of the thesis. Descriptive and Inferential data analysis techniques specifically narrative was used to analyze the response obtained from open ended questions.

## 3.8 Reliability and Validity

According to Kincaid (2003), Validity refers to how accurately a method measures what it is intended to measure. If research has high validity that means it produces results that correspond to real properties, characteristics, and variations in the physical or social world. High reliability

is one indicator that a measurement is valid. If a method is not reliable, it probably isn't valid. In addition, Leedy and Ormrod (2014) agree that the validity of measurement instruments is the degree to which they measure what is supposed to be measured. Researchers attempt to provide such validity in their measuring instruments in a variety of ways, which include:

- Face validity is the extent to which the measuring instruments used are perceived to measure certain characteristics. Because this is a subjective form of judgment, researchers cannot rely entirely on its veracity Leedy and Ormrod (2014). In addition, face validity is the logical scale used to reflect what is intended to be measured Zikmund and Babin 2007)

- Criterion validity (or criterion-related validity) Leedy and Ormrod (2014); measures how well one measure predicts an outcome for another measure. A test has this type of validity if it is useful for predicting performance or behavior in another situation (past, present, or future)

- Content validity is the extent to which measurement instruments represent samples in the areas of content being measured Leedy and Ormrod (2014)

- Construct validity, which is the level to which study instruments measure characteristics that cannot directly be observed, but are believed to exist based on how people behave Leedy and Ormrod (2014).

Reliability refers to how consistently a method measure something. Palmatiel (2006) if the same result can be consistently achieved by using the same methods under the same circumstances, the measurement is considered reliable.

**Cronbach's coefficient**

According to Hartley & rudely (2009) Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is one-dimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is one-dimensional, additional analyses can be performed. Exploratory factor analysis is

one method of checking dimensionality. Technically speaking, Cronbach's alpha is not a statistical test it is a coefficient of reliability (or consistency).

One way to interpret coefficient alpha is as the average reliability that would be obtained from all possible splits of the test. Coefficient alpha tends to be conservative and can be considered the lower boundary of a test's reliability (Novick and Lewis, 1967).

## Table 3.1 Cronbach's alpha figure

| Cronbach's alpha | Internal consistency |
|---|---|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

## 3.9 Ethical considerations

When I began my work on the proposal I was always focused on my research. However, once I began to make my way through research, I realized that research ethics is a core aspect of the research work and the foundation of research design. One of the main ethical issues of this research is the level of voluntary involvement of the respondents. The efficiency of information collected in the primary data collection phase depends on the availability of data to each respondent. Relevant data might be collected due to the confidential nature of the data.

# CHAPTER FOUR

# DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

## 4.1 Introduction

In this part of the research paper deals with analysis and interpretation of the collected data through questionnaires (open ended and close ended questions)**.** Questionnaires were distributed to final Consumers who have automobile in Addis Ababa and when they enter to park their car in parking lots. Out of 266 copies of questionnaires distributed all of them (266 in number or 100%) has been filled out thoroughly and returned.

The data, which was gathered through closed ended questions, was analyzed using the statistical tools which include percentages and frequency of the data, which was gathered through open ended questions, was narrated to support the findings of quantitative once.

## Table 4.1 Standard for Mean Range

| NO. | MEAN RANGE | RESPONSES OPTION |
|-----|------------|------------------|
| 1 | 1.00-1.80 | Strongly disagree |
| 2 | 1.81-2.60 | Disagree |
| 3 | 2.61-3.40 | Neutral |
| 4 | 3.41-4.20 | Agree |
| 5 | 4.21-5.00 | Strongly agree |

## 4.2 General Information of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents that requested a limited amount of information related to personal and demographic. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables include; gender, age, education status, occupation, Income and ownership of automobile.

The general information of respondents with respect to Gender 147(55.24%) are Male and 119(44.73%) are Female respondents. In terms of age from 18-30 age group 37 (13.9%) respondents, from 31-45 age group 83 (31.2%) respondents, from 46-55 age group 94 (35.33%) respondents and from above 56 age group 52 (19.54%) of respondents. In terms of education background only 2 (0.75%) of respondents that have 8-12 and diploma 51 (19.1%) of respondents, and Bachelor/BA, BSC/ Degree179 (67.29%) respondents, and also MA/MSC 34 (12.78%) respondents were engaged. In accordance with occupation 164 (61.65) respondents are private and 102 (38.34) respondents are employed. Beside that according to income per month zero (0%) of respondent are having 5,000- 10,000 ETB of income per month, and 23 (8.64) are from 10,001-15,000, and 57 (21.4%) from 15,001- 20,000, 114 (42.8%) from 20,001-50,000 and finally from above 50,001 ETB per month there are 72 (27.06%) of respondent are engaged. And when it comes to ownership of automobile 266 (100%) of respondent are having automobile. And finally, when it comes to the automobile brand name of the respondent 91(34.21%) have Toyota brand, 23(8.64%) have Nissan brand, 37(13.9%) have brand Hyundai, 12(4.51%) have brand ford, 3(1.1%) have brand KIA, 56 (21.05%) have brand Suzuki, 19(7.14%) have brand volks Wagen, 7(2.63%) have a brand of Mercedes, 0(0%) have a brand tesla, 9(3.38%) have a brand of BMW, and when it's come to local assembled automobiles 4(1.5%) have a brand glory, 0(0%) have a brand of Bishoftu, and 3(1.1%) of respondents have a brand Lifan and in addition with other choose 2 (0.75%) of respondents have a brand of Chevrolet automobile.

**Table 4.2 Summarizes the General Information of Respondents**

|  | AGE GROUP | FREQUENCY | PERCENTAGE |
|---|---|---|---|
| 1.  **GENDER** | Male | 147 | 55.24 % |
|  | Female | 119 | 44.73 |
|  | Total | 266 | 100% |
| 2.  **AGE** | 18-30 | 37 | 13.9% |
|  | 31-45 | 83 | 31.2% |
|  | 46-55 | 94 | 35.33% |

| | | | | |
|---|---|---|---|---|
| | | Above 56 | 52 | 19.54% |
| | | Total | 266 | 100% |
| 3. | **EDUCATION LEVEL** | 8-12 | 2 | 0.75% |
| | | Certificate /Diploma | 51 | 19.1% |
| | | BA / BSC | 179 | 67.29% |
| | | MA/MSC | 34 | 12.78% |
| | | Total | 266 | 100% |
| 4. | **OCCUPATION** | Private | 187 | 70.31% |
| | | Employed | 79 | 29.69% |
| | | Total | 266 | 100% |
| 5. | **INCOME /PER MONTH** | 5,000-10,000 | 0 | 0% |
| | | 10,001-15,000 | 23 | 8.64% |
| | | 15,001- 20,000 | 57 | 21.4% |
| | | 20,001-50,000 | 114 | 42.8% |
| | | Above 50,001 | 72 | 27.06% |
| | | Total | 266 | 100% |
| *6.* | **DO YOU HAVE YOUR OWN AUTOMOBILE?** | Yes | 266 | 100% |
| | | No | 0 | 0% |
| | | Total | 266 | 100% |
| 7. | **WHATIS YOUR AUTOMOBILE BRAND NAME?** | TOYOTA | 91 | 34.21% |
| | | NISSAN | 23 | 8.64% |
| | | HYUNDAI | 37 | 13.9% |
| | | FORD | 12 | 4.51% |
| | | KIA | 3 | 1.1% |
| | | SUZUKI | 56 | 21.05% |
| | | VOLKS WAGEN | 13 | 4.88% |

| | MERCEDES | 7 | 2.63% |
| --- | --- | --- | --- |
| | TESLA | 0 | 0% |
| | BMW | 9 | 3.38% |
| | GLORY | 4 | 1.5% |
| | BISHOFTU | 0 | 0% |
| | LIFAN | 9 | 3.38% |
| | OTHER (Chevrolet) | 2 | 0.75% |
| | TOTAL | 266 | 100% |

## 4.3 Factor Affecting Brand Preference of locally assembled automobile

From the collected data out of 266 respondents asked about their degree of agreement on brand awareness, perceived quality, price of a product, brand equity, brand personality, and brand preference of locally assembled automobiles in Addis Ababa.

### 4.3.1  Brand Awareness

Brand Awareness is a brand can be defined as a name, term, symbol, or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors‖ (Keller 1993). Brand image takes place when brand associations held in the mind of consumers are conveyed onto a consumer 's perception about a brand.

From the data obtained that aware of assembled automobiles 31 (11.6%) have strongly agreed, 51 (19.17%), have agreed, 143 (53.75%) of the respondent have a neutral perception, 29 (10.9%) have disagree on the point and 12 (4.51%) have strongly disagreed.  From the data obtained that knowing the models of assembled automobiles 2 (0.75%) have strongly agreed, 11(4.13%), have agreed, 113 (42.48%) of the respondent have a neutral perception, 91 (34.21%) have disagree on the point and 49 (18.42%) have strongly disagreed.  From the data obtained with recognition of assembled automobiles among other competing auto-brands 4 (1.5%) have strongly agreed, 9 (3.38%), have agreed, 117 (43.98%) of the respondent have a neutral perception, 94 (35.33%)

have disagree on the point and 42 (15.78%) have strongly disagreed. From the data obtained with quickly remember the logo or symbol of assembled automobile 5 (1.87%) have strongly agreed, 10 (3.75%), have agreed, 98 (36.84%) of the respondent have a neutral perception, 94 (38.33%) have disagree on the point and 51 (19.17%) have strongly disagreed. From the data obtained with quickly remember the logo or symbol of assembled automobile 0 (0%) have strongly agreed, 8 (3.01%), have agreed, 122 (45.86%) of the respondent have a neutral perception, 107 (40.22%) have disagree on the point and 29 (10.9 %) have strongly disagreed.

**Table 4.3 Summarize of information regarding with Brand Awareness**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|-----|----------------|---|------|------|------|------|------|-----|-----|
| Q1 | I am aware of assembled automobiles | N | 12 | 29 | 143 | 51 | 31 | 3.1 | 1.0 |
| | | % | 4.5 | 10.9 | 53.7 | 19.1 | 11.6 | | |
| Q2 | I know the models of assembled automobiles | N | 49 | 91 | 113 | 11 | 2 | 2.9 | 1.0 |
| | | % | 18.4 | 34.2 | 42.4 | 4.1 | 0.75 | | |
| Q3 | I can easily recognize assembled automobile among other competing auto-brands | N | 42 | 94 | 117 | 9 | 4 | 3.4 | 1.1 |
| | | % | 15.7 | 35.3 | 43.9 | 3.3 | 1.5 | | |
| Q4 | I can quickly remember the logo or symbol of assembled automobiles | N | 51 | 102 | 98 | 10 | 5 | 3.1 | 1.2 |
| | | % | 19.1 | 38.3 | 36.8 | 3.7 | 1.8 | | |

| Q5 | I can easily imagine assembled automobiles in my mind | N | 29 | 107 | 122 | 8 | 0 | 3.1 | 1.0 |
|----|----|----|----|----|----|----|----|----|----|
| | | % | 10.9 | 40.2 | 45.8 | 3 | 0 | | |
| **GRAND MEAN** | | | | | | | | 3.2 | 0.44 |

## 4.3.2 Perceived Quality

Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category (Jinn& Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key consumer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a product's overall excellence or superiority'.

From the data obtained with the quality of assembled automobile 1 (0.37%) have strongly agreed, 6 (2.25%), have agreed, 28 (10.52%) of the respondent have a neutral perception, 179 (67.29%) have disagree on the point and 52 (19.54 %) have strongly disagreed. From the data obtained with assembled automobiles provide consistent quality over time 4 (1.5%) have strongly agreed, 11 (4.13%), have agreed, 41 (15.41%) of the respondent have a neutral perception, 168 (63.15%) have disagree on the point and 42 (15.78 %) have strongly disagreed. From the data obtained with the reliability of assembled automobiles in Ethiopia. 5 (1.87%) have strongly agreed, 16 (6.01%), have agreed, 57 (21.42%) of the respondent have a neutral perception, 133 (50%) have disagree on the point and 55 (20.67 %) have strongly disagreed. From the data obtained with performance of assembled automobile 5 (1.87%) have strongly agreed, 10 (3.75%), have agreed, 51 (19.17%) of the respondent have a neutral perception, 138 (51.87%) have disagree on the point and 62 (23.3 %) have strongly disagreed. From the data obtained with durability of assembled automobile 6 (2.25%) have strongly agreed, 9 (3.38%), have agreed, 60 (22.55%) of the respondent have a neutral perception, 123 (46.24%) have

disagree on the point and 68 (25.56%) have strongly disagreed.  The mean value for the data is 4.172, which means the average respondents are convinced that perceived quality is one of the important aspects in purchasing assembled automobile, with the standard deviation of 1.192 and variance value of 1.413.

**Table 4.4 Summarize of information regarding with Perceived Quality**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|-----|----------------|---|------|------|------|-----|------|-----|-----|
| Q1 | The quality of assembled automobile is excellent | N | 52 | 179 | 28 | 6 | 1 | 4.2 | 1.1 |
| | | % | 19.5 | 67.2 | 10.5 | 2.2 | 0.3 | | |
| Q2 | Assembled automobiles provide consistent quality over time. | N | 42 | 168 | 41 | 11 | 4 | 4.1 | 1.0 |
| | | % | 15.7 | 63.1 | 15.4 | 4.1 | 1.5 | | |
| Q3 | The reliability of assembled automobiles in Ethiopia is very high. | N | 55 | 133 | 57 | 16 | 5 | 3.9 | 1.0 |
| | | % | 20.6 | 50 | 21.4 | 6 | 1.8 | | |
| Q4 | Assembled automobiles have excellent performance | N | 62 | 138 | 51 | 10 | 5 | 3.5 | 1.3 |
| | | % | 23.3 | 51.8 | 19.1 | 3.7 | 1.8 | | |
| Q5 | Assembled automobiles are | N | 68 | 123 | 60 | 9 | 6 | 3.6 | 1.1 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| durable | | **%** | 25.5 | 46.2 | 22.5 | 3.3 | 2.2 | |
| **GRAND MEAN** | | | | | | | 4.0 | 0.41 |

### 4.3.3 Price of a product

Price as an extrinsic cue is encoded by the consumer to constitute an important component of monetary value perception (Zeithaml, 1988). It is an important factor in brand purchase and consumer choice (Erdem, Swait, & Valenzuela, 2006). The economist's assumption of rationality conceives price as an aspect of consumer rationality (McFadden, 1999). However, irrational consumers seeking hedonic brand benefits also perceive brand price as an important factor in brand choice (Lee, 2009; Park, Kim, Funches, & Foxx, 2012). Although Petruzzellis (2010) verified that rational consumers who focus on tangible brand attributes assign greater importance to price than irrational consumers, price remains an important positive or negative cue in consumer behavior (Lichtenstein, Ridgway, & Netemeyer, 1993). The role of price as an independent factor on consumer brand preferences has been demonstrated (Alamro & Rowley, 2011; Petruzzellis, 2010; Schoenfelder & Harris, 2004). In experiential marketing, price is the cost of delivered experiences and the consumer's perceptions of price fairness, which contribute to his/her experience (Brakus et al., 2009). Pine and Gilmore (1998) presume that the product price contributes to the creation of consumer experience. The authors suggest that the consumer price experience can be considered as a progression of the economic value (Pine & Gilmore, 1998; Schmitt, 1999), or that the traditional mix of price and quality goes beyond money (Mathwick, Malhotra, & Rigdon, 2001). Consumers may be willing to pay a premium for the brand experience, but not its cost (Pine & Gilmore, 1998; Verhoef et al., 2009).

From the data obtained with Satisfaction of pricing with respect to assembled automobiles 22 (8.27%) have strongly agreed, 82 (30.82%), have agreed, 141 (53%) of the respondent have a neutral perception, 13 (4.88%) have disagree on the point and 8 (3%) have strongly disagreed. From the data obtained with evaluation of assembled automobile based on price27 (10.15%)

have strongly agreed, 49 (18.42%), have agreed, 176 (66.16%) of the respondent have a neutral perception, 11 (4.13%) have disagree on the point and 3 (1.12%) have strongly disagreed. From the data obtained with willingness of a price on assembled automobile 10 (3.75%) have strongly agreed, 42 (15.78%), have agreed, 134 (50.37%) of the respondent have a neutral perception, 71 (26.69%) have disagree on the point and 9 (3.38%) have strongly disagreed. From the data obtained with willingness of a price on assembled automobile if there is a discount 144 (54.13%) have strongly agreed, 61 (22.93%), have agreed, 54 (20.3%) of the respondent have a neutral perception, 7 (46.24%) have disagree on the point and 0 (0%) have strongly disagreed. From the data obtained with willingness of a price on assembled automobile with special discount 184 (69.17%) have strongly agreed, 71 (26.69%), have agreed, 11 (4.13%) of the respondent have a neutral perception, 0 (0%) have disagree on the point and 0 (0%) have strongly disagreed.

**Table 4.5 Summarize of information regarding with Price of the product**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|-----|----------------|---|-----|------|------|------|------|-----|-----|
| Q1 | How satisfied you are with the pricing of assembled automobiles | N | 8 | 13 | 141 | 82 | 22 | 4.2 | 1.3 |
| | | % | 3 | 4.8 | 53 | 30.8 | 8.2 | | |
| Q2 | How do you evaluate assembled automobiles based on price | N | 3 | 11 | 176 | 49 | 27 | 4.1 | 1.3 |
| | | % | 1.1 | 4.1 | 66.1 | 18.4 | 10.1 | | |
| Q3 | How much will you pay for assembled automobiles | N | 9 | 71 | 134 | 42 | 10 | 3.8 | 1.2 |
| | | % | 3.3 | 26.6 | 50.3 | 15.7 | 3.7 | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Q4** | Would you buy assembled automobiles with discount | **N** | 0 | 7 | 54 | 61 | 144 | 3.5 | 1.6 |
| | | **%** | 0 | 2.6 | 20.3 | 22.9 | 0.5 | | |
| **Q5** | I will buy assembled automobiles with | **N** | 0 | 0 | 11 | 71 | 184 | 4.0 | 1.2 |
| | (Circle for this question only) | **%** | 0 | 0 | 4.1 | 26.6 | 69.1 | | |
| **GRAND MEAN** | | | | | | | | 4.2 | 0.71 |

## 4.3.4 Brand Equity

According to Kotler and Keller (2012) Brand equity is the customer 's subjective and intangible assessment of the brand, beyond its objectively perceived value. Similarly, Kotler et al., (2012), define brand equity as the positive outcome that the customers show to the product or service. Moreover, brand equity is the set of associations and behavior on the part of a brand 's customers, channel members and Parent Corporation that permits the brand to earn greater volume or greater margins than it could without the brand name (Kapfere, 2008) Brand equity is among the few strategic assets available to companies that provide a long-lasting competitive advantage. Brand equity constitutes the assets and the liabilities that is link to a particular brand, like name or logo. It comprises of brand loyalty, brand awareness, brand association, brand assets and perceived quality. Creating strong, favorable and unique brand association is a real challenge for markets but it is essential in building strong brand. Strong brands typically have firmly established strong, favorable and unique brand association with customer (Aaker, 1991).

From the data obtained with the uniqueness of brand / logo of an assembled automobile. 11 (4.13%) have strongly agreed, 38 (14.28%), have agreed, 53 (19.92 %) of the respondent have a neutral perception, 96 (36.09%) have disagree on the point and 68 (25.56%) have strongly

disagreed.  From the data obtained with the logo of assembled automobiles provides reliable information. 9 (3.38%) have strongly agreed, 19 (7.14%), have agreed, 201 (75.56%) of the respondent have a neutral perception, 22(8.27%) have disagree on the point and 15 (5.63%) have strongly disagreed.  From the data obtained with buying of assembled automobiles rather than any other brands available. 0 (0%) have strongly agreed, 8 (3.01%), have agreed, 41 (15.41%) of the respondent have a neutral perception, 119 (44.73%) have disagree on the point and 98 (36.84%) have strongly disagreed. From the data obtained with believe that assembled automobiles will give the consumer high safety and security. 0 (0%) have strongly agreed, 5 (1.87%), have agreed, 52(19.54%) of the respondent have a neutral perception, 107 (40.22%) have disagree on the point and 102(38.34%) have strongly disagreed.  From the data obtained with When talking about automobiles, assembled automobiles becomes on top of my mind.0 (0%) have strongly agreed, 0 (0%), have agreed, 63 (23.68%) of the respondent have a neutral perception, 119 (44.73%) have disagree on the point and 84 (31.57%) have strongly disagreed.

**Table 4.6 Summarize of information regarding with Brand Equity**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|-----|----------------|---|-----|----|------|------|-----|-----|-----|
| Q1 | The brand / logo of an assembled automobiles is unique to easily memorize | N | 68 | 96 | 53 | 38 | 11 | 3.5 | 1.1 |
| | | % | 25.5 | 36 | 19.9 | 14.2 | 4.1 | | |
| Q2 | I believe that assembled automobiles logo provides reliable information | N | 15 | 22 | 201 | 19 | 9 | 3.9 | 1.0 |
| | | % | 5.6 | 8.2 | 75.5 | 7.1 | 3.3 | | |
| Q3 | I would buy assembled | N | 98 | 119 | 41 | 8 | 0 | 4.0 | 1.0 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | automobiles rather than any other brands available | % | 36.8 | 44.7 | 15.4 | 3 | 0 | | |
| Q4 | I believe assembled automobiles will give me high safety and security | N | 102 | 107 | 52 | 5 | 0 | 3.4 | 1..3 |
| | | % | 38.3 | 40.2 | 19.5 | 1.8 | 0 | | |
| Q5 | When talking about automobiles, assembled automobiles becomes on top of my mind | N | 84 | 119 | 63 | 0 | 0 | 3.5 | 1.0 |
| | | % | 31.5 | 44.7 | 23.6 | 0 | 0 | | |
| **GRAND MEAN** | | | | | | | | 3.6 | 0.51 |

### 4.3.5  Brand Personality

Brand personality is a symbolic and emotional (non-product-related) attribute (Keller, 1993), defined by Aaker (1997) as a set of human characteristics assigned to a brand. This definition has been perceived as a loose statement; it is too general and includes demographic and personality traits; therefore, it affects the construct validity (Azoulay & Kapferer, 2003; Bosnjak, Bochmann, & Hufschmidt, 2007; Geuens, Weijters, & De Wulf, 2009). Therefore, this research adopts the definition by Geuens et al. (2009) that specifies the personality traits descriptive of a brand. Practitioners perceive brand personality as an efficient differentiating tool that can enhance consumer preferences (Aaker, 1997; Heding, Knudtzen, & Bjerre, 2009). Brand personality appeal acts as an emphasis to salient brand attributes, and is used as a heuristic, self-expressive cue by consumers (Wang & Yang, 2008). It is an important component in the brand identity prism (Kapferer, 2008), which presents a non-verbal cue that triggers consumer experiential responses (Brakus et al., 2009). The personality characteristics of and sensory impressions about

the brand stored by consumers affect their experiences (Sung & Kim, 2010) and emotional responses (Aaker, 1997; Biel, 1992; Phau & Lau, 2000). Brand personality provides the consumer with better comprehension about the brand image because it is transformed into an experiential manifestation (Clatworthy, 2012). Therefore, brand personality can affect consumer attitudes (Folse, Netemeyer, & Burton, 2012), brand affect (Sung & Kim, 2010), brand preferences and create long-term behavioral responses such as loyalty (Folse et al., 2012).

From the data obtained withdriving assembled automobiles will give me high status.0 (0%) have strongly agreed, 0 (0%), have agreed, 24 (9.02%) of the respondent have a neutral perception, 89 (33.45%) have disagree on the point and 153 (57.51%) have strongly disagreed. From the data obtained with interested in assembled automobiles and willing to purchase in the future.3 (1.12%) have strongly agreed, 14 (5.26%), have agreed, 48 (18.04%) of the respondent have a neutral perception, 105 (39.47%) have disagree on the point and 96 (36.09%) have strongly disagreed. From the data obtained with willing to recommend others to buy assembled automobiles.2 (0.75%) have strongly agreed, 21 (7.89%), have agreed, 134 (50.37%) of the respondent have a neutral perception, 96 (36.09%) have disagree on the point and 13 (4.88%) have strongly disagreed. From the data obtained with if the consumers want to buy a car, are they gather information about assembled automobiles.9 (3.38%) have strongly agreed, 17 (6.39%), have agreed, 148 (55.63%) of the respondent have a neutral perception, 78 (29.32%) have disagree on the point and 14 (5.26%) have strongly disagreed.

**Table 4.7 Summarize of information regarding with Brand Personality**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|-----|----------------|---|------|------|----|----|----|-----|-----|
| Q1 | Driving assembled automobiles will give me high status | N | 153 | 89 | 24 | 0 | 0 | 3.6 | 1.0 |
|    |                | % | 57.5 | 33.4 | 9 | 0 | 0 | | |

| Q | Statement | | | | | | | | Mean | SD |
|---|---|---|---|---|---|---|---|---|---|---|
| Q2 | I am interested in assembled automobiles and willing to purchase in the future. | N | 96 | 105 | 48 | 14 | 3 | | 3.9 | 1.2 |
| | | % | 36 | 39.4 | 18 | 5.2 | 1.1 | | | |
| Q3 | I am willing to recommend others to buy assembled automobiles. | N | 13 | 96 | 134 | 21 | 2 | | 4.1 | 1.0 |
| | | % | 4.8 | 36 | 50.3 | 7.8 | 0.7 | | | |
| Q4 | If I want to buy a car, I will gather information about assembled automobiles | N | 14 | 78 | 148 | 17 | 9 | | 4.1 | 1.0 |
| | | % | 5.2 | 29.3 | 55.6 | 6.3 | 3.3 | | | |
| **GRAND MEAN** | | | | | | | | | 3.9 | 0.42 |

## 4.3.6 Brand preference

Brand preference is the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set" (Alamro and Rowley, 2011).

Brand preference indicates the degree to which a consumer is inclined to use a (Bass & Talarzyk,1972) particular brand's product instead of a competitor's and contributes significantly to brand equity. It is important for businesses to constantly measure and assess their brand preference as it reflects their marketing. Consumer attitude models, such as Fishbein's model (1965), which are based on the expectancy-value model, are commonly used to understand consumer preferences. According to this model, the consumer's preference for a brand is a function of his/her cognitive beliefs about the brands weighted attributes Bass & Wilkie, 1973). This model contributes to the study of preferences and is still widely used (Allen, Machleit,

Kleine, & Notani, 2005; Multicharged, Palvia, & Grover, 2011). However, it has been criticized over the years for the following: First, brand preference is measured by a single value, the result of an algebraic equation (Bagozzi, 1982), and focuses on utilitarian beliefs as the main driver of consumer evaluation responses. Second, it ignores other sources, such as emotional responses (Agarwal & Malhotra, 2005; Allen et al., 2005), which contribute to preference development (Bagozzi, 1982; Grimm, 2005; Zajonc & Markus, 1982). Third, the narrow view of this model limits its use to certain types of mainly utilitarian products (Park & Srinivasan, 1994). However, the applicability of multi-attribute models to products with tangible attributes that contribute only in a minor way to consumer preferences has been questioned (Holbrook & Hirschman, 1982; Zajonc & Markus, 1982). Fourth, the inclusion of weightings as a part of the algebraic equation presented in this model decreases its predictive power (Churchill, 1972; Sheth & Talarzyk, 1972). Besides, the halo effect of this model can lead to wrong decisions related to brand design and positioning (Leuthesser, Kohli, & Harich, 1995). This has sparked the need to consider other paths to brand preference formation other than the consumer's salient beliefs of brand attributes.

From the data obtained with prefer to recommend assembled automobiles to other people.3 (1.12%) have strongly agreed, 19 (7.14%), have agreed, 112 (42.10%) of the respondent have a neutral perception, 98 (36.84%) have disagree on the point and 34 (12.78%) have strongly disagreed.  From the data obtained within the consumers want to buy a car, are they gather information about assembled automobiles.0 (0%) have strongly agreed, 0 (0%), have agreed, 6 (2.25%) of the respondent have a neutral perception, 69 (25.93%) have disagree on the point and 191 (71.80%) have strongly disagreed.  From the data obtained with preference to buy assembled automobiles rather than any other automobile brands available.2 (0.75%) have strongly agreed, 11 (4.13%), have agreed, 116 (43.61%) of the respondent have a neutral perception, 108 (40.6%) have disagree on the point and 29 (10.91%) have strongly disagreed.  From the data obtained with Assembled automobiles are my preferred brand to buy.4 (1.5%) have strongly agreed, 9 (3.39%), have agreed, 54 (20.31%) of the respondent have a neutral perception, 107 (40.22%) have disagree on the point and 92 (34.58%) have strongly disagreed.

**Table 4.8 Summarize of information regarding with Brand Preference**

| NO. | QUESTION ITEMS | | SD | D | N | A | SA | M | STD |
|---|---|---|---|---|---|---|---|---|---|
| Q1 | I prefer to recommend assembled automobiles to other people | N | 34 | 98 | 112 | 19 | 3 | 3.5 | 1.0 |
| | | % | 12.7 | 36.8 | 42.1 | 7.1 | 1.1 | | |
| Q2 | If assembled automobiles are not available for immediate purchase, I rather wait till be available & will not buy other automobiles. | N | 191 | 69 | 6 | 0 | 0 | 3.7 | 1.2 |
| | | % | 71.8 | 25.9 | 2.2 | 0 | 0 | | |
| Q3 | I would prefer to buy assembled automobiles rather than any other automobile brands available. | N | 29 | 108 | 116 | 11 | 2 | 3.7 | 1.0 |
| | | % | 10.9 | 40.6 | 43.6 | 4.1 | 0.7 | | |
| Q4 | Assembled automobiles are my preferred brand to buy. | N | 92 | 107 | 54 | 9 | 4 | 3.5 | 1.3 |
| | | % | 34.5 | 40.2 | 20.3 | 3.3 | 1.5 | | |
| GRAND MEAN | | | | | | | | 3.6 | 0.41 |

## 4.4 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship ($-1.0$ to $+1.0$). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczak, et al., 2005). As per Marczak, et al., (2005) general guidelines correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

## Tables 4.9: Correlation Analysis

| Brand Preference Dimension | Brand awareness | Perceived quality | Product price | Brand equity | Brand personality |
|---|---|---|---|---|---|
| Brand Preference | **0.44** | **0.41** | **0.71** | **0.51** | **0.42** |

As per table 4.9, The coefficients show that the five dimensions measuring brand preference were all positively related with brand preference within the range of (0.41) to (0.71) And the result was found to be statistically significant at ($P<0.01$) for each variable. This shows that the factors have moderate correlation and have an impact on brand preference of local assembled automobile. Out of Five dimension of brand preference one of the dimensions (Price of a product and perceived quality has shown a strong positive relationship with brand preference and there is a strong weak relationship with the rest of independent variable. This means that there is significant positive correlation between overall independent variable with antecedent for brand preference according to the data collected.

**Table 4.10 Model summary Analysis**

| Model | R | R$^2$ | Adjusted R$^2$ | Std. Error |
|---|---|---|---|---|
| 1 | .887 | .796 | .731 | .624 |

What the Model Summary table shows is the outcome for the five variables (Brand Awareness, perceived quality, product price, brand equity, brand personality) are entered into the SPSS. The multiple correlation coefficients between all of the predictor variables and the dependent variable consumer brand preference are 0.887 indicating a high relationship between consumer buying behavior and the four-predictor variables in the equation.

**Table 4.11 ANOVA Analysis**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 91.62 | 6 | 23.13 | 82.74 | .000$^b$ |
| | Residual | 98.21 | 354 | .347 | | |
| 1 | Total | 189.84 | 360 | | | |

ANOVA (Analysis of Variance), used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variables. ANOVA provides, the result of test of significance for R and R2 using F-statistic.

The F-test in the ANOVA table confirmed that the model developed is statistically significant (F=82.743, p<.01). This indicates that the variation explained by the model is not due to chance. the strength of independent variable influence on the criterion dependent variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support

to the independent variable as the more important determinant in predicting the dependent variable. i.e., Consumer Brand Preference.

## Table 4.12 Regression Analysis for the Major Factors

| | Coefficients [a] | | | | | |
|---|---|---|---|---|---|---|
| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 (Constant) | .498 | .132 | .289 | -1.093 | **.002** | |
| Brand awareness | .324 | .044 | .213 | 9.556 | **.000** | |
| Perceived quality | .401 | .042 | .395 | 6.674 | **.000** | |
| product price | .427 | .071 | .326 | 8.693 | **.000** | |
| Brand equity | .362 | .051 | .273 | 7.598 | **.023** | |
| Brand personality | .391 | .042 | .341 | 9.600 | **.000** | |
| **a. Dependent Variable: Brand preference** | | | | | | |

* Regression is significant at the 0.05 level (2-tailed).

In Table 4.9, the P value for all the variables was found to be < than 0.05. Hence all the alternative values have found to be accepted indicates that all independents' variables had a positive term effect with each other as well as dependent variable of brand preference. And when comparing the significant level with respect to brand awareness, perceived quality, price of the product and brand personality have .000, Meaning it have a 0.01 /1%/ of significant level but when comparing brand equity, it is .023, Meaning it have 0.05 /5%/ of significant level.

## Table 4.13 Overall Outcome of the Research Hypothesis

| Hypothesis | Result | Reason |
|---|---|---|
| **Ho:** Brand Awareness does not have significant impact on brand preference.<br>**H1:** Brand Awareness has a significant impact on brand preference. | Ho: Rejected<br>H1: Accepted | $\beta$= .213; P <0.05 |
| **Ho:** Perceived Quality does not have a significant impact on brand preference.<br>**H2:** Perceived Quality has a significant impact on brand preference. | Ho: Rejected<br>H2: Accepted | $\beta$= .395; P <0.05 |
| **Ho:** Brand Equity does not have a significant impact on brand preference.<br>**H3:** Brand Equity have a significant impact on brand preference. | Ho: Rejected<br>H3: Accepted | $\beta$= .326; P <0.05 |
| **Ho:** Product Price does not have a significant impact on brand preference.<br>**H4:** Product Price has a significant impact on brand preference. | Ho: Rejected<br>H4: Accepted | $\beta$= .273; P <0.05 |
| **Ho:** Brand Personality does not have a significant impact on brand preference.<br>**H5:** Brand Personality has a significant impact on brand preference | Ho: Rejected<br>H5: Accepted | $\beta$= .341; P <0.05 |

# CHAPTER FIVE

# SUMMARY, CONCLUSION AND RECOMMENDATION

## 5.1 Introduction

In this chapter, summary of finding, conclusion and recommendation of the study are presented. The aim of this chapter is to review the problem of the research and conclude the findings with regards to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is also included in this chapter.

## 5.2 Summary

The following are the findings of the study, which were obtained while answering the research questions:

➢ As the study indicates Ethiopian automobile markets are dominated by second hand Toyota automobile and a few demands on local assembled automobile brands. Hence, this study tries to answer whether automobile owners prefer foreign brands over local brands due to the influence of different factors.

➢ In order to find out the determinates of consumer brand preference in the cases of local assembled automobiles in Addis Ababa. the study considered five factors namely brand awareness, perceived quality, price of the product, brand equity and brand personality based on the findings indicate that Toyota, Suzuki and Hyundai were the top three brands that are mostly preferred while, the rest are the least preferred automobile.

➢ The overall result showed that the majority (34.21%) of respondents agreed to choose brand Toyota beside that (21.05%) agreed on brand Suzuki and finally (8.64%) of respondents agreed on brand Nissan. According to Negi and Pandey (2013), consumers ignore unknown brands, and generally prefer those they know.

➢ The Grand Mean and Beta value with respect to Brand awareness is 0.324 and 0.213 respectively. and also, the grand mean and beta value of Perceived quality is 0.401 and 0.395 respectively. and in addition, the grand mean and beta value of Price of the product is 0.427 and 0.326 respectively. and the grand mean and beta value of brand equity is

0.362 and 0.273 respectively. and finally, the grand mean and beta value of brand personality is 0.391 and 0.341 respectively.

➢ According to the general average of brand personality only (1.31%) of the respondent strongly agree on the brand personality and according to the general average of brand preference (0.84%) of the respondents are strongly agreed, this implies that local assembled automobiles have a low brand personality and brand preference.

## 5.3 Conclusion

Based on the findings discussed above cumulative conclusion has been made.

According with the objective of the study the determinant factors that affect consumer brand preference (price of a product, brand awareness, brand equity, brand personality and perceived quality of a product have a major impact on the consumer brand preference in the cases of local assembled automobile. And the study indicates that Toyota, Suzuki and Hyundai are the top three brands that mostly preferred in Addis Ababa the rest are the least preferred automobile. Beside that the brand awareness, perceived quality, price of a product, brand equity and brand personality are the criteria for selection among respondents. And the brand preference for respondents with regards to international brands while reference group was the least influential factor. On the other hand, brand equity, brand personality, brand awareness and product price were the most influential factors of consumer brand preference for respondents towards locally assembled automobile brands. this finding indicates that the consumer brand preference in the cases of local assembled automobile owners in Addis Ababa are highly aware of international automobile brands and it is a major factor for their brand preference. In addition, the respondents perceive that international automobile brands to be of high quality and superior to local brands. Beside with, the study shows that price of a product is the most influential factors for automobile owners brand preference while consumer attribute dimensions influence on respondent's brand preference for international or local brands.

In general, as per the findings of the study, it can be concluded that the consumer brand preference in cases of local assembled automobiles owners in Addis Ababa enormously prefer international brands over locally assembled automobile brands. due to lack of brand awareness, relatively high Price of a product, relatively low product quality, brand equity and brand

personality. In addition, friends or family with word of mouth and the internet are the major sources of information from where respondents get to know automobile brands.

## 5.4 Recommendations

Based on the findings of the study and conclusions made, the following possible recommendations are given.

- ➢ The determinant factors that affect consumer brand preference (price of a product, brand awareness, brand equity, brand personality and perceived quality of a product have a major impact on the consumer brand preference in the cases of local assembled automobile. So Local assembled automobile companies should focus on segmenting, targeting and poisoning (STP) of their product. It's better to address a high-quality automobile technology for a higher class of consumer and an average quality and price of product for a middle- and lower-class consumer in order to create a strong brand equity and value.

- ➢ Understanding what the automobile consumer needs and wants should be the main primary activity for companies in the automobile assembling industry. Automobile assembling companies that are currently serving and those companies that want to enter in to this industry must provide automobile brands that are perceived to be high quality. Besides that, local assembled automobile companies have to focus on the product price and perceived quality of their product specially it is better to improve the product quality and create an aggressive brand awareness creation campaign.

- ➢ Local assembled automobile firms should focus on the decision criteria of automobile consumers as a guide to develop automobile products to emerge into this market. These include product attributes such as durability of a product, product design, fuel consumption, accessibility of repair and maintenance and spare part.

- ➢ Finally, local automobile assembling companies could also try to do with franchising/ Licensing with international automobile manufacturer by establish more patent relationships to manufacture patented international automobile brands. Its benefit is dual for both international and local assembling companies; since brand preference for international automobile brands are very high, local companies could leverage this preference and start assembling international brand locally. Secondly, this is also

advantageous for international brand manufactures to establish partnership with local companies to manufacture international automobile brands at a low cost.

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# Appendices

# ST MARY'S UNIVERSITY

# SCHOOL OF POST GRADUATE

# DEPARTMENT OF MARKETING MANAGEMENT

**Questionnaire on brand preference of local automotive in Addis Ababa**

**Dear Respondents;**

This questionnaire is prepared by post graduating student of St. Mary's university department of Marketing Management for partial fulfilment of thesis entitled as the determinant of consumer brand preference in the cases of local assembled automobiles in Ethiopia specifically in Addis Ababa. I would like you to complete a questionnaire. Please take a few minutes of your time to answer this questionnaire about your personal experience with your automotive brand preference. The response that you provide will be kept strictly confidential and will be used for academic purpose. Hence, I am kindly asking respondents to give your candid information.

**NB:**

➢ It is not necessary to write your name.

➢ Try to address all the question given below.

➢ For the closed ended questions use (√) mark for your choice in the given box.

If you would like further information about this study, or have problem in completing this questionnaire please contact me via +251920751541 orNebiyouelias0920@gmail.com

*Thank you for your cooperation!*

**PART ONE: GENERAL CHARACTERISTICS OF THE RESPONDANT**

**1. Gender**

Male ☐     Female ☐

**2. Age**

18-30 ☐     31-45 ☐     46-55 ☐     above 56 ☐

**3.Education level**

Grade 8-12 ☐     Certificate /Diploma ☐     BSC/BA ☐     MSC/MA above ☐

**4. Occupation**

Private ☐      Employed ☐

**5. Income per a Month**

5,000-10,000 ☐      10,001-15,000 ☐      15,001-20,000 ☐      Above 20,001 ☐

**PART TWO: QUESTION DIRECTLY RELATED WITH THE STUDY**

For question number 5 &6 please indicate the extent to which your level of agreement and disagreement with the following statement. You are kindly requested to put "√" or "X" mark on the box which represents your degree of agreement.

**6. Do you have your own Automobile?** Yes ☐      No ☐

If you have answered 'No' for question No. 5, this is the end of the questionnaire for you. Once again, many thanks for your support!

**7. What is the brand of your current Automobile?**

| | |
|---|---|
| TOYOTA | MERCEDES |
| NISSAN | TESLA |
| HYUNDAI | BMW |
| FORD | GLORY |
| KIA | BISHOFTU |
| SUZUKI | LIFAN |
| VOLKS WAGEN | Other Brand |

For the next 30 questions Please indicate the extent to which your level of agreement and disagreement with the following statement. You are kindly requested to put "√" or "X" mark on the box which represents your degree of agreement.

**1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree,**

| NO. | Question items | SD | D | N | A | SA |
|---|---|---|---|---|---|---|
| **1. Brand Awareness** | | | | | | |
| Q1 | I am aware of assembled automobiles | | | | | |
| Q2 | I know the models of assembled automobiles | | | | | |
| Q3 | I can easily recognize assembled automobile among other competing auto-brands | | | | | |
| Q4 | I can quickly remember the logo or symbol of assembled automobiles | | | | | |
| Q5 | I can easily imagine assembled automobiles in my mind | | | | | |
| **2. Perceived Quality** | | | | | | |
| Q1 | The quality of assembled automobile is excellent | | | | | |
| Q2 | Assembled automobiles provide consistent quality over time. | | | | | |
| Q3 | The reliability of assembled automobiles in Ethiopia is very high. | | | | | |
| Q4 | Assembled automobiles have excellent performance | | | | | |
| Q5 | Assembled automobiles are durable | | | | | |
| **3. Product Price** | | | | | | |
| Q1 | How satisfied you are with the pricing of assembled automobiles | | | | | |
| Q2 | How do you evaluate assembled automobiles based on price | | | | | |
| Q3 | How much will you pay for assembled automobiles | | | | | |
| Q4 | Would you buy assembled automobiles with discount | | | | | |

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| Q5 | I will buy assembled automobiles with (Circle for this question only) | [<50%] | [<25%] | [same price] | [>25%] | [>50%] |
|---|---|---|---|---|---|---|
| **4. Brand Equity** | | | | | | |
| Q1 | The brand / logo of an assembled automobiles is unique to easily memorize | | | | | |
| Q2 | I believe that assembled automobiles logo provides reliable information | | | | | |
| Q3 | I would buy assembled automobiles rather than any other brands available | | | | | |
| Q4 | I believe assembled automobiles will give me high safety and security | | | | | |
| Q5 | When talking about automobiles, assembled automobiles becomes on top of my mind | | | | | |
| **5. Brand personality** | | | | | | |
| Q1 | Driving assembled automobiles will give me high prestige | | | | | |
| Q2 | I am interested in assembled automobiles and willing to purchase in the future. | | | | | |
| Q3 | I am willing to recommend others to buy assembled automobiles. | | | | | |
| Q4 | If I want to buy a car, I will gather information about assembled automobiles | | | | | |

### 6. Brand Preference

| Q1 | I prefer to recommend assembled automobiles to other people | | | | | |
|---|---|---|---|---|---|---|
| Q2 | If assembled automobiles are not available for immediate purchase, I rather wait till be available & will not buy other automobiles. | | | | | |
| Q3 | I would prefer to buy assembled automobiles rather than any other automobile brands available. | | | | | |
| Q4 | Assembled automobiles are my preferred brand to buy. | | | | | |

➢ If you have any comment/Suggestion please write on the space provided below

_____

_____

_____

_____

# *Thank you for your cooperation!*