

**JIMMA UNIVERSITY  
FACULTY OF BUSINESS  
DEPARTMENT OF MANAGEMENT**

**Research Report on  
Consumers Awareness, Preference  
and Satisfaction**

(Case of Harar City Beer Consumers  
of  
Bedele Brewery Share Company Products)

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## ABSTRACT

*This study was conducted under the title called consumers' awareness, preference and satisfaction with Bedele Brewery Share Company products.*

*Awareness implies consumer's knowledge about the products of the company. Preference implies consumer's choice to consume and satisfaction is a function of consumers' perceived performance of the Company and consumers expectation.*

*It was conducted on beer consumers of Harar City and totally took 5 months of study.*

*The research hold general objective of analyzing consumers awareness, preference and satisfaction and providing recommendations after accomplishing analysis. In addition, it is significant for the company, researchers, interested individuals, competitor and others.*

*This study took in to account 250 sampled consumers, which are selected randomly from 25 different Hotels, which are selected on basis of personal judgments.*

*Finally, Recommendation was given on how the company can make more accessible its products to the market and the way it has to use to attract more consumers.*

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# CHAPTER ONE

## INTRODUCTION

### *1.1 Background of the Study*

In any market consumers are one of the main determining factors on the success of a company. What ever a company produces it has to be sold. This sale creates a revenue. so to generate a higher revenue it should has consumers who buy the product. This will be achievable only when consumers are aware and prefer the product to purchase and consume than competitors outputs. Even also for repurchasing the company should able to satisfy consumers requirement.

Awareness can come about by 'word of mouth' communication or from the marketing effort of the firm. The customer is exposed to a new product types like Bedele Brewery products are in Harar Beer market and become aware of their existence. If the products have initial appeal, further information is sought to evaluate and compare them with another alternatives products exist in the market.

Based on his/her evaluation, the customer can develop favorable or unfavorable attitude. If unfavorable, reject the product. If favorable, accept the product as it can solve a problem, desire or requirement. This makes consumers to prefer a product than another products.

Besides this, each time a satisfactory purchase is made, the consumer becomes less and less likely to deviate from conditional behavior, learning by the trial and error principle<sup>5</sup>. This type of learning result in brand loyalty, which are once established is difficult to change.

In general, today's companies are facing their toughest competition ever. Companies can out do these competitors if they can move from a product and sales philosophy to a marketing philosophy. So companies should have to deal on how they can go about winning customers and out performing competitors. The answer lies in doing a better job of meeting and satisfying consumers need. Only customer centered companies are adapt at building customers, not just product.<sup>2</sup>



## 1.2 *Objective of the Study*

Basically, the general objective of this study is to assess consumers behavioural reaction towards Bedele Brewery Products. That is assessing to what extent consumers are aware and prefer the company's product. Moreover, it analyses the level of satisfaction- delighted, satisfied or dissatisfied- consumers obtain by consuming the product.

***In addition, as specific objective it holds the following:***

- 1) Identify to which product line consumers are more interested to use,
- 2) Measure to what extent consumers are aware, prefer and satisfy with the products of Bedele Brewery Share Company.
- 3) To know the general view or attitude and responsiveness of consumers toward the products of Bedele Brewery Company.
- 4) Study and evaluate to what extent consumers are loyal to the products of the company.

### *1.3 Scope of the Study*

This research study focus on analyzing consumers awareness about Bedele Brewery share company (BBSC) products, to what extent they prefer the products which product type of the company is more preferable, whether the company's products satisfy, dissatisfy, or delight consumers. Moreover, factors affecting consumers were studied.

### *1.4 Area of Study*

The Selected city for study is Harar. This area is selected than any other areas due to it is believed that the consumers for Bedele Brewery products are newly emerged so that they call tell the actual performance of the company by comparing with the already existing Harar Brewery Products. In addition, the time available and cost allocated are sufficient only if the study was conducted in Harar City.

### *1.5 Statement of the Problem*

Consumers in Harar City because they are already familiar with the products of Harar Brewery Factory, which is more accessible to them, they are more aware and prefer to use the factory's product. However, in present days newly emerging brewery factories and companies are entering to the market. Thus, consumers' awareness and preference start to change even if not drastically. This is also true for products of Bedele Brewery Share Company.

Low awareness of consumers emerged when one company's product has dominance over the other, when companies' effort of creating awareness is low and when accessibility of the product in the market is limited and so on.

This low awareness of consumers has greater effect on how they react toward preferring a product. If consumers are more aware of a specific product, because they have sufficient information, they are willing and prefer to purchase and taste the product than others.

Consumers' preference to be continued depends on how they are satisfied with the product. If consumers are highly satisfied their preference to that product will be higher and vice versa. So, companies to maximize their profit, which is their main objective they must create awareness among consumers and push them to prefer their products by satisfying consumers' requirements.

For this reasons, it is significant to analyze consumers' awareness, preference, and satisfaction they obtain from consuming a product.

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## *1.6 Significance of the Study*

### ***This research study is significant:***

- 1) To the company, to analyze its consumers and infer whether to supply more or less product in the area.
- 2) To the Company, for revising its sales mix after analyzing the information obtained.
- 3) For competitors, to adjust their marketing mix by taking into account consumers of Bedele Brewery.
- 4) Indirectly this study is significant in creating awareness among consumers.
- 5) For researchers, provide information for further or extended study.
- 6) For any other interested individual, this research provide information on how consumers of Bedele Brewery in Harar City are aware, prefer, satisfy and loyal to the company's products.

## CHAPTER TWO

### Literature Review

***Review is made on:***

1. Consumer brand attitude and brand awareness
2. Brand Preference
3. Brand Satisfaction and purchase intention

***1. Consumers' brand attitude and brand awareness.***

Consumers differ as to which product attitudes they see most relevant as well as the importance of mightly they attach to each attribute. They will pay the most attention to the attribute that deliver the sought benefits. And they develop as a set of brand belief about a brand make up the brand image. The consumer arrives at altitudes (judgments, preference) toward the various brands through an attributes evaluation procedure.

Any consumers of Bedele Brewery products will reach at a certain judgment and preference after comparing each products of the company with other competitor products. And consumers also develop a certain brand image.

When a product like Bedele Brewery products enter a new market, buyers in the market may often find it difficult to develop an attitude if the product and its basic product concept are not known. The challenge it faces from the consumers will be more. So, awareness of the product and comprehensive of its basic concept must exist before favourable or unfavourable attitude toward the product can be developed. If such is a case analysis of consumers' awareness is important.

- Consequently, each marketer must direct its effort at creating awareness for its product and favourably influencing attitude and intentions. Awareness involves familiarizing consumer with the company's product, informing people about its special features and benefits showing how it is different and hopefully in a functional or symbolic sense to competitive brands.<sup>1</sup>

This study analyze to what extent Bedele Brewery company is successful in doing the above expressed activities or in creating awareness.

- Mostly awareness can be created by advertising, promotion and distribution. Once a consumer become aware of a product there is an increased probability that the consumer should actually try the product. As a result, companies should employ awareness objectives when consumers need to know how to buy, or how to get information about a brand or a product.<sup>2</sup>
- Bedele Brewery Company should involve in creating awareness but not only creating awareness it should able to make consumers try its products. Simply knowing the existence on one product does not contribute much to the company. The company is much more beneficial if consumers are able to try the company's product. So, seeing hand-to-hand consumers awareness and their trial would be best to evaluate company's performance.

## **2. Brand Preference**

Companies should not treat brand as a name only, but as it accompany six deep sets of meanings, attitude, benefits, value, culture, users, and personality. The main mistake is of a company would be to promote only the brand's attitude. In addition, promoting the brand solely on one or more of its benefits can also be risky. Therefore, the most enduring meaning of a brand; value, culture and personality should also be promoted. This will help the consumers to be aware of the product and prefer it from others to spend on purchase of it.<sup>2</sup>



According to F.C. Alluine (1995) there are four categories of brand preference.<sup>3</sup> This brand preference categories are useful to measure to what extent Bedele Brewery products were preferred in Harar beer market and which type of consumers they are presently enjoying. These brand preference categories are:

- Brand Insistent:* Those who buy only a particular brand. This is highly loyal buyers.
- Brand Loyal:* Those who normally buy a particular brand but who occasionally buy another brand when it is on sale.
- Brand conscious:* Those who regularly switch among brands buying which ever is on sale.
- Private label:* Those who buy the least expensive product, normally a private level.

Brand equity is enhanced by name awareness, positive associations with the brand, perceived and strong brand loyalty. It is impossible to overtake the importance of efforts to enhance a brands equity and consumers brand loyalty. Indeed, long-term growth and profitability are largely depend on creating and reinforcing brand loyalty.<sup>1</sup>

Therefore, Bedele Brewery Company to be more effective in Harar market in the long-run it has to build a strong brand equity. Any way, to build brand equity it should firstly able to create awareness, secondly build loyal consumers and finally brand insistent consumers, which have a strong relation with the company's products.

### 3. *Consumers satisfaction and purchase intention*

Consumer's satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the consumer is dissatisfied, if the performance matches the expectations; the consumer is highly satisfied or delighted. Many companies are aiming higher satisfaction because consumers who may just satisfy find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. Highly satisfied are much less ready to switch. Highly satisfied or delight create an emotional affinity with the brand, not just a rational preference.<sup>2</sup>

Companies taking this into account will help them to improve their performance so as to make their respective consumers not just satisfied but delight. Bedele Brewery should also take this into account. So that analyzing to what extent its consumers are satisfied, delighted or dissatisfied is purposeful, especially to recommend on its performance.

For example, in one consumer packaged goods category, 40 percent of those reporting satisfaction subsequently switched brands. Those who are highly satisfied with the offers quality and value are much less ready to switch. One study should that 75 percent of Toyota buyers have highly satisfied, and about 75 percent of them said they intend to buy a Toyota again<sup>2</sup>. This will evidence that highly satisfied or delighted create an emotional affinity with the brand, not just a rational preference.

Moreover, consumer satisfaction is recognized as a critical aspect of performance. Many firms are learning that boosting satisfaction can lead to higher level of customer retention and profitability. Understanding this condition will make Bedele Brewery Company as any other firms to direct its attention from attracting new customers better to retain the existing ones.

One reason for the shift can be managers have been began to realize that it usually costs more to acquire new customer than to retain the loyalty of existing ones. So money spent on customer retention is more productive <sup>4</sup>.

In general, loyalty occurs if a customer continues to purchase goods from the same source over time. Customer satisfaction is the main cause of loyalty. In addition, satisfaction and loyalty are enhanced by a strong brand loyalty.

To finalize what is discussed earlier, there are brands for which buyers have a fairly high degree of brand awareness (measured either by brand recall and recognition). Beyond this there are brands with a high degree of brand acceptance in other words, brands that most consumers would not resist buying. Then there are brands that are selected over the others. Finally, there are brands that command a high degree of brand loyalty. This study also tries to magnify in which degree or buyers type Bedele Brewery products exist.

Ⓟ Akaer distinguished five level of customer attitude toward their brand, from lowest to highest: -

- 1) Customer will change brands, especially for price reason (no brand loyalty)
- 2) Customer is satisfied. No reason to change the brand
- 3) Customer is satisfied and would incur costs by changing brand
- 4) Customer values the brand and sees it as a friend
- 5) Customer is devoted to the brand

In addition, to all this, customers are more likely to continue to purchase a particular product if advertisement reminds them, if the price considered reasonable, if the product is accessible and if product quality is considered satisfactory.<sup>1</sup> Bedele Brewery company should also able to satisfy this factors.



P.

### *Notes for further Reading*

1. Shimp, Terence A. (1997). Advertisement, promotion and supplemented aspects of Integrated Marketing Communication, 4<sup>th</sup> ed., pp 4-6, 28-29, 34, 104.
2. Philip kotlr (1998). Marketing Management, 6<sup>th</sup> ed., pp. 40-41
3. Fred C. Allvine (1997). Marketing Principles and Practice, pp.175
4. Joseph P. Gultinan, Gordon W. Paw, Thomas J. Maddam, (1997). Marketing Management; strategies and programs, 6<sup>th</sup> ed., pp. 288-290.
5. Geoff Lanceaster and paul Reynolds (1885): Marketing: Butter worth-Heinemann; Oxfoed ; 2<sup>nd</sup> edition, pp.270

## CHAPTER THREE

### Methodology

#### 3.1 *Data Explanation*

- ✓ A. **Consumers Awareness** – Implies consumer's knowledge about the product characteristics and its features. Useful to the study to analyze how much percentage of beer consumers in Harar City are able to aware Bedele Brewery Products.
  
- ✓ B. **Consumers Preference**: - Implies how consumers prefer one product than another. Useful to measure to what extent consumers prefer Bedele Brewery products than other beer products and which product type of Bedele Brewery is more preferable: Bedele Normal, Bedele Choice or Bedele Special. This study use conjoint analysis to measure consumer's preference. This method is selected because comparison is making among alternative products. Conjoint analysis is a method for driving the utility values that the customers attach to varying levels of products altitudes. Consumers are asked to rank varies offers of Bedele Brewery Company.
  
- ✓ C. **Consumer Satisfaction**: Is a function of perceived performance and expectation. Useful in this study to analyse that to what extent Bedele Brewery Products are satisfying beer consumers. In this study the actual consumers of Bedele Brewery are taken into account. Measured by asking consumers whether they are very satisfied, satisfied or dissatisfied.
  
- ✓ D. **Actual Consumers** – are those who are aware, prefer and satisfy by using Bedele Brewery Products. As we will see in the analysis part this consumers cover 12.4 percent of the total beer consumers taken into this study.

- E. **Total Market Consumers:** - Are consumers those who consume any type of beer appearing in the market. Actual consumers are subset of total market consumers.
- F. **Fair Price** – Implies that the product is charged with a price that the consumer can able to pay for it compared to his/her income. This show affordability of Bedele Brewery Products by consumers.
- G. **Accessibility** - Indicates consumers can get the product whenever he/she needs it.
- H. **Quality:** - Is the totality of feature and characteristics of product that bear its ability to satisfy stated or implied needs.
- I. **Advertisement Attractiveness:** Means the advertisement ability to make buyers motivate for purchasing the products, allows buyers to receive information and compare the product with other competitors and inforce buyers to pay attention or respond to it.

### 3.2 *Source of Data and Way of Data Collection*

The detail data available for the study were collected from consumers of the beer products, the management of the company, investment office and others. Information obtained from this sources either primary data or secondary data were analyzed.

#### **Data collection process was done in the following manners.**

- 1) Data was collected from consumers using self-administered questionnaires, a questionnaire that is filled in by the respondent rather than interviewer, as a research instrument. This method was preferred because it enables to get more information by covering the required sample size.



- 2) From government bureaus data were searched using unstructured personal interview technique. No formally planned instrument for it.
- 3) To understand consumer's activity at time of consuming beer hidden observation and direct observation were implemented. Hidden observation is a situation in which the subject is unaware that observation is taking place and direct observation is a straightforward attempt to observe and record what naturally occurs; the investigator does not create an artificial situation<sup>1</sup>.
- 4) Secondary data were gathered from Internet

### 3.3 *Sampling*

From Hotels found in Harar City, 25 Hotels were selected randomly. The selection is based on personal judgment. The judgment criteria includes good will the Hotel has from consumers point of view; this means Hotels that consumers has impression toward them; facilities the Hotel provides such enough space for drinking, offer different types of beers available in the market, has a good staff that can serve their customers in a good manner and so on; Hotels that were believed to have a large number of customers and Hotels whose owner were willing to cooperate with the researcher such type of Hotels also taken in the study.

From the 25 Hotels selected, 10 consumers from each Hotel were taken randomly to be part of the sample. In total 250 consumers were included in the study. Type of sampling technique used to select the Hotel is called judgment or purposive sampling because each Hotels were selected based upon some appropriate characteristics required of the sample member. And consumers were selected using simple random sampling that makes each element in the population has an equal chance of being included in the sample.



### 3.4 Ways of data preparation and data processing.

In the data preparation the raw data collected was edited to detect error and omission and to correct them as much as possible. To keep accuracy the editing process was done as soon as possible after consumers fill the questioners. Then the raw data was arranged into groups or classes on the basis of common characteristics. The prepared data was analyzed using descriptive data analysis method, which involves tabulation and percentage calculation.<sup>1</sup>

Simple tabulation involves a count of the number of responses to a question and placement of them in a frequency distribution. The tabulation process was done using tallying system. After completing the tabulation percentage was done, which was a part of a whole expressed in hundred thousands. -

#### Percentage is calculated using

$$1. \text{Percentage of consumers} = \frac{\text{Number of consumers aware a product}}{\text{Total sample size}} \times 100$$

$$2. \text{Percentage of consumers prefer } i \text{ as his/her } j \text{ preference} = \frac{\text{Number of consumers prefer product } i \text{ as his/her } j \text{ preference}}{\text{Total sample size}} \times 100$$

Where  $i$  represent type of beer product and  
 $J$  represent rank of preference (1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup>)

$$3. \text{Percentage of consumers according to their satisfaction level} = \frac{\text{Number of consumers who are just satisfied, dissatisfied, or very satisfied}}{\text{Actual consumers of Bedele Brewery Products}} \times 100$$

#### Note for further Reading

1. William G. Szikmund (1997); Business research methods; sandiago, The oryden press; 5<sup>th</sup> ed; pp. 265-267, 428-431.

### 3.5 *Limitation of the Study*

These are constraints faced by the researcher while conducting the survey. There were 5 basic constraints faced:

- 1) Shortage of information to support the research. Information on the background of the company, activities it is performing presently to diversify its distribution and so on.
- 2) The time allowed for distributing and collecting the questionnaire was not sufficient.
- 3) Shortage of money allocated to accomplish the research. The actual cost incurred was more than the budgeted amount.
- 4) Some Hotels even if they were selected to be part of the sample because their owners were not willing to cooperate failed to be part of the study. So to fulfill the study requirements additional Hotels were included.
- 5) Shortage of secondary data to make comparisons and be reference for more details.

## CHAPTER FOUR

### Empirical Analysis

#### *(Results and Discussion)*

This part focuses on the result and discussion of the study inferred from the collected data. Consumer's awareness, preference and satisfaction through using Bedele Brewery Products will be analyzed.

#### *4.1 Consumers awareness about Bedele Brewery Products*

Bedele Brewrey Company Products are new products to enter to Harar Beer Market. As any new entry product they face different barriers such as competitive pressure from substitute products, rivil for position among existing computing firms, substantial bargaining leverage of buyers and so on.

To over-come these barriers smoothly familiarizing consumers with the company's product, informing people about its special features and benefits, showing how it is different and superior than competitor's product, in general creating awareness is essential.

Bedele Brewery Company is successful in doing this for its consumers in Harar City. Consumers are fully aware the products that the company is producing. From the survey done 100 percent of the consumers are aware the products. However, in most cases trial becomes after consumers are aware of the product. As compared to the total market size and consumers who are aware of Bedele Brewery Products the company fail to make consumers try its products. Only12.4 percent of the consumers are able to try its products. This small percentage of trail is due to the fact that the company is creating awareness through media advertisement not through distribution and promotional activities. And trial is low because of low availability of the products in the market.



When seeing individual products of the company, the next table can explain it.

Beer Type	Percentage of Consumers
Bedele Normal	12.4
Bedele Choice	9.2
Bedele Special	9.6

Table 1. Showing the percentage of consumers who are able to drink or try Bedeale Brewery Company's Products.

As can be inferred from the table, most consumers drink Bedele Normal than Bedele Special than Bedele Choice. Bedele Normal is drincken more not because it is sufficiently available In the market but because most consumers prefer it than the other two products.

#### 4.2 *Consumers preference towards Bedele Brewery products.*

Bedele Brewery Company products are less preferred products as compared to Harar Brewery products and BGI products. 86.36 percent of consumers make Harar Beer products as their first preference and 80.4 has first impression to it.

#### ***Harar Beer types were preferable because of 3 main reasons***

- 1) They are more accessible and available in the market
- 2) They are inborn products in the market so that consumers are familiar to the products, have good attitude and awareness toward them.
- 3) Distribution and advertisement costs for the factory are very much low thus its products are charged relatively lower price than other beer products.



Even if for the present times Harar Beers are more preferable most consumers are ready to switch to any other new products entering to the market as inferred from hidden observation during the survey. Most consumers speak of that they are board of consuming Harar beer because there is no any other alternative beer sufficiently available in the market. So Bedele Brewery Company should able to use this opportunities to attract and gain more consumers by making its products more available in the market.

In addition, 5.37 percent of the consumers prefer Bedele Brewery Products as their first choice, 12.50 percent as their second choice and 18.52 percent as their third choice. This is even lower as compared to BGI products, which are entering to the market recently. 8.27 percent of consumers prefer BGI products as their 1<sup>st</sup> choice, 51.56 percent as second choice and 59.36 percent as their third choice. This can be summarized in the next table.

Rank according To preference	Beer Types		
	Bedele Brewery Products	Harar Brewery Products	BGI Products
1 <sup>st</sup>	5.37	86.36	8.27
2 <sup>nd</sup>	12.50	35.94	51.56
3 <sup>rd</sup>	18.52	22.22	59.26

Table 2. Showing percentage of consumers according to their preference rank towards products of Harar, Bedele, BGI Brewery Companies.

Specifically, among the products of Bedele Brewery Company even if it is low as compared to the total market size Bedele Normal is more preferable than Bedele Special and Bedele Choice. 7.6, 3.2 and 1.6 percent of consumers make Bedele Normal, Bedele Special and Bedele Choice, respectively as their first preference. Moreover, 1.6 percent consumers prefer Bedele Normal as their second choice, 2.4 percent Bedele Special and 1.2 percent Bedele Choice.

Bedele Normal is more preferred than the other two products because, most consumers agree that its price is fair, more accessible, good quality and taste and most consumers satisfy with it. The next table shows the percentage of consumers that agree they prefer Bedele Brewery Products on the basis of the given factors; that are price, satisfaction, advertisement, accessibility, quality and taste. The explanation of these factors is given in data explanation part (For more understanding revise that part).

Factors for preference	Beer Type (Consumers in Percentage)		
	Bedele Choice	Bedele Special	Bedele Normal
Price is Fair	2.4	3.2	6.8
It is satisfactory	2.8	3.2	6.0
Good Advertisement	1.2	1.6	2.0
Accessibility	1.6	2.4	3.6
Quality	1.6	3.2	3.2
Taste	2.0	3.2	1.2

Table 3. Factors for preferring Bedele Brewery Products and Percentage Consumers agree on each factors.

Further more, in Harar beer market most consumers of Bedele Brewery products are categorized under brand conscious consumers, consumers those who switch among brands buying which ever is on sale. From the total market consumers 5.6 percent of the consumers are brand conscious for Bedele Choice and 45.16

percent from actual consumers of Bedele Brewery Products. And from the total market consumers 9.2 percent and 5.6 percent consumers are brand conscious for Bedele Normal and Bedele Special, respectively. Finally, from the actual consumers of Bedele Brewery Products 74.19 percent and 45.16 percent of the consumers are Brand conscious for Bedele Normal and Bedele Special, respectively.

Also certain part of consumers is brand loyal. Among the products of Bedele Brewery Company Bedele Normal have more brand loyal consumers. Brand loyal consumers are those who buy a particular product whenever it appears in the market but until its appearance they prefer to use another substitutes of it. Most companies strive presently to have such type of consumers. From the total market consumers 3.2 percent of Bedele Normal consumers are of this type and from actual consumers 25.80 percent are brand loyal to Bedele Normal. From the total market consumers 0.8 percent and 1.2 percent and from the actual consumers 6.45 percent and 9.67 percent are brand loyal for Bedele Choice and Bedele Special, respectively. The next table revises this fact.

Beer Type	Brand Loyal		Brand Conscious	
	Percentage of consumers from total market consumers.	Percentage of actual consumers	Percentage of consumers from total market consumers	Percentage of consumers from actual
Bedele Normal	3.2	25.80	9.2	74.19
Bedele Special	1.2	9.67	5.6	45.16
Bedele Choice	0.8	6.45	5.6	45.16

Table 4. Showing percentage of consumers and their Brand preference categories for individual products of Bedele Brewery Share Company.



As explained earlier in present times most companies strive to gain consumers loyalty. Mostly loyal consumers are ready to be brand insistent. This is a consumer who buys only a particular brand and they are highly loyal consumers. Such type of consumers is not available in Harar City for Bedele Brewery Products.

Finally, the company should strive to attract more consumers, make them brand loyal and if possible convert them from brand loyal to brand insistent consumers in long run.

#### *4.3. Consumers Satisfaction*

Satisfaction is a function of perceived performance and expectation. Consumers will be highly satisfied if their expectation fails short of performance, satisfied if expectation matches with performance and dissatisfied if expectation exceeds performance.

For 38.70 Percent of actual consumers, Bedele Normal performance able to exceeds its consumer's expectation. Thus, it creates delight or highly satisfied consumers. This is true for 19.35 percent consumers of Bedele Choice and for 41.93 percent consumers of Bedele Special. In theory mostly highly satisfied or delighted consumers are to retain and be loyal to the company's product. In addition, 35.48 percent, 16.13 percent, and 6.45 percent consumers of Bedele Normal, Bedele choice and Bedele Special respectively, are just satisfied. This means consumers expectation matches with performance. These consumers are satisfied with the product and would incur cost by changing the product. Finally, only for Bedele Normal is that consumers who are dissatisfied are lower than the sum of consumers who are satisfied and delighted. For Bedele Choice and Bedele Special the reverse is true that is more consumers are dissatisfied. From the actual consumers 64.52 percent, 51.61 percent and



consumers are dissatisfied with Bedele Chocie, Bedele Special and Bedele Normal, respectively.

Consumer's dissatisfaction arises due to bad taste, after drink headache, less availability of the product in the market and for some part of consumers the price is unfair (higher price is charged).

Level of Satisfaction	Percentage of Actual Consumers		
	Bedele Normal	Bedele Choice	Bedele Special
Very Satisfied	38.70	19.35	41.93
Satisfied	35.48	16.13	6.45
Dissatisfied	41.92	64.52	51.62

Table 5. Showing consumers level of Satisfaction with respective percentage of consumers.

Finally, the result of the study can be summarized using the table below.

Criteria	Beer Types (Consumers in percentage)		
	Bedele Normal	Bedele Special	Bedele Choice
Consumers trial	12.4	9.6	9.2
Consumers preference based on rank	7.6	3.2	1.6
-1 <sup>st</sup>	1.6	9.67	1.2
-2 <sup>nd</sup>			
Brand loyal consumers			
From total market consumers	3.2	1.2	0.8
From actual consumers	25.80	9.67	6.45
Brand conscious consumers			
From total market consumers	9.2	5.6	5.6
From actual consumers	74.19	45.16	45.16
Level of Satisfaction*			
Very satisfied	38.79	19.35	41.93
Satisfied	35.48	16.13	6.45
Dissatisfied	41.92	64.52	51.62

- The percentage of consumers solved on the basis of actual consumers

Table 6. Summary Table

## CHAPTER FIVE

### Conclusion and Recommendation

#### 5.1 Conclusion

- ⇒ Bedele Brewery Company is successful in creating awareness about its products and what type of products it is involving in producing. But fail to make consumers try its products when compared to consumers awareness percentage with percentage of consumers who try its products. 100 percent of the consumers are aware the product but only 12.4 percent are able to try the companies product.
  
- ⇒ When compared to Harar beer and BGI, Bedele products are the least preferable products in Harar beer market.
  
- ⇒ Most consumers prefer and be loyal to Bedele Normal than Bedele Special and Bedele Choice and to Bedele Special than Bedele Choice. Consumers agree that Bedele Normal is fairly priced, more accessible, has good quality and taste than Bedele Choice and Bedele Normal.
  
- ⇒ From the actual consumers much consumers are delighted with Bedele Special than the other two and dissatisfied with Bedele Choice than Bedele Special than Bedele Normal. The main source of dissatisfaction is bad taste, unfair price, after drink head ach and less availability of products in the market.



⇒ In general, performance of Bedele Brewery Company in Harar City is low. Lower percentage of consumers are able to prefer and satisfy with its Products. More awareness of a product does not imply the success of the company. Awareness of consumers must be supported with consumers trial. Not only trial but also consumers should be pushed to have a good impression, preference and satisfaction with the products and be loyal to them. And in long-run the company should strive to change this loyal consumers to Brand insistent consumers. In present time the main source of failurity is insufficient availability of products in the **market.**

## 5.2 *Recommendation*

The company to increase its consumers and be preferred by consumers it has to use the following techniques.

### *i. Sales Promotion together with Advertisement*

Presently the Company is only advertising its products through different kinds of medias that is why most of consumers are able to aware Bedele Brewery Products. Advertising mostly offers a reason to buy.

However, sales promotion gives an incentive to buy. Sales promotion consists diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumer or the trade.<sup>1</sup> This includes consumer promotion, trade promotion and business and sales force promotion.

⊕ Incentive type promotion can help Bedele Brewery Company to attract new tries, to reward loyal customers, and to increase the repurchase. New tries are of three types-users of another brand in the same category, users in other categories and frequent brand switchers.<sup>2</sup> Promotions are effective in attracting the brand switches because mostly brand switches look for lower price, good value and premium.

The company based on its capacity to afford can use:

**1. Consumer – Promotion tools such:**

**Samples** – offer of a free amount of a product delivered door to door to respective consumers.

**Coupons** - Certificate entitling the bearer to a stated saving on the purchase of a specific part.

**Cash refund effects** – Provide a price reduction after purchase rather than at the retail shop.

**Gifts** – Giving merchandise relatively low cost a freely as an incentive to consumers when purchase one of Bedele Brewery Products.

**Free tails.** Inviting prospective purchases to try Bedele Brewery Products without cost in the hope that they will buy the product. Bedele Brewery should encourage free-drink to stimulate purchase interest.

**2 . Trade promotion tools:**

This promotion tools help Bedele Brewery Share Company to persuade the retailer of whole salers to carry its products and more units than the normal amount, to introduce retailers to promote its products by featuring, display and price reductions and finally to stimulate retailers and other sales clerks to push the product<sup>3</sup>.

**Trade Promotion Tools include:**

**Allowance** : Here, Bedele Brewery should be able to offer a certain amount in return for the retailers agreeing to feature its products in some way. This can take an advertising allowance or display allowance.

**Free goods** – Offers of extra cases of beer to intermediaries who buy a certain quantity or who feature a certain flavour or size. Bedele Brewery might offer push money or free speciality advertising items to retailers that carry its name.

**2. Business and sales force promotion tools.**

These tools are used to gather business leads, impress and reward customers and motivate the sales forces to greater effort.

All in all, the company should not only use these promotion methods only. They are more effective and be successful when supported by advertising which provides consumers reason to purchase the product.

**ii . Diversifying market channels**

Bedele Brewery Share Company should be able to diversify its marketing channels. Marketing channels are sets of independent organizations involved in the process of making a product available for use or consumption. Having large number channels will help the Company to make available its products in the market. If products are more accessible to the consumers, consumers can have an alternative to choose it. Moreover, channels will help the Company:



- By providing successive storage and movement of physical products.
- By placing orders directly and easily to the company.
- By gathering information about potential and current customers, competitors, and other actors and forces in the marketing environment.
- By Developing and disseminating persuasive communication so as they can stimulate purchasing.

To generalize, these two methods can help Bedele Brewery Company to be more effective competitor in Harar beer market. Promotion and advertisement help the company to inform, attract, try its products and a vast distribution channel will help in making the product available in the market sufficiently. If the consumers have enough information about the product, incentive to purchase the product and the product in-hand there is lesser probability that consumers will try the product. As trial increased consumers preference and satisfaction will be shaped.

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## APPENDIX

### Questionnaire

This questionnaire is prepared to collect data from consumers about Bedele Brewery Company Products.

#### *It has 3 sections:*

Section –1 Useful to know the general view of the consumer about beer products in Ethiopia.

Section – 2 Focus more on Bedele Brewery Products and about its consumers.

Section – 3 It asks general opinion of the consumers.

#### **Section – 1**

1.1 If you were to go to Hotel for drinking beer to day which bear type would you ask first? \_\_\_\_\_

1.2 From the following beer types make “√” mark for beers you are aware and rank them according to your preference. (from 1 to 4)

	Dashen	Bedele	Harar	St.George
I Aware				
I Prefer				

1.3 Do you know products of Bedele Brewery Share Company?

Yes  No



**Section 2.**

- 2.1 From the following Bedele Brewery Products make “√” mark for beer you are aware and rank them according to your preference.

	Bedele Special	Bedele Choice	Bedele Normal
I Aware			
I Prefer			

- 2.2 Which beer type do you use always or sometimes.

	Always ✓	Sometimes
Bedele Choice		
Bedele Special		
Bedele Normal		

- 2.3 I prefer Bedele Products because:

	Bedele Special	Bedele Choice	Bedele Normal
A. It fairly priced			
B. It satisfy me			
C. Its advertising is good			
D. It is accessible			
E. Its quality			
F. It tastes good			

*icw*

2.4 How satisfied you are with Bedele Brewery Products?

	Bedele Special	Bedele Choice	Bedele Normal
Very Satisfied			
Satisfied			
Dissatisfied			

2.5 Would you agree with the following saying:

"Bedele products test good, are priced correctly, are attractive and are healthy so I prefer and enjoy them than other beers."

Yes

No

2.6 If your answer for 2.5 is no, why you disagree with it?

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### Section 3

3.1 Why you fail to drink Bedele Brewery Products?

#### ***Bedele Special***

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#### ***Bedele Choice***

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#### ***Bedele Normal***

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3.2 As you are consumer of products of Bedele Brewery Company, what recommendations you have about the products to improve its awareness among consumers and be more preferable.

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3.3 Which magazines and news paper do you read mostly or regularly? List them.

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3.4 From Programmes transmitted by Ethiopia Television and Radio which ones do you prefer to watch or read?

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Thanks for your Participation



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