Effect of Branding on the Buyers Purchase Decision:
A Case Study on Paint Products Market in Addis Ababa

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DECLARATION

I hereby declare that this thesis entitled "Effect of Branding on the Buyers Purchase Decision: A Case Study on Paint Products Market in Addis Ababa" has been carried out by me under the guidance and supervision of Daniel Amente (Ph.D. Candidate) and Mrs. Gadise Amensis.

The thesis is original and has not been submitted for the award of any degree or diploma to any university or institution.

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CERTIFICATE

This is to certify that the thesis entitled "Effect of Branding on the Buyers Purchase Decision: A Case Study on Paint Products Market in Addis Ababa" submitted to Jimma University for the award of the Degree of Master of Business Administration (MBA) and is a work carried out by Mr. Endashaw Abebe Woldegebriel, under our guidance and supervision.

Therefore, we hereby declare that no part of this thesis has been submitted to any other university or institution for the award of any degree or diploma.

Main Advisor's Name   Date   Signature

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Co-Advisor's Name   Date   Signature

_____   _____   _____

ABSTRACT

The research was aimed at examining the effect of branding on the buyers' purchase decision taking paint markets in Addis Ababa. To this end, six locations which are the major market area for paint products in Addis Ababa are selected. The study used data collected from 363 customers with the help of structured questionnaires. Additionally, data were collected from 30 traders with similar but not identical questionnaires to substantiate the result from customers' questionnaires'. Analytical results of bivariate correlation of each independent variables brand awareness, brand loyalty, brand equity, and dependent variable purchase decision confirmed that there is a positive significant association between each independent variable and dependent variable. The correlation coefficients showed there is significant positive correlation between brand awareness and purchase decision, between brand loyalty and purchase decision, between brand equity and purchase decision. There is a significant association between each of the independent variables brand awareness, brand loyalty, and brand equity with purchase decision of buyers'. The result has shown branding affects buyers' purchase decisions. Additionally, the top brand preferred by the majority of customers found to be the brand indicated by the majority of customers that makes effective branding. The regression analysis also has shown that brand loyalty and brand awareness variables could predict the buyers' purchase decision which is indicated by the model derived from the analysis. This further confirms the effect of branding on the buyers' purchase decision. The data analysis from traders' questionnaires ascertain similarly the claim that there is an effect of branding on consumers' purchase decisions in most cases except due to the small sample size, correlation coefficients were small. The research concluded that consumers' look for brands when making a purchase decision in the Addis Ababa paint market. Consumers decide on a brand they purchase based on information they get from their previous experience, other people's recommendations, or from advertisements. It is also concluded suppliers' branding effort has a strong effect on buyers' purchase preference of the paint brand. Therefore, paint companies, investors, and marketers are recommended to devise an effective branding strategy, build a good brand image, and increase brand loyalty. Companies should create a good customer relationship and increase brand awareness.

Keywords: brand awareness, brand loyalty, brand equity, buyers' behavior, and buyers' purchase decision.

ACKNOWLEDGMENTS

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ANOVA - Analysis of Variance

BAV - Brand Asset Evaluator

CSA - Central Statistics Agency of Ethiopia

EIC - Ethiopia Investment Commission

GDP - Gross Domestic Product

PIMS - Profit Improvement of Market Strategy

PSSP - Personal, Social, Safety and Physiological Needs

ROI - Return on Investment

SPSS - Statistical Program for Social Studies Software

Y & R - Young and Rubicam Consulting Company

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study:

The brand and branding concept was little known previously in its full concept in Ethiopia. But recent researches show there is a growing tendency that people are more aware of brands and are becoming influenced by them in their purchasing decision of different items (Korath & Fikede, 2016). There is also a misconception about branding and brands here among the business community and the general public. People think of the brand as a logo of a company or related materials like business cards and motto. People also think 'branding' as only advertising which is a misconception (Aschalew, 2019). Branding is much bigger than developing a logo and putting the motto or color. It is creating confidence of customers towards using or purchasing a product. The American Marketing Association defines a brand as a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler & Keller, 2012). However brand imprint in customers' minds with values, impressions, benefits, and uses of products. A brand suggests to customers the values and promises that a product will benefit the customer (Armstrong, Kottler, & Opresnik, 2018). Branding is using marketing and communication methods to create a mental structure that helps consumers organize their knowledge about products and services in a way that clarifies their decision making and in the process provides value to the firm (Kotler & Keller, 2012). Although little researches were made in Ethiopia and it was difficult to find research papers made on Brand effect on buyers purchase decision in the Ethiopian context, it is very important to know the brand effect on purchase decision to develop an effective marketing strategy and win the market.

Construction in Ethiopia is booming. Individual households building a private residence, businesses constructing medium to high rise buildings, real-estate developers building residential villages and apartments, government constructing service infrastructures like schools, universities, hospitals, and offices, and other industry developers increase the demand for construction inputs in the country. The demand for construction input especially in Addis Ababa is increasing day today. Addis Ababa is a commercial hub for the country, most of the construction materials are distributed from Addis Ababa. Paint is becoming highly demanded

with the increase of construction activities within the country. This research tries to investigate paint, as one of the important inputs in the construction industry, market problems by focusing on brand and branding of paint.

The number of paint factories in Ethiopia is also increasing in the last few years. According to the Ethiopian Investment Commission, there are more than 108 investment licenses issued for manufacturing paints since 1996 of which 38 start production. Most of the paint factories are in Addis Ababa but few recently established factories are out of Addis Ababa in the regional states. For example Sofi Chemicals plc in Mekele, Kokeb paint in Bahirdar, Rehammer paint in Komobolcha, Tsehaye paint in Bahirdar (F.D.R.E. Investment Commission, 2019). Annual production of paint within Ethiopia is 60million liters in 2016/17 according to the Central Statistical Agency of Ethiopian 2018 publication (CSA of Ethiopia, 2018).

The paint market in Addis Ababa is highly competitive as all the manufacturers try to dump their products into the market. However, the paint market in Addis Ababa is mainly dominated by a few local paint manufacturers. This study hypothesizes the strong effect of brand on purchasers' decisions when purchasers make buying decisions to paint products in Addis Ababa. Many newcomers to the paint industry in Ethiopia fail to notice the effect of creating a strong brand in the market. They are observed straggling to stay in the market competing with those companies that built a strong reputation in the market and are already working for the last 20 years in the industry. Hence this study desires to fill the research gap and ascertain brand influence in the paint market while customers make their purchase decision in Addis Ababa.

The study have significance for the new entrants and veterans in the industry by showing the effect of branding on their performance. It also gives significant input for companies in the paint industry regarding their branding, advertising, and promotion policy.

1.2 Statement of the Problem:

It is observed industries in Ethiopia lack a clear marketing strategic plan right at the beginning and struggle to survive in a turbulent marketing situation. They rather prefer traditional methods of selling and often ignoring the importance of building a strong brand that wins in the market. The importance of branding and well-intended marketing effort was frequently skipped because people think it is simply a waste of money. There is also a doubt about whether customers have any brand preference or loyalty to a brand in making purchase decisions specifically of paint

products. Because of this investors make often wrong decisions that may result in poor performance and failure. There is also a misconception that brand influence is related only to goods like clothing, shoes, bags …etc which are closely linked to the personality of purchaser and not to industrial products like paint. Therefore, it is important to clarify the connection between good brands and customers' purchase decisions in the paint market. This research intends to show the effect of branding on the purchase decision of paint consumers in a scientific way.

Now a day's people tend to believe what is told or advertised on media. They share experiences regarding product performances through different means while they are in office, in cafés, in transportation, or through professional connections. Buyers' behavior is influenced by many factors like culture, social, and personal factors. Cultural factors have the strongest and broadest influence (Kotler, Armstrong, Saunders, & Wong, 1999). Product choice is also affected strongly by current economic circumstances like level, stability, and time pattern of incomes, savings and assets of an individual buyer, debts, borrowing power, and attitudes toward spending and saving (Armstrong, Kottler, & Opresnik, 2018). Therefore it is important to identify what affects consumers' purchase decisions and devise the right marketing plan to win the highly competitive market.

Paint as a construction input or as a household item for renovating individual homes may pass through serious processes of buying decisions. The purchase decision can be stimulated by the knowledge about brand and customers tend to rely on the brand image they know already (Bao, Chaoo, & Liny, 2004). The process of making a purchase decision involves three phases: Pre-purchase, Purchase, and Post-purchase. When a decision to buy a product is made, a personal evaluation of a product starts. Purchaser starts collecting information regarding the criteria that determines the choice of the product and where it could be found (Ray & Jaworsky, 2003). Loyalty to a brand may come to the picture based on previous experience and satisfaction. A satisfied customer will demonstrate loyalty to the brand that will result in a repeated purchase and provide positive comments to social groups using word-of-mouth techniques (Schultz, 2005). The brand image is constructed through advertising, word of mouth, reference groups, and celebrities and also through different media outlets including social media that is recently added (Mihalcea & Catoiu, 2008).

Many kinds of research are made regarding the relationship between branding and buyers' decision, taking different products. A study made about the effect of branding on consumer purchase behavior on the European Footwear market by researcher Egle Petrauskaite in Lithuania and Denmark shows a strong relationship between brand and purchaser's buying decision (Petrauskaite, 2014). Another study on consumer buying behavior on decorative paints in India made by researchers Hania Eram and his collogues concluded the top 5 highly branded paint manufacturing companies cover to 80% of sales of the organized market. This is due to the high brand equity of these 5 paint brands the researchers concluded (Eram, Sankar, Tpire, & Sinha, 2013). Yet another study on a relationship between brand perception and purchase behavior of consumers, a case study on paint industries in India made by Akhilesh Chandra Pandey concluded that only higher age and middle to a high-income group of peoples are highly aware of brands. It also concludes 70% of consumers consider searching for the best brand of paint while purchasing. According to 62.5% of consumers "Best Brand" means good quality and most popular brand (Pandey, 2009). All the above studies made outside Ethiopia show a clear brand impact on buyers' purchase decisions on different products including paint. But the researchers lack a clear measure of Brand awareness, Brand equity, and Brand loyalty and their effect on a consumer's purchase decision. The researcher in this study wants to investigate the effect of a brand in consumers' purchase decisions specifically to Addis Ababa market taking the case of paint products by clearly measuring these factors and showing their association with the consumers' purchase decision.

Few studies are also made in Ethiopia on brand influence in consumers' purchase decisions like Consumers' Attitude towards Branded Apparels in Addis Ababa, Ethiopia: Gender Perspective by Arun and Fikede. The research concluded people in Addis Ababa are becoming more brand conscious and there is also a gender difference in brand awareness and preference (Korath & Fikede, 2016). Therefore the researcher's impressions are that it is important to analyze this subject taking the case of paint products on the subject and in specific location Addis Ababa.

1.3 Research Questions:

The study examines what are the major factors that affect the process of purchasing decisions for paint products. What are the reasons for selecting a particular brand? The study using the scientific research method tries to see the effect of strong branding on buyers' choice in the paint

market in Addis Ababa. More specifically the following are the research questions that have been raised.

- Is there an effect of branding on buyers purchasing decisions in the Addis Ababa paint market?
- What major brands are buyers' choices in Addis Ababa Paint market?
- How buyers made their buying decision during purchasing paint products in Addis Ababa?
- How do paint suppliers make a branding effort to win the paint market in Addis Ababa?

1.4 Objectives:

1.4.1 General Objectives:-

To investigate the Addis Ababa paint market and analyze how buyers purchase decision is influenced by the branding of a paint product.

1.4.2 Specific Objectives:-

- To identify the effect of branding on buyers purchasing decisions in the Addis Ababa paint market.
- To investigate buyers' choices in the Addis Ababa paint market by taking sample points in the city.
- To examine how buyers made their buying decision during purchasing paint products.
- To explore the effect of the suppliers' branding effort on the buyers' purchase decision.

1.5 Hypothesis:

Brand as collectively referred and its influence on the buyers' purchase decision is broken down into three factors with the aid of the variables identified via factor analysis made based on the literature review. Hence, the following hypotheses are formulated.

H1: There is a significant positive association between brand equity and consumer buying decision.

H2: There is a significant positive relationship between brand loyalty and consumer buying decision.

H3: There is a significant positive connection between brand awareness and consumer buying decisions.

1.6 Significance of the study:

The study is a significant input for improving the sales performance of companies producing and supplying paint by showing what influences buyers' decisions. It will help investors to make better decisions regarding the market in the paint industry. The study has also great significance to marketers by giving a better idea about the brand influence on buyers' purchase decisions for industrial products like paint. It will help them to draw a better marketing strategy that has a better chance to win the market. The study shows the significant points companies should concentrate on to win higher market share, particularly for the paint industry. It will also give significant input for companies in the paint industry regarding their branding, advertising, and promotion policy. It will also help other researchers by showing the gaps for further study regarding the purchasing decision of buyers in paint products or other related industries. The research may be used as in put to policymakers in the Government.

1.7 Scope of the Study:

The study will only focus on investigating the effect of brand on paint buyers' purchase decision in Addis Ababa and will not cover all other customers in locations outside Addis Ababa or any other commodity different from paint in its nature. The study will concentrate on or limited to individual end-users (buyers) but not to resellers or merchants or business purchasers.

The study scope is only limited to investigate the effect of branding factors on buyers' purchasing decisions but no other factors that may affect the buyers' purchasing decision.

1.8 Structure of the Thesis:

The research thesis report is organized following the standard method for reporting scientific researches. The report comprised in Chapter one introduction about the subject matter of the study which contains Back Ground of the Study, Statement of the Problem and Research Questions, Objectives of the study, Hypothesis, Significance of the Study, Scope of the Study, and Structure of the Study. Chapter two covers a review of related literature which includes the assessment of books and other sources on the subject matter. Related terms definitions and theoretical background of the study is also presented under this chapter. Chapter three under the title

'Research Design and Methodology' explains the complete blueprint of the study, how data is collected, the sampling method used, the type of data analysis used, and models used for data analysis. Chapter four discusses results from analysis which explains the results using tables and graphs. The chapter also discusses the hypothesis given in the research paper in light of the results obtained from the data analysis. Chapter five under the title 'Summary of Findings, Conclusions and Recommendations' presents the final deduction reached by the researcher based on the result found from the data analysis. In the end, references and questionnaires are attached.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

This chapter covers a review of different related literature in connection to the subject matter to be studied. Theoretical concepts related to brand and consumer behavior, meanings of different terms related to brand and consumer purchase decision, models of consumer behaviors, factors affecting buyers' behavior, the process of consumers buying decision, the meaning of brand and branding are given in this chapter collected from different works of literature.

Additionally, the empirical literature review is also given here by reviewing some of the similar researches made at different locations on the same subject matter and their result. The empirical review also includes studies made on "branding effect on purchase decision of consumers", particularly in paint product markets.

2.1 Theoretical Frame Work:

It is never simple to study buying behavior, however, no matter how complicated it is, understanding buyers' behavior is a central point in marketing management. For this reason, the theoretical concepts are reviewed below from different literature. First, it is important to make some terms clear by giving their meaning in short.

Consumer Buying Behavior: refers to the buying behavior of ultimate consumers or users of a product, those who purchase products for personal or household use and not for business purposes (Pride & Ferrell, 2015).

Consumer Buying (Purchase) Decision: The final decision by the consumer made on what brand to buy, from which dealer to buy, at what quantity to buy, when to buy, and what payment modality should follow (Kotler & Keller, 2012).

Brand: A name, term, sign, symbol, or design, or a combination of these, that identifies the products or services of one seller or group of sellers and differentiates them from those of competitors (Armstrong, Kottler, & Opresnik, 2018).

Marketing mix: "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response" according to Philip Kotler, the term also known as 4P's to show the variables product, price, promotion and place (Kotler, Armstrong, Saunders, & Wong, 1999).

2.1.1 Models of Consumer Behavior:

The questions that one may raise to study consumer behavior can be who buys? How do they buy? When do they buy? Where do they buy? Why do they buy? A better understanding of why consumers buy as they do can be found by looking to the behavioral sciences for answers (Perreault & McCarthy, 2002). However, concerning the factors that affect consumers' buying decisions, the central question is how do consumers react to different market stimuli that are called 4P's i.e. product, price, promotion, and place. A Company should create a marketing mix (4P's) that meets customers' needs (Pride & Ferrell, 2015). If the company understands how consumers will respond to different product features, prices, and advertising, it can have a great advantage over its competitors. Other stimuli include significant forces and events in the buyers' environments: economic, technological, political, and cultural. All these stimuli enter customers' black boxes and result in product choice, brand choice, dealer choice, purchase timing, and the purchase amount (Armstrong, Kottler, & Opresnik, 2018).

In customer decision making process stimuli are changed to response and every marketer wants to know how this does happen. This process has two parts the first one is how the customer perceives and reacts to the stimuli which are called the buyers' characteristics influence. The second part is how is the buyers' decision-making process itself affects the buyer's behavior (Kotler, Armstrong, Saunders, & Wong, 1999).

Marketing Stimuli Other-stimuli	Buyers Black Box	Buyers Responses
Marketing Stimuli **Other-stimuli** Product Economic Price Technology Place Political Promotion Cultural	**Buyers Black Box** Buyer's Buyer's decision Characteristics process	**Buyers Responses** • Product choices • Brand choices • Dealer choices • Purchase timing • Purchase amount
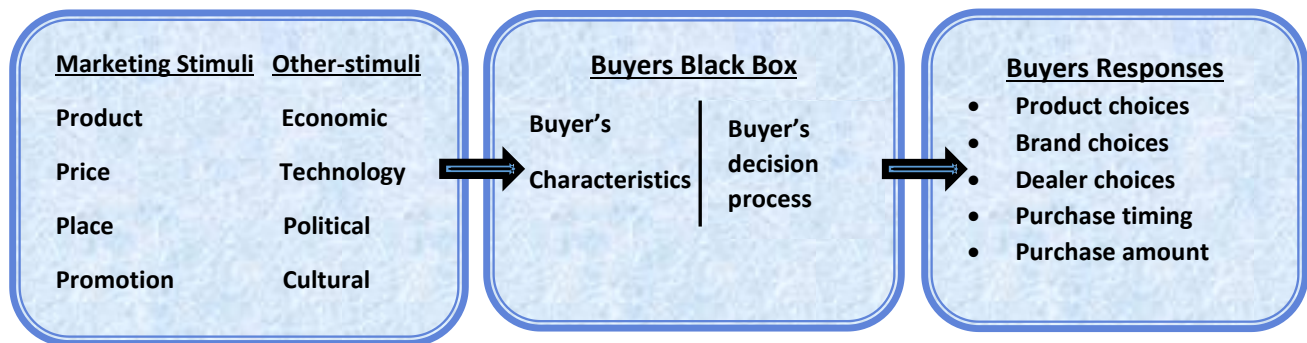
Adapted from Armstrong et al, 2018, page 159
FIGURE 1:- MODEL OF BUYER BEHAVIOUR-1

Another model of consumer behavior is also presented by different authors. Many behavioral dimensions influence consumers; psychological variables, social influences, and the purchase situation are some of the factors that affect consumer buying behavior (Perreault & McCarthy, 2002). The figure below shows how this stimulus combines and affects buyers' purchase decisions.
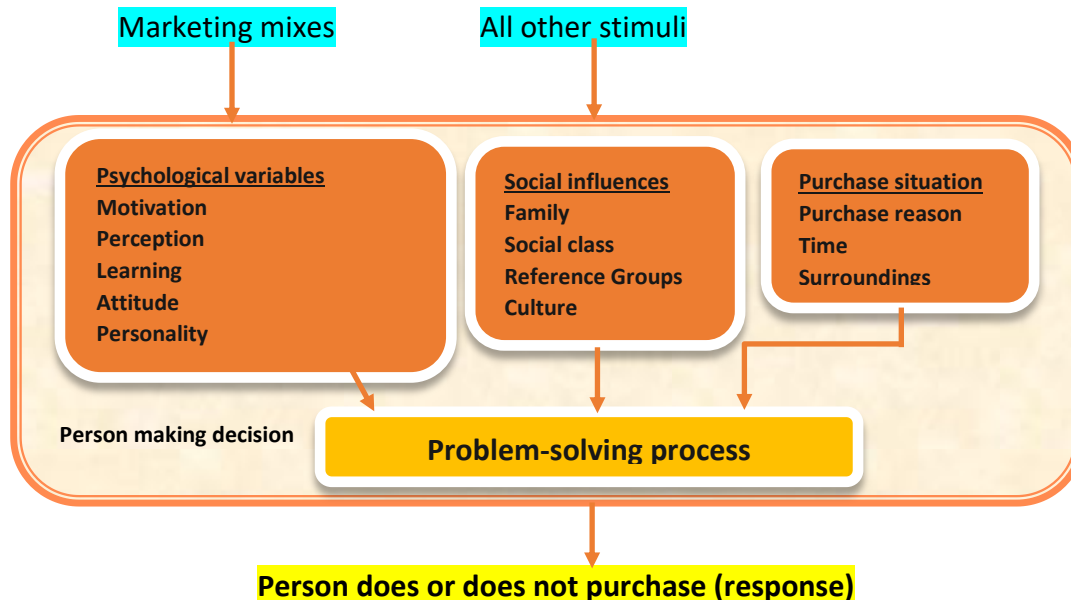
Adapted from Perrault and McCarthy, 2002, page 158
FIGURE 2:- MODEL OF BUYER BEHAVIOUR-2

2.1.1.1 Characteristics Factors Affecting Buyers Behavior:

Buyers' Behavior is influenced strongly by cultural, social, personal, and psychological characteristics (Armstrong, Kottler, & Opresnik, Principles of Marketing, 17th Global Edition, 2018). These factors are further elaborated also by other authors as follows.

i. Cultural Factors: It is a role played by buyers' culture, subculture, and social class in the process of buying decisions. "Culture is the most basic cause of a person's wants and behavior'' as Philip Kotler stated. Human behavior is mostly learned from society, family, and other institutions throughout the growth of a child to an adult. Culture gives values to individuals that affect purchase decision making (Armstrong, Kotler, & Opresnik, 2017).

Subculture: within each culture, there are smaller subcultures or groups of people with common shared value because of similar life experiences and situations. Some subcultures include nationalities, religions, racial groups, and geographic regions. These subcultures are unique

market segments that may need products or marketing efforts that fit their needs (Kotler, Armstrong, Saunders, & Wong, 1999).

Social class: is a relatively permanent and ordered division in a society whose members shares similar values, interests, and behaviors. Social class is determined by a combination of income, occupation, education, wealth, and other variables (Armstrong, Kotler, & Opresnik, 2017). Therefore consumer's behavior can be influenced by social class and lifestyle they follow within the social class.

ii. Social Factor: is a role played by a 'social groups' like family, religious groups, social roles, social networks, and similar status affiliations influencing the consumer buying decision. Those groups are a small collection of people that interact regularly and influence each other. Some are primary groups like family, friends, neighbors, and fellow workers. Others are secondary groups which are more formal and have less regular interaction like religious groups, reference groups, professional associations and trade unions (Armstrong, Kottler, & Opresnik, 2018). Social class, which is determined by such factors as occupation, wealth, income, education, power, and prestige, is another societal factor that can affect consumer behavior. The best-known classification system includes upper-upper, lower-upper, upper-middle, lower-middle, upper-lower, and lower-lower class. Lower-middle and upper-lower classes comprise the mass market (Burnet, 2008).

Reference Groups: these are a form of groups that serves as direct or indirect points or comparison or reference in forming a person's attitudes or behaviors. Reference groups influence other people usually people, not in their social group. For example; celebrities, political personalities, and religious leaders can be reference groups for others to shape their behaviors and attitudes. Reference groups influence a person's attitude and self-concept because the person wants to fit in (Burnet, 2008). Family members can strongly influence a buyer's behavior. Parents give a person with an orientation towards, religion, politics, and economies and also his sense of personal ambition, self-worth, and love (Kotler & Armstrong, 2016). Hence, consumers' purchase decisions may strongly be influenced by the social factors and the brand they prefer to buy may have been influenced by the social group they belong to or the reference group they would like to follow.

The following illustration of Group Influence on Product and Brand Choice Matrix shows the strength of group influence on customers' decision to select certain products and brands with a different type of goods.

Group Influence on Brand Choice		
	Strong	**Weak**
Strong (Group Influence on a product Choice)	**Public Luxuries** • Golf clubs • Luxury cars • Private jets	**Private Luxuries** • TV video games • Ice makers • Private swimming pool
Weak	**Public Necessities** • Wristwatch • Cars • Dress clothes	**Private Necessities** • Mattress • Electricity • Refrigerator

Adapted from Kotler et al, 1999, page236
FIGURE 3:- GROUP INFLUENCE ON PRODUCT AND BRAND CHOICE MATRIX

iii. Personal Factors: A purchaser buying decision is are also influenced by personal characteristics of an individual like buyers' age, occupation, economic situation, lifestyle, personality, and self-concept (Kotler & Keller, 2016). *"Personality can be a useful variable in analyzing consumer brand choices. The idea is that brands also have personalities, and consumers are likely to choose brands whose personalities match their own. We define brand personality as the specific mix of human traits that we can attribute to a particular brand"* (Kotler & Keller, 2016, p. 185).

iv. Psychological Factors: There are psychological factors that affect individual buying choices. These psychological factors can be explained as motivation, perception, learning, and beliefs and attitudes (Burnet, 2008).

<u>Motivation:</u> Motivation (motive or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. A drive is a strong stimulus that encourages action to reduce a need. The

drives are internal and they are the reasons behind certain behavior patterns (Perreault & McCarthy, 2002). Usually, the research in motivation involves benefit segmentation and patronage motives. Patronage motives concerned with the consumer's reasons for shopping at a particular outlet. Accordingly, consumers are classified, for example, as price-conscious, convenience-oriented, service-oriented, or in terms of some other motivating feature (Burnet, 2008).

Consumers are motivated by needs and wants. Needs are the basic forces that motivate a person to do something. Some needs involve a person's physical well-being, others the individual's self-view, and relationship with others. Needs are more basic than wants. Wants are "needs" that are learned during a person's life (Perreault & McCarthy, 2002). There are three motivation theories frequently sited which are developed by psychologists. They are Sigmund Freud's theory of Motivation, Abraham Maslow's Need Hierarchy Theory of Motivation, and Frederick Herzberg's two-factor theory (Kotler & Keller, 2012).

> Freud's Theory of Motivation: Freud says people are unconscious of the real psychological forces shaping their behavior. A person throughout his life represses many urges. Sometimes these urges emerge in dreams, in slips of the tongue, is neurotic and obsessive behavior or ultimately in psychosis. Hence repressed urges may affect buyers' decision making and the goods and services they prefer. It is important to understand the deepest motive that drives customers to buy a certain product (Kotler & Keller, 2012).

> Maslow's Theory of Motivation: Maslow believes that human needs are arranged in a hierarchical order in five stages that one's a need fulfilled it passed to the next need in the order (Jansson-Boyd, 2010). Marketers' prepare a similar four-level hierarchy that is easier to apply to consumer behavior. They call this the PSSP needs (Perreault & McCarthy, 2002). Physiological needs are concerned with biological needs food, drink, rest, and sex. Safety needs are concerned with the protection and physical well-being (perhaps involving health, food, medicine, and exercise). Social needs are concerned with love, friendship, status, and esteem things that involve a person's interaction with others. Personal needs, on the other hand, are concerned with an individual's need for personal satisfaction unrelated to what others think or do. Examples include self-esteem, accomplishment, fun, freedom, and relaxation (Perreault & McCarthy, 2002).
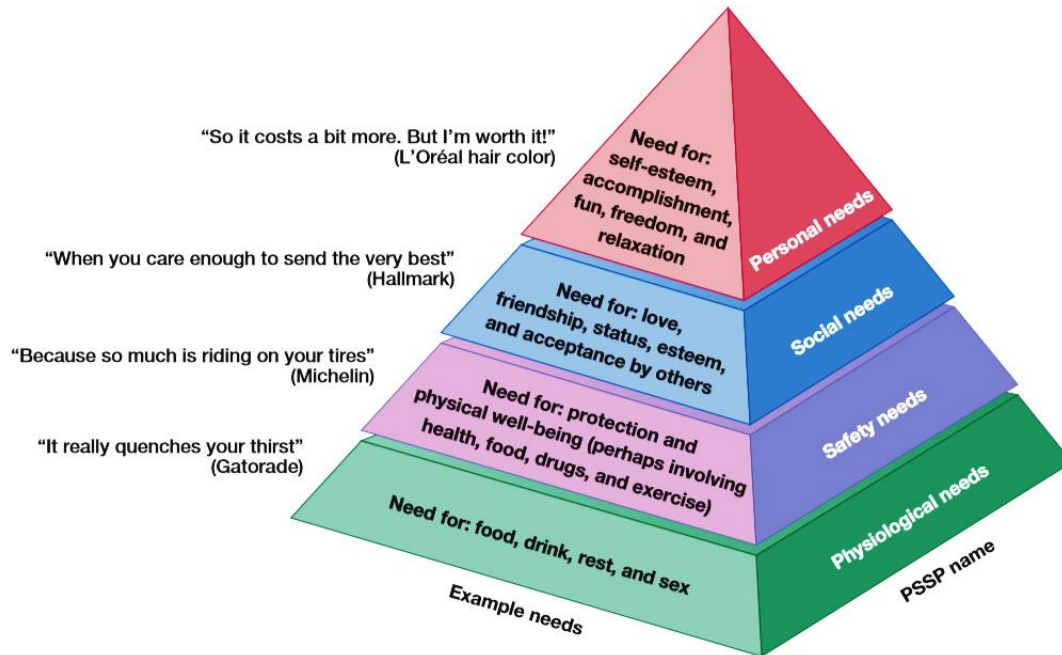
Adapted from Perrault and McCarthy, 2002, page 159

FIGURE 4:- THE PSSP HIERARCHY OF NEEDS

Maslow's Motivation theory suggests that we never reach a state of complete satisfaction. As soon as we get our lower-level needs reasonably satisfied, those at higher levels become more dominant. That is why marketing efforts should be devised based on the status and needs of the customers in the given market (Perreault & McCarthy, 2002).

Two Factors Theory of Herzberg: "Frederick Herzberg developed a two-factor theory that distinguishes dis-satisfiers (factors that cause dissatisfaction) from satisfiers (factors that cause satisfaction). The absence of dis-satisfiers is not enough to motivate a purchase, additionally, satisfiers must be present. For example, a computer that does not come with a warranty would be a dis-satisfier. Yet the presence of a product warranty would not act as a satisfier or motivator of a purchase, because it is not a source of intrinsic satisfaction. Additional ease of use would be a satisfier (Kotler & Keller, 2016, p. 188).

Herzberg's theory has two important points. First, sellers would work hard to avoid dis-satisfiers for example, by providing a training manual or provide service policy so that to avoid customers' dissatisfaction. However, these things only will not help to sell a product,

secondly, the seller should identify the major features that may satisfy customers or motivators of purchase in the market and then supply them (Kotler & Keller, 2012).

Perception: is the process of selecting, organizing, and interpreting information to form a meaningful picture of the world. Perception influences our purchase and consumption of goods and services because it assigns meaning to such things as color, symbols, taste, and packaging (Grewal & Levy, 2008). There are three reasons for different perceptions of the same stimulus which are called perception processes: i. Selective attention; ii. Selective distortion; iii. Selective retention (Kotler, Armstrong, Saunders, & Wong, 1999).

i. Selective Attention: Studies shows, people only remember a few of the information they are exposed through the day. Selective attention is the tendency of people to screen most of the information and retain only a few (Kotler, Armstrong, Saunders, & Wong, 1999).

ii. Selective Distortion: This term describes the tendency of people to adapt the information to personal meanings. There is a tendency of people to interpret information in a way that will support what they already believe (Kotler, Armstrong, Saunders, & Wong, 1999).

iii. Selective Retention: We remember only what we want to remember. Even after screening information and learn some of them, people only tend to retain information that supports their attitudes and beliefs (Perreault & McCarthy, 2002).

Hence, as a result of selective attention, selective distortion, and selective retention some information may not be perceived as they intended. That is why marketers are forced to use so much drama and repetition in sending messages to their target market (Kotler, Armstrong, Saunders, & Wong, 1999).

Learning: It is a change in an individual's behavior arising from the experience of using a product. Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement. People use their own experience in their future buying decision mostly and create brand loyalty or avoid products or brands that they have a bad experience with (Kotler, Armstrong, Saunders, & Wong, 1999). Learning refers to a change in a person's thinking process or a change in behavior that arises from experience. This learning process takes place throughout the consumer decision process. Learning affects both attitudes and perceptions (Grewal & Levy,

2008). "A drive is a strong internal stimulus impelling action. Cues are minor stimuli that determine when, where, and how a person responds. Suppose you buy an HP computer. If your experience is rewarding, your response to computers and HP will be positively reinforced. Later on, when you want to buy a printer, you may assume that because HP makes good computers, HP also makes good printers. In other words, you generalize your response to similar stimuli. A countertendency to generalization is discrimination. Discrimination means we have learned to recognize differences in sets of similar stimuli and can adjust our responses accordingly" (Kotler & Keller, 2016, p. 191).

Beliefs and Attitudes: Through doing and learning people acquire their beliefs and attitudes. A belief is a descriptive thought that a person holds about something. A belief may be based on practical knowledge, opinion, or faith and may or may not carry an emotional charge (Kotler, Armstrong, Saunders, & Wong, 1999). Attitude is an individual's long-term evaluation of his or her feelings about and behavioral tendencies toward an object or idea. Attitudes are learned and long-lasting, and they might develop over a long time, though they may also abruptly change (Grewal & Levy, 2008). Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs makeup products and brand images that affect buying behavior (Kotler, Armstrong, Saunders, & Wong, 1999).

Attitudes describe a person's relatively consistent favorable or unfavorable evaluations, feelings, and tendencies towards an object or idea. Attitudes put people into a frame of mind of liking or disliking things, or moving towards or away from them. Therefore marketers need to understand the attitudes of people and try to adjust their product to fit in with the existing attitudes (Armstrong, Kotler, & Opresnik, 2017). An attitude comprises three components, cognitive, affective, and behavioral. The 'cognitive' aspect reflects what we believe to be true, the 'affective' component involves what we feel about the issue at hand, our like or dislike of something, and the 'behavioral' component comprises the actions we undertake about that issue (Grewal & Levy, 2008).

2.1.2 Process of Consumer's Buying Decision:

The five-stage model is the most commonly used by marketing professionals to explain the process that passed by customers to buy a product. These five stages consumer passes through are problem recognition, information search, evaluation of alternatives, purchase decision, and post-

purchase behavior (Stone & Desmond, 2007). The buying process starts long before the actual purchase and has consequences long afterward. Customers sometimes may not follow all the stages listed, they may skip some stages or reverse at some point (Rossiter & Bellman, 2005).

Problem Recognition: Any purchase starts when the consumer recognizes a need to be satisfied triggered by internal or external stimuli occurs or whenever a consumer sees a significant difference between his or her current state of affairs and some desired or ideal state (Solomon, Marshal, & Stuart, 2012). If the need arises from an internal stimulus, these can be one of the person's normal needs hunger, thirst, sex-rises to a threshold level, and becomes a drive. On the other hand, a need can be aroused by an external stimulus. For example - a person may admire a neighbor's new car or see a television advertisement for a vacation, which triggers thoughts about the possibility of making a purchase (Grewal & Levy, 2008).

Information Search: The second stage in the buying decision process is searching for information. However, the study shows consumers often search for limited amounts of information. For durable goods, half of all consumers look at only one store, and only 30% look at more than one brand of appliances (Kotler & Keller, 2012). We can identify two levels of involvement with information search for a purchase decision. The first one is a milder search state is called heightened attention. At this level, a person simply becomes more receptive to information about a product. At the second level, the person may enter into an active information search: looking for reading reference materials, calling friends, searching on the internet, and visiting stores to learn about the product (Rossiter & Bellman, 2005).

Major information sources to which consumers will turn fall into four groups:

- o Personal: Family, friends, neighbors, acquaintances
- o Commercial: Advertising, Web sites, salespersons, dealers, packaging, displays
- o Public: Mass media, consumer-rating organizations
- o Experiential: Handling, examining, using the product (Kotler & Keller, 2012).

Evaluation of Alternatives: This stage is about how a customer evaluates products and brands and give final judgments on which product or brand to buy. A successful information search within a product category may result in a group of brands that a buyer views as possible alternatives. This group of brands is sometimes called a 'consideration

set'. Consumers assign a greater value to a brand they have heard of than to one they have not when they do not know anything else about the brand other than the name (Pride & Ferrell, 2015). There are several processes, and the recent models show the consumer give judgments largely on a conscious and rational basis. The following basic concepts may help to understand consumer evaluation processes: First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need (Kotler & Keller, 2012).

Purchase Decision: The important point at this stage is that; the decision is made on what brand to buy, from which dealer to buy, at what quantity to buy, when to buy, and what payment modality should follow. In the evaluation stage, the consumer forms preferences among the brands and other things in his or her choice set that would help to make the final purchase decision (Grewal & Levy, 2008).

Post-purchase Behavior: After the purchase decision and consumers buying products, consumers want to be sure that their decision is right and want to find evidence that supports their choice (Kotler & Keller, 2012). The consumer might experience dissonance that stems from noticing certain disturbing features or hearing favorable things about other brands and, they will be alert to information that supports his or her decision. Therefore, marketing communications should supply beliefs and evaluations that reinforce the consumer's choice and help him feel good about the brand (Pride and Ferrell, 2015).

Post-purchase Satisfaction: - is a function of the matching or closeness between consumer's expectations and the product's perceived performance.

   o If performance falls short of expectations, the consumer is disappointed.
   o If it meets expectations, the consumer is satisfied.
   o If it exceeds expectations, the consumer is delighted.

These feelings make a difference in whether the customer buys the product again and talks favorably or unfavorably about it to others (Kotler & Keller, 2012). The larger the gap between expectations and performance, the greater the dissatisfaction. Here the consumer's handling style comes into play. Some consumers magnify the gap when the product isn't perfect and are highly dissatisfied; others minimize it and are less dissatisfied (Kotler & Keller, 2012).

Post-purchase Actions: - If the consumer is satisfied, it is more likely that the consumer will purchase the product again. The satisfied customer will also tend to say good things about the brand to others. On the other hand, dissatisfied consumers may abandon or return the product. They may seek information that confirms their high value. They may take public action by complaining to the company, going to a lawyer, or complaining to other groups (such as business, private, or government agencies). Private actions include deciding to stop buying the product (exit option) or warning friends (voice option) (Pride & Ferrell, 2015). Post-purchase dissonance occurs when a consumer is dissatisfied with the purchase, it is the psychologically uncomfortable state produced by an inconsistency between beliefs and behaviors that in turn evokes a motivation to reduce the disagreement. Post-purchase dissonance is especially likely to occur for products that are expensive, infrequently purchased, and are associated with high levels of risk (Grewal & Levy, 2008).

Post-purchase use and disposal: It is also important to know how customers use and dispose of a product. One of the major drivers of sales is the frequency of product consumption. The more quickly buyers consume a product, the sooner they may be back in the market to repurchase it. Sometimes consumers may not have information about product life (Kotler & Keller, 2012). Therefore they may use the product longer or shorter than the real-life the product was originally designed. Consumers may fail to replace products with relatively short life spans soon enough because they overestimate their product life. Hence one of the strategies to increase the frequency of replacement is to bond the act of replacing the product to a certain holiday, event, or time of year. Another strategy is to provide consumers with better information about either: (1) when they first used the product or need to replace it or (2) its current level of performance. Batteries have built-in gauges that show how much power they have left; toothbrushes have color indicators to indicate when the bristles are worn; and so on. The better way to persuade consumers to increase the frequency of usage is to understand when actual usage is less than recommended and persuade customers of the advantages of more regular usage, overcoming potential hurdles. From the point of social responsibility and government regulations sometimes it is important to know how customers dispose of used products or packages after they use them (Kotler & Keller, 2012).

2.1.3 Other Theories of Consumer Decision Making:

We have seen above the five-stage model of the consumer purchase decision process. However, the consumer decision process may not always develop as stated in the five-stage model in a carefully planned fashion. Here are some other theories and approaches to explaining it.

Level of Consumer Involvement: - We can define consumer involvement in terms of the level of engagement and active processing the consumer undertakes in responding to a marketing stimulus to purchase a product (Kotler & Keller, 2012). High-involvement products tend to be those that are visible to others (such as real estate, high-end electronics, or automobiles) and are more expensive. High-importance issues, such as health care, are also associated with high levels of involvement. Low-involvement products are much less expensive and have less associated social risks, such as grocery or drugstore items (Pride & Ferrell, 2015). A person's interest in a product or product category that is ongoing and long-term is referred to as enduring involvement. "Many consumers, for instance, have an enduring involvement with Apple products, a brand that inspires loyalty and trust. Consumers will exert a great deal of effort to purchase and learn about Apple products, waiting in line for the latest iPhone release, and reading articles about the various features of the newest iPad." (Pride & Ferrell, 2015). Situational involvement is temporary and dynamic involvement of consumers in the purchase process and results from a particular set of circumstances, such as the sudden need to buy a new bathroom faucet after the current one starts leaking and will not stop. Because the bathroom needs to be maintained it requires sudden and immediate involvement (Pride & Ferrell, 2015).

Variety Seeking Buying Behavior: - Sometimes consumers want to test many brands and reach their best choice. Such buying situations are characterized by low involvement but significant brand differences (Kotler & Keller, 2012). To find their favorites consumers often do a lot of brand switching. For example, fast-moving consumer goods markets like cookies can be influenced by such consumer behavior. The consumer has some beliefs about cookies, chooses a brand without much evaluation, and evaluates the product during consumption. Next time, the consumer may reach for another brand to find yet another different taste. Here consumers switch brands not due to dissatisfaction but for the sake of variety. The market leader and the minor brands in this product category have different marketing strategies. The market leader will try to encourage habitual buying behavior by dominating the shelf space with a variety of related but

different product versions, avoiding out-of-stock conditions, and sponsoring frequent reminder advertising. Challenger firms will encourage variety seeking by offering lower prices, deals, coupons, free samples, and advertising that tries to break the consumer's purchase and consumption cycle and presents reasons for trying something new (Kotler & Keller, 2012).

2.1.4 Brand:

2.1.4.1 What is Brand and Branding: -

A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of customers (Kotler & Keller, 2012). The brand suggests to customers the values and promises that a product will benefit the customer. Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers (Armstrong, Kottler, & Opresnik, 2018). "Brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" as it is defined by The American Marketing Association (Kotler & Keller, 2016, p. 322). A brand points out that products or services identify themselves with or differentiate them from other products or services designed to satisfy the same need. The differences could be functional, rational, or tangible related to product performance of the brand; it also represents symbolic, emotional, or intangible features related to the brand.

Branding is giving the power of a brand to a certain product or service. It is a way of persuading customers that there is a meaningful difference in a product or service from other rival products or services in their category. "Branding builds a mental structure that helps consumers organize their knowledge about products and services in a way that clarifies their decision making and in the process, provides value to the firm" (Kotler & Keller, 2012, p. 243). Branding helps consumers identify products they wish to buy again and avoid those they do not. Brand loyalty one attribute of a brand that expresses a consistent preference for one brand over all others is quite high in some product categories (Lamb, Hair, & McDaniel, 2011).

Brand experience may pass through the process: first consumers may evaluate several identical products differently depending on how each of them is branded. Consumers learn about each product and its marketing program. Depending upon which brand satisfies their needs and which do not, customers may have learned a lasting impression about a brand (Kotler & Keller, 2012).

Brand acceptance must be earned with a good product and regular promotion. Brand familiarity means how well customers recognize and accept a company's brand. The degree to which a brand is familiar with consumers affects the planning for the rest of the marketing mix (4Ps), especially where the product should be offered (place) and what promotion is needed (Perreault & McCarthy, 2002).

"A brand also offers the firm legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks; the manufacturing process can be protected through patents, and packing can be protected through copyright and proprietary designs. These intellectual property rights ensure that the firm can safely invest in the brand reap the benefits of a valuable asset" (Kotler & Keller, 2012, p. 242).

2.1.4.2 Brand Equity: -

It is the added value endowed on products and services due to the popularity of the brand and the sales, better prices, market share, profitability, and other benefits it brought in for the product. There are various perspectives to study brand equity (Kotler & Keller, 2012). Brand equity is the marketing and financial value associated with a brand's strength in a market. Besides the actual proprietary brand assets, such as patents and trade-marks, four major elements underlie brand equity: brand name awareness, brand loyalty, perceived brand quality, and brand associations (Pride & Ferrell, 2015). In some cases, the value of a brand has been given a financial value and listed on a company's balance sheet, which is a controversial move (Stone & Desmond, 2007).

Customer-based brand equity is the differential effect that brand knowledge has on consumer response to the marketing of that brand. When consumers react favorably about a brand and its marketing effort the brand said to have positive customer-based equity because the consumers' response shows differences after the brand is identified than before it is not identified (Kotler & Keller, 2012). The difference in response comes from the knowledge of customers about the brand. "Brand knowledge consists of all thoughts, feelings, images, experiences, beliefs, and so on that become associated with the brand." Therefore the brand equity brings a favorable difference in response of customers that is expressed in their perception, preferences, and behavior related to all aspects of the marketing of a brand (Kotler & Keller, 2012, p. 244).

Strong brands promise the company consistent profitability. "PIMS findings indicate that on average brands with a market share of 40 percent generate three times the ROI of those with a market share of 10per cent. In supporting this view Doyle (1998) argues that strong brands generate exceptional levels of profit through a triple leverage effect. The most obvious effect is through the higher volume which provides 'experience curve' effects, involving higher asset utilization and scale economies." (Stone & Desmond, 2007, p. 204). Strong brands can charge the higher price that the brand commands. Strong brands also build such loyalty that they can generate superior earnings. A premium brand can make up to 20 percent higher returns than discounted products (Stone & Desmond, 2007). Brand leaders also have lower unit costs as they can take advantage of their experience effects which may occur in development, production, or marketing, depending on the industry's value chain (Stone & Desmond, 2007). The larger the brand the more is spent on the total marketing effort, but the larger the brand the less is spent in unit cost terms on marketing. The result is that the brand leader's market share advantage becomes substantially high and results in a high-profit level. Here a brand advantage of 3:1 results through leverage in a profit contribution of nearly 6:1 (Stone & Desmond, 2007).

Advertising agency Young and Rubicam (Y&R) developed a model of brand equity called the Brand Asset Valuator (BAV). Based on research with more than 800,000 consumers in 51 countries, BAV compares the brand equity of thousands of brands across hundreds of different categories. There are four key components—or pillars—of brand equity, according to BAV these are energized differentiation, relevance, esteem, and knowledge (Kotler & Keller, 2016). Energized differentiation measures the degree to which a brand is seen as different from others as well as its pricing power. Energy measures the brand's sense of momentum. Relevance measures the breadth of the brand's appeal. Esteem measures how well the brand is regarded and respected. Knowledge measures how familiar and intimate consumers are with the brand (Kotler & Keller, 2016). Energized differentiation and Relevance combine to determine Energized Brand Strength. These three are pillars of the brand's future value. Esteem and Knowledge together create Brand stature which is like a report card to the past performance of the brand (Kotler & Keller, 2016).

Brand Identity: the visible elements of a brand such as color, design, and a logo that identify and distinguish the brand in consumers' minds (Aliana, 2013). It is the message or the tangible elements of the brand that consumer receives from the product, person, or thing; it is what makes

the brand instantly recognizable to customers. "Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, and watch it move. Brand identity fuels recognition amplifies differentiation and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems." (Aliana, 2013, p. 4). "Brand identity is a unique set of brand associations that the brand strategists aspire to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members" (Aaker, 1996, p. 105).

Brand Image: It is how customers think of a brand, it is the perception of a brand in the minds of customers. It develops through time with customers' interaction with the brand and experiences acquired using the branded product. It is a unique bundle of associations within the minds of target customers. It is a set of beliefs held about a specific brand (Kotler & Keller, 2012). Brand image is the overall impression in consumers' mind that is formed from all sources (Rezbos, Rezbos, K., & G., 2003) "A brand image is a subjective mental picture of a brand shared by a group of consumers" (Rezbos, Rezbos, K., & G., 2003).

2.1.4.3 Brand Awareness: -

It is the extent to which customers can recognize and recall a brand. The consumer's ability to recognize or recall a brand is central to purchasing decision making. Brand awareness is a key indicator of a brand's competitiveness in the target market and also the market performance (Aaker, 1996). Therefore it is important to manage the awareness level of a brand through the life of a product from lunch of a product until its decline in the market. Marketers use three metrics to measure brand awareness, these are Awareness, Attitudes, and Usage (AAU). When the awareness level of a brand falls beyond the expected level, advertising and promotional effort are intensified to bring back to the expected level (Keller, 1993). There are two types of brand awareness, brand recall, and brand recognition.

Brand Recall: The ability of consumers to correctly remember without any clue or aid a brand name immediately from the memory by a product category. When most customers are given product category they can only recall very few brands depending on the customers' engagement with the product category and also the brand itself (Keller, 1993).

Brand Recognition: The ability of the consumers to correctly differentiate the brand when they come into contact with it. It may not mean to correctly recognize the name of the brand but it

would recognize the brand at the point of sale or seeing at least the package. A larger number of customers may recognize a brand spontaneously with a given category when they are given a clue like the color of the package or other features of the product (Keller, 1993). Both brand recall and brand recognition imply deciding the advertising strategy because each type of brand awareness level help to decide the type of advertising and message to convey in marketing communication.

2.1.4.4 Brand Loyalty: -

It is a dedication of a customer to repeatedly purchase a particular brand regardless of the actions of the competitors or the changes in the environment in the market within a similar category of products (Sheth & Mittal, 2004). It is also associated with the behavior of customers like positive word-of-mouth advocacy about a product that helps a brand in the market. Brands can make customers engaged in an emotional attachment that they will even hold to the brand when the brand increases its price and even the price is above the price of the competitors. Therefore, brand loyalty is one of the ways with which consumers express satisfaction with the performance of the product or service received (Dhurup, Mafini, & Dumasi, 2014). The core advantage of brand loyalty is that it will increase profit over time because branded products may not spend as much time and money on maintaining relationships or marketing to existing consumers (Reinartz & Kumar, 2003).

2.2 Empirical Review:

Brand and its influence on buyers' purchase decisions attract the attention of many researchers and a lot of thesis and research findings were written on the subject taking the case of different products. Here some empirical researches are reviewed to see the approaches and research findings of other researchers on the subject matter.

A study made in Pakistan, Punjab on Impact of Brand Image on Consumer Buying Behavior in Clothing Sector: A Comparative Study between Males and Females of Central Punjab (Lahore) and Southern Punjab (Multan) by Hafiza Ayesha Riaz takes a brand image and consumers' awareness as independent variables, consumer perception as mediating variable and tries to see the impact on consumer buying behavior. The study also wanted to investigate the comparative difference in the impact on males and females. The research used 200 questionnaires to collect data which 155 were returned to the researcher. The questionnaire had 20questions to be

answered by both men and women. The research analysis was made using SPSS statistical software and descriptive statistics. The result shows there is a difference between the perceptions of Males & Females about branded Clothes, there is a difference between the perception of Lahore and Multan's customers about branded Clothes and that males are more brand conscious rather than females. Additionally, the researchers concluded that Consumer Perception has more influence on Consumer Buying Behavior instead of Brand Image and Consumer Awareness (Riaz, 2015).

Another study was made in Ghana on the Effect of Brand on Consumer Purchase Decision in the Mobile Telecommunications Industry by Solomon Kofi Yeboah and his colleagues. The study used a quantitative research method, questionnaires were used which have both open-ended and close-ended questions. The data gathered were analyzed using descriptive statistics. Distributions are obtained and percentages of total responses for the variables in question are presented using charts, where appropriate. The researchers sampled and administered the data collection instrument (questionnaire) to 100 respondents and all the questionnaires were returned. The research tried to find from 57% of the respondents who are male and 43% female their preference of telecom service provider, their brand awareness, brand loyalty (length of customer loyalty), and factors that lead them to the subscription to a particular brand. The result concluded that customers of the mobile telecommunications industry in Ghana are not sensitive to service price differentials. Longer customer loyalty period observed is not due to brand attachment but due to the perceived lack of significant differences between the qualities of services provided by the various mobile telecommunications service providers operating in Ghana. Hence, the findings of the study were that service quality as well as network coverage, and not brand influences the purchase intention of mobile telecommunications services in Ghana (Yeboah, Tenakuah, & Adonteng-Sakyi, 2017).

A study made in South Africa on the impact of Packaging, Price, and Brand Awareness on Brand Loyalty: Evidence from the Paint Retailing Industry by Manilall Dhurup and his collogues will also give us some clue for this study since brand loyalty means repeated purchase. The researchers used a quantitative survey approach and they researched a paint retailing environment in South Africa. Data were collected from a conveniently selected sample of 212 consumers located in the north-western region of Johannesburg South Africa, who purchased various brands

of paint. Regression analysis and the one-way analysis of variance tests were conducted to investigate the impact of packaging, price, and brand awareness on brand loyalty. The researchers used questionnaires as a research instrument to collect data from the respondents which are 64% male and 36% female. Multiple regression was used by the researchers to analyze data collected. The result shows the three hypotheses that were formulated for three independent variables packaging, price, and brand that there is a significant positive relationship with the dependent variable brand loyalty were valid. Packaging, Price, and Brand Awareness have a positive impact on Brand Loyalty (Dhurup, Mafini, & Dumasi, 2014).

Yet another study made in Sri Lanka on Consumer Buying Behavior of Decorative Paints Industry by Ubayachandra and Mendis shows some correlation between brand image and customers' purchase decision. The researchers formulated three hypothesis H1: There is a relationship between brand image and consumer buying behavior. H2: Product quality makes an impact on consumer buying behavior. H3: Product price influences consumer buying behavior. The study was conducted using questionnaires and taking samples from 3 cities of Sri Lanka Colombo, Kalutara and Gampaha 100 each, a total of 300 questionnaires were distributed and collected. Eight questionnaires were discarded due to improper fillings. Thus, 292 questionnaires were analyzed using descriptive statistics and Pearson correlation. The researchers showed that there is a relationship between the price factors and buying behavior for the selection of decorative paints. But compared to brand image and product quality the influence made by the prices is somewhat low. It is understood that consumers give more concern to the quality of the paints. Other than quality, a greater place is given to a brand image that there is a positive relationship between the brand image and the buying behavior (Ubayachandra & Mendis, 2010).

Another research was also made in India on the Relationship between Brand Perception and Purchase Behavior of Consumer: A Case of Paint Industry by Dr. Akhilesh Chandra Pandey. Here the researcher intended to find answers for the research questions like, is there a relationship between purchase intent and purchase behavior of consumers concerning paint? What are the factors influencing the purchase of decorative paint? Is there a relationship between brand satisfaction and purchase behavior? What is the impact of promotion on purchase intent? The research used structured questionnaires to collect data from 40 consumers and 5 dealers in various parts of Srinagar (Garhwal) city in India and nearby areas. The researcher has analyzed and

interpreted the data with the help of MS Excel and SPSS Software. The result showed that quality and performance are the most important factors influencing consumer buying behavior, only higher age and middle high-income group people are highly aware of the brands, and 70% of consumers consider searching for the best brand of paint while purchasing. According to 62.5% of consumers "Best Brand" means good quality and most popular brand but there were also 37.5% respondents who say "Best Brand" means cheap and best and mostly used by others (Pandey, 2009).

Both theoretical and empirical review of related literature helped the researcher of this study to better organize the research. The theoretical review help to establish already existing theories on consumer behavior, buyers purchase decision, brand, and brand-related concepts and the relationships between them. However, the existing theories have not exhaustively indicated the relationship particularly linked to the product selected for this research. Therefore it was important to develop new hypotheses to be tested. The empirical review also helped by showing what other researchers did on a similar research topic, how the approaches were, and what the results were. Accordingly, important variables are identified about the brand and the conceptual framework is designed. Brand equity, brand loyalty, and brand awareness are identified to be the variables important concerning brand because these terms fully explain the concept of 'brand' in the intent to show its influence on consumers' purchase decisions.

2.3 Conceptual Frame Work:

Conceptual frame-work describes the relationship between the dependent, independent, and mediating variables. The dependent variable which in this case customer buying decision is a variable that directly or indirectly depends on independent variables. Independent variables on the other hand in this case brand equity, brand loyalty, and brand awareness (which are called collectively 'brand') are used to predict the dependent variable.

The conceptual framework of the study is shown in a diagrammatic illustration of the variables which are selected to conduct a study. The following diagram Figure 5 represents the conceptual framework of this research. As it was articulated in the literature review part of this proposal the concept of brand comprises many factors in it like brand equity, brand awareness, and brand loyalty. This study aims to show how these factors affect the consumers buying decision. Hence, the conceptual framework of the study is shown below:

BRANDING

BRAND AWARENESS	→	
BRAND LOYALITY	→	BUYERS' PURCHASE DECISON
BRAND EQUITY	→	
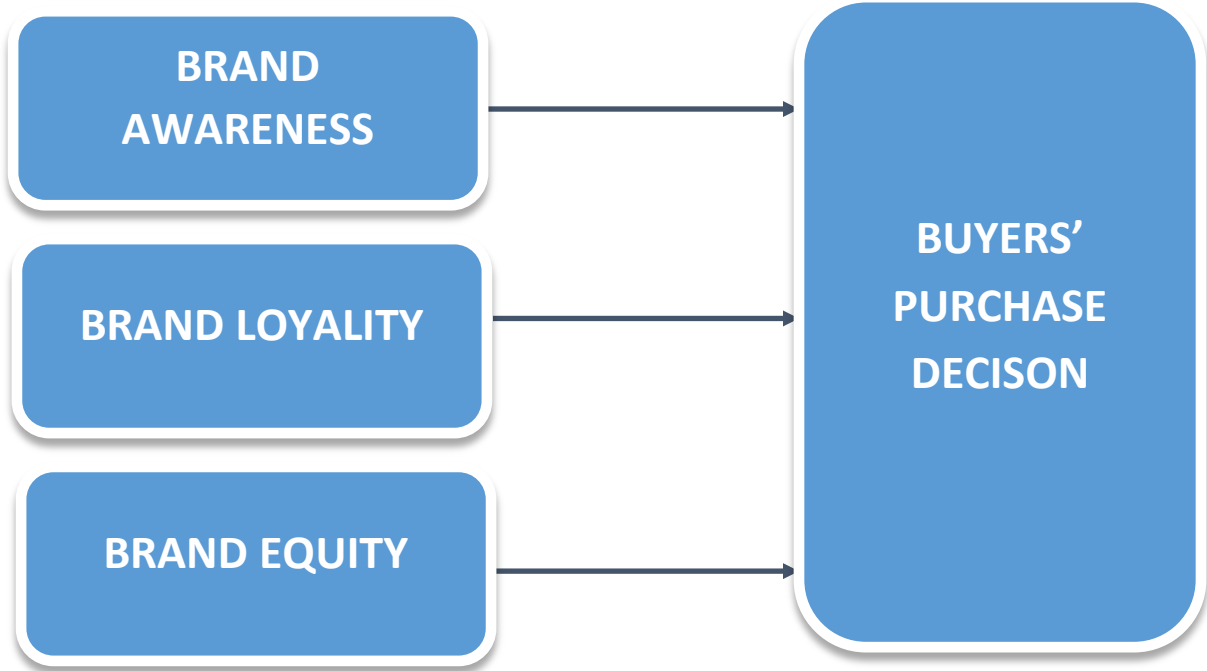
FIGURE 5:- CONCEPTUAL FRAME WORK: BRAND EQUITY, BRAND LOYALTY AND BRAND AWARENESS COLLECTIVELY BRANDING AFFECTING BUYERS' PURCHASE DECISIONS

CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction:

This chapter shows a blueprint of the research, it specifies the methods and procedures for collecting and analyzing the information needed. The chapter explains how the research is designed, what type of data to be collected, the source of research data, what methods are used to collect data, the sampling methods used, how the data are analyzed and methods and models used for data analysis.

The research follows a conclusive research method, conclusive research designs may either be descriptive or causal or both (Malhotra & Birks, 2007). This research uses both descriptive casual research methods. The research also uses both quantitative and qualitative research methods. The quantitative part of the research gives unbiased results for such type of study that can be easily designated by quantity to reach into conclusion (Neuman, 2007). Questionnaires are used as a research instrument in this research because questionnaires are easy to administer, cost, and time-effective. Moreover, respondents are free to answer and put their thoughts on the questionnaires as they like since they are not under pressure with the presence of investigators like in the case of interview approach which requires face to face contact. It is also more suitable for this study which requires data collection from scattered locations.

3.2 Research Design:

The research is designed to find an answer to the research questions selecting major market areas for paint in Addis Ababa to study consumers' behavior in making a purchase decision. The research is designed in a way of causal research design method, that means it tries to show a cause and effect phenomenon existed between independent variables and dependent variable. This research is about finding the effect of branding on buyers' purchase decisions in the paint market in Addis Ababa. The effect of branding is measured using three variables which are consumers' brand awareness, consumers' brand loyalty, and brand equity. These three variables are independent. The buyer purchase decision is the dependent variable which is to be tested whether it is affected by the independent variables or not. All variables are nominal variables which are measured partly by five points Likert scale.

3.3 Data Type and Source:

The type of data collected was both qualitative and quantitative. Data types concerning data sources were primary and secondary data.

Primary data: - were collected using questioners directly from paint customers and suppliers.

Secondary data: - The researcher collects and used mostly in the literature review part of the research proposal secondary data from several sources including published books and periodicals, government office publications, annual reports of government, and international organizations. Additionally, academic journals, articles, case studies, previous researches related to buyer behavior, buyer decision making, buyers decision process, purchase decision, post-purchase behavior, and the marketing mix are reviewed and secondary data from such sources were used on this paper.

3.4 Sampling Design:

The research was designed to be effective in a way of finding buyers and collecting data from buyers using questionnaires. This research was done collecting data from six locations in Addis Ababa, analyzing data, and reaching to a conclusion following scientific research methods. These six locations were selected because they have the highest concentration of construction materials shops in the city which was understood by the researcher from experience working on the marketing of construction materials and paints. The researcher had also participated in a previous survey made on collecting data of construction material shops which includes the number of shops in each location for company marketing purposes. The survey data are used here below for sampling purposes. Since the number of shops available in each selected location already known from the survey, shops for finding respondent buyers was randomly selected from each location. Making random selection made the sample more reliable since the target population was known and finite in this case number of shops. From six locations selected a proportional number of shops of samples (the place where to find customer respondents) were taken.

The total sample size of buyer respondents was calculated and shown below. The determination of the total sample size of customer respondents from the total target population was a bit difficult. The target population for this study is 'paint buyers', which are difficult to frame and know exactly the population size. Therefore some assumptions were made for the study. The research assumes the target population as buyers who visited shops in one day. The size of the

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population of buyers was estimated to be 6,500 that visited the shops during the day and the proportional sample size was taken from each location selected for the study. The total sample size of buyer respondents was calculated to be 377. The calculations are shown in below.

Suppliers or dealers are retail shops that sell paints to consumers or final users. Suppliers' responses were needed to counter check and confirm that the study was on the right track and check if there was a misunderstanding in the research course. Suppliers are well experienced in the sector, they have been selling different brands of paint for many years. They may hear complaints and compliments from customers about the brands. They understand buyer behavior better and can give clue on the subject matter. The research intended to select more experienced, better organized, and bigger suppliers and include their opinion about the brand effect on the buyers' purchase decision. Therefore, the researcher believes 30 supplier respondents would be enough for a counter check. Five (5) suppliers were selected from each location conveniently to answer questionnaires prepared for suppliers to counter check the result that was obtained from customers' data and analysis.

This research uses a multi-stage sampling technique that employs a mix of different sampling techniques. Unit of analysis for this research are buyers or paint customers who buy and use the paint. Sampling is done in three steps, first selecting locations to be included in the study, second selecting shops to find buyers and third selecting buyers to fill questionnaires. The nonprobability sampling method of convenient sampling is used at first selecting major paint market locations in Addis Ababa. The locations are selected convinently since these are areas of high concentration of construction materials shops that majorly sells paint. A simple random sampling technique is used to select shops for finding customers in the selected locations because the number of shops in each location is already known. Simple random sampling makes it easy to set samples of shops for finding customers and most importantly it increases the reliability of the data. Convenient sampling methods were used to select buyers at the market place to answer questions in data collecting questionnaires regarding brands and their purchasing decision because the arrival of buyers is hard to determine and any buyer conveniently available at the shop shall be selected to fill the questionnaire.

As it is explained in the research design section sample size of the research was determined by taking the target group of the study to be paint buyers who come to construction materials shops in Addis Ababa at those locations selected for the study within one day to be the total population. The research assumes the target population as buyers who visited shops in one day. Based on survey observation made in a company made by the researcher for company marketing purposes at those 6 locations in Addis Ababa there are 324 shops available and on average each shop serves 20 buyers per day on average. Therefore,

The total population of the study = Number of shops X Number of customers served during the day;

$$= 325 \text{ X} 20$$
$$= 6,500$$

The sample size is determined using the following equation: For simplified sampling formula (Yamane equation) for finite population at 95% confidence level and 5% margin of error.

$$n = N/[1+N(e)^2] \text{ (Yemane, 1996)}$$

Where n is the sample size; N is the total population of the study;   e is the Significance level (0.05);

Then using the above equation;

$$\text{Sample size (n)} = 6500/[1+6500(0.05)^2]$$
$$= 376.81 \approx 377$$

Hence, the total sample size of this study is 377. To allocate the total sample size to each location, the proportional allocation is used based on the proportion of shops available in each location. The distribution of the sample to be collected from each location is shown in the Table 1 below:

No.	Location	Number of shops in the area (1)	Proportion of shops for each location (2)=(1)/total shops	Proportional samples of shops selected from each location (3)=(1)X(2)	Sample of customers to be selected from each location (4)=(3) X Total sample size(377)	Sample of customers to be selected from each shop (Actual sample) to fill questionnaire (5)=(4)/(3)
1.	CMC Michael Area	60	0.19	0.19x60=12	0.19x377=72	72/12=6
2.	Legetafo	30	0.09	0.09x30=3	0.09x377=34	34/3=11each +1*
3.	Betel-Alem bank	55	0.17	0.17x55=9	0.17x377=64	64/9=7each +1*
4	Merkato	80	0.25	0.25x80=20	0.25x377=94	94/20=4 14shops 5each and 6shops 4each
5	Megenaga-Signal	40	0.12	0.12x40=5	0.12x377=45	45/5=15each
6	Hanamariam-Lafto	59	0.18	0.18x60=11	0.18x377=68	68/11= 6each +2*
	Total	324	1	59	377	377

* *Since we are selecting customers conveniently in the shops when allocating if an equal number of questionnaires cannot be maintained in each shop the remainders may be added to any of the shops.*

3.5 Data Collection Methods:

The data collection was done by voluntary data collectors which were trained for few minutes about the purpose of the research, ethical conditions they should follow, about the questionnaire content, the procedures of data collections, and the precautions they should take on collecting data from the respondents. The cost of data collection was minimum because the data collectors are voluntary sales staff who are working in the territories with the researcher. The researcher

supervises the data collection and helps in solving problems when problems occur. The data collection is planned to be completed in one week.

The instrument used to collect data from paint customers as well as construction materials traders were questionnaires. Questionnaires were administered by the researcher and voluntary data collectors. Data collectors distributed questionnaires and collected filled questionnaires and hand over to the researcher. The criteria to exclude or include respondents was simply any buyer who came to dealer shop to purchase paint for personal use, who were at least 16 years and above and willing to answer questions on the questionnaire. Quantitative and qualitative data were collected from buyers and suppliers or dealers of paint products regarding purchase decison and brand.

The questionnaire for buyers and suppliers had 31 questions each. Questions in the questionnaire were both open-ended and close-ended. General questions about the respondent were included in the questionnaire. A five-point Likert scale was used in both questionnaires so that it would be easy for analysis. To increase the measuring reliability of the questionnaires standard measuring questions of brand awareness, brand loyalty, and brand equity from books were included (Aaker, 1996). Similar research questionnaires used on other similar empirical researches are also reviewed to get input on standard measures of those terms.

Part 1: General questions about the respondent questions 1-15;

Part 2: Questions about **‘Brand Awareness’** Likert's scale questions 1-4;

Part 3: Questions about **‘Brand Loyalty’** Likert's scale questions 5-8;

Part 4: Questions about **‘Brand Equity’** Likert's scale questions 9-12;

Part 5 Questions about **‘Purchase Decision’** Likert's scale question 13-15

3.6 Data Analysis Methods:

Analytical (explanatory) methods of data analysis were used in most cases for processing the data collected by questionnaires. Descriptive statistics methods of analysis were used to analyze general questions; analyze the type of customer respondents, customer preference of brands, and demographic data. Frequency graphs, tables, percentages, and means were used to present the result of data analysis. Inferential statistics methods of data analysis were used to see correlation and association between independent variables and dependent variables. IBM SPSS version25

computer software program was used to analyze data collected regarding the relationship between branding and customer purchase decision. Qualitative 5-point Likert scale questionnaire data were analyzed to show agreement or disagreement with brand effect on purchasing decisions. Quantitative data collected from selected construction materials traders (shops) were also analyzed using descriptive statistics to show sales performance data and brand within a specific period.

Data were cleared, filtered, and coded for input to the computer program software for analysis. Incomplete responses, answers which raise ambiguity, and non-responsive questioners were filtered and removed. Analytical results are reported with discussion and conclusion below.

CHAPTER FOUR: RESULTS AND DISCUSSION

This chapter discusses the output results obtained from the analysis by software IBM SPSS version 25 following the research questions. First, the reliability and validity of the data and analysis are discussed then the descriptive analysis result of the data is presented using frequency tables and graphs wherever necessary. Next, the association of the independent and dependent variables is checked, the hypothesis test of significance is also discussed for the three hypotheses given in light of the results of the significance test. Finally, a few points on future research directions are raised by showing some of the gaps untouched by this research. In each case for the discussion, the research questions and hypotheses are used as a base for comparison with the result.

4.1 Consumers' Behavior Research Reliability and Validity:

Reliability is the extent to which a variable or set of variables is consistent in what it is intended to measure (Hayes, 2013). The most common measure of internal reliability is Cronbach's Alpha (α). The SPSS software calculated for Likert scale measures of 15 items or questions in the questionnaire and the result is Cronbach's α equal to 0.897. The acceptance criteria are that for all Cronbach's α values greater than or equal to 0.7, internal consistency of variables to each other and themselves is good (Malhotra & Birks, 2007). Hence for this research internal reliability is strong and acceptable.

Validity is the extent to which a measure or set of measures correctly represents the concept of study and the degree to which it is free from any systematic or nonrandom error. Validity is concerned with how well the concept is defined by the measures, whereas reliability relates to the consistency of the measures (Malhotra & Birks, 2007). Three basic kinds of validity are commonly taken into consideration to check the validity of measures in research: face validity, content validity, and convergent validity (Cacioppo & Petty, 1982).

Face validity is the extent to which a measurement method appears "on its face" to measure the concept of the research (Cacioppo & Petty, 1982). In this case, questions for questionnaires were prepared based on the review of related literature on the subject matter, and the instruments best measure the variables of interest.

Content validity is the extent to which a measure covers all aspects of the construct of interest (Cacioppo & Petty, 1982). To increase content validity in this research, standard measures of the variables were checked from different marketing books. Empirical literature with similar research contents was also reviewed and important inputs were taken when preparing the questionnaire.

Convergent validity is the extent to which people's scores on a measure are correlated with other variables that one would expect them to be correlated with (Cacioppo & Petty, 1982). Pearson correlation result of all the variables in this research shows a strong and significant correlation between each other which will be shown later on the analysis result. This further strengthens the validity of the measures used in this research.

4.2 Major Findings in Descriptive Statistics of the Analysis:

Totally 377 questionnaires were distributed to consumers and 363 questionnaires were returned with no problem that they are used for analysis. Few questioners were not returned and others with incomplete answers that bring non-response percentage to 3.7percent. From the total respondents, 75.8 percent are Male and 24.2 percent are Female. The respondents' marital status was 26.2 percent single, 67.4 percent married, 6 percent divorced, and 5.8 percent widow. The respondents' age group statistics are shown below in Table 2:

TABLE 2:- RESPONDENTS AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	21	5.8	5.8	5.8
	From 21-30 years	106	29.2	29.2	35.0
	From 31-40 years	140	38.6	38.6	73.6
	Above 40 years	96	26.4	26.4	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

Regarding the purchase choice of buyers, most of the buyers' preferred to buy paints from small paint traders' shops. This implies that buyers prefer the convenience of small traders shop more than price advantage of major distributors or manufacturer's shops. Below here buyers' choice of purchase points is shown.

Simple Bar Count of Customers' purchase method choice
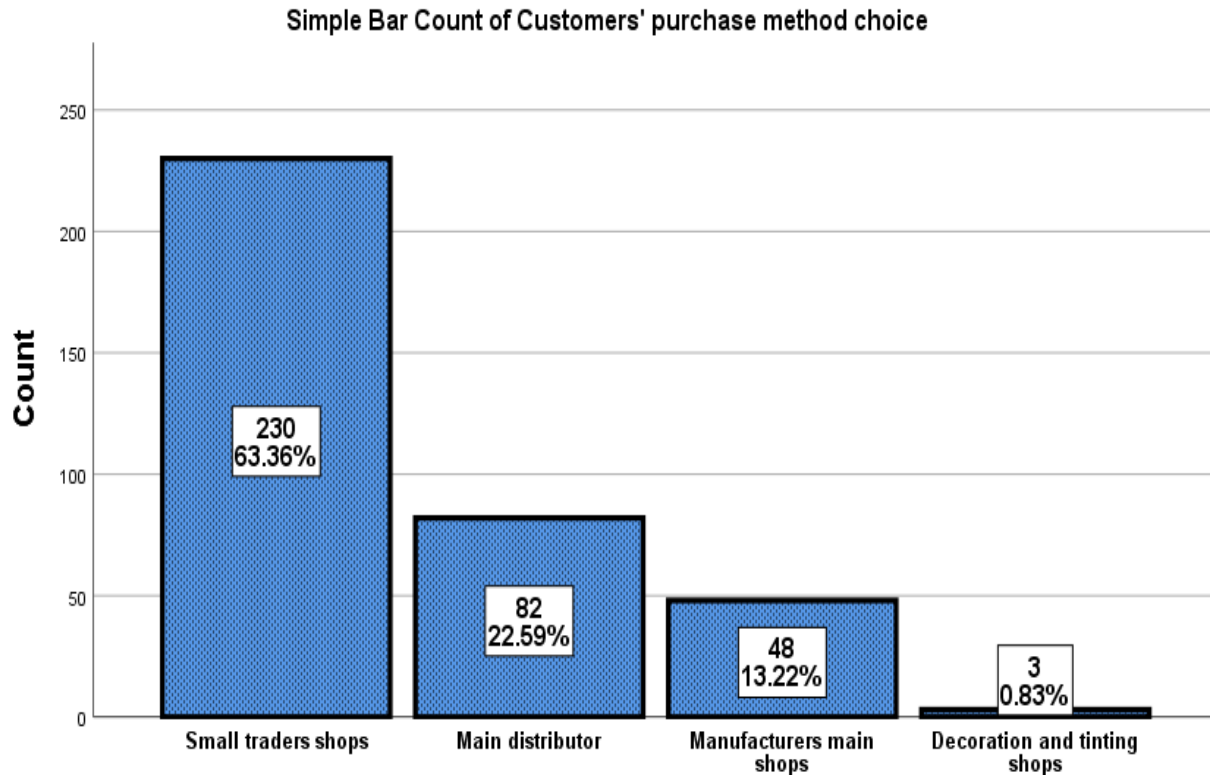
Source: Own Survey Result (2020)

FIGURE 6:- BUYERS WITH THEIR PURCHASE POINT CHOICE

Most of the respondents have more than a one-time experience of buying paint from the market. Only 15.4 percent of the respondents said that it is their first time to buy paints, others have experience of twice or more time of buying paints. This helped to get more reliable information about buyers' purchase decisions and provided clues about the brand influence on their purchase decision. More specifically Table 3 shows buyers' experience of buying paint.

TABLE 3:- EXPERIENCE OF BUYERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	56	15.4	15.4	15.4
	Second time	58	16.0	16.0	31.4
	More often	249	68.6	68.6	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

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Buyers had a different purpose for buying paint, in this analysis from the total respondents, 204 of them with 56.2 percentage from total respondents said they buy the paint to renovate their own house. Other respondents which were 89 in number with 24.5 percentages from total respondents said they are painters and they buy the paint to paint other people's houses and the remaining 70 respondents with 19.3 percent from total respondents said they buy paint for construction companies. This implies that the majority of buyers in this research were household consumers and painters which show the opinion gathered were practically from end-users and can show clearly the effect of branding on buyers' purchase decisions.

The other important point was how buyers give meaning to the word brand. Understanding how buyers describe brand may help to devise a proper branding strategy. Because the question 'what is the word brand mean to you?' was open-ended, the answers were diverse. Therefore, it was necessary to summarize similar concepts together and organize for better reporting. From the total respondents, 48 of them which were 13.2 percent said they do not know the meaning of the 'brand'. The highest number of the respondents that was 90 of them which was 24.8 percent said brand means the name of the product or service. Other respondents which were 65 in number and 18 percent of the total respondents said 'brand' means the name of the manufacturer. Some of the other responses were the original product, new product, best product…etc. This implies the majority of buyers attach the word brand with at least manufacturers name or name of the product which shows there are major awareness and recognition of brands. Table 4 shows the result of the analysis of the responses in detail.

TABLE 4:- BRAND DEFINITION OF BUYERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	1	.3	.3	.3
	An Identification of the product that expresses quality and acceptability	3	.9	.9	1.2
	Best product name	28	7.7	7.7	8.6
	Good product	8	2.2	2.2	10.8
	I don't know	48	13.2	13.2	24.0
	Identification of the product	22	6.1	6.1	30.1
	The label of the product	5	1.4	1.4	31.5
	Logo of product, paint or manufacturer	20	5.5	5.5	37.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Name of the good product	3	.8	.8	37.8
Name of the manufacturer	65	18	18	55.8
Name of the product or service	90	24.8	24.8	80.6
New product	21	5.8	5.8	86.4
Original product	27	7.4	7.4	93.8
Popular product	3	.8	.8	94.6
Product identification name	13	3.7	3.7	98.3
Product identification symbol	3	.8	.8	99.1
Symbol of the manufacturer	1	.3	.3	99.4
Symbol of the product	2	.6	.6	100.0
Total	363	100.0	100.0	

Source: Own Survey Result (2020)

Top-of-mind awareness means the top three brands recognizable in the product category and usually, the top three brands taken into consideration by buyers are likely to be purchased by the buyers (Kotler & Keller, 2012). For this research, buyers have been requested the top three paint brands that come to their mind and the following tables i.e. Table 5, Table 6, and Table 7 show the result. Nifasesilk paint was the top brand that was recognized 188 times with 51.8 percentages as the first top brand in the list and 108 times with 29.8 percentages as the second top brand in the list. Kadisco is the second brand that was recognized by consumers 40 times with 11 percent as the first top brand. The other top brands that were recognized by consumers are Mega, Rodas, and Dile. These brands make almost 92 percent of the buyers' top brands list.

TABLE 5:- THE FIRST BRAND THAT COME TO BUYERS' MIND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Abay	8	2.2	2.2	2.2
	Dile	28	7.7	7.7	9.9
	Global	19	5.2	5.2	15.2
	Kadisco	40	11.0	11.0	26.2
	Kokeb	3	.8	.8	27.0
	Mega	38	10.5	10.5	37.5
	Nifasesilk	188	51.8	51.8	89.3
	Rodas	38	10.5	10.5	99.7
	Tsehaye	1	.3	.3	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

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TABLE 6:- THE SECOND BRAND THAT COME TO BUYERS' MIND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	3	.8	.8	.8
	Abay	2	.6	.6	1.4
	Bright	12	3.3	3.3	4.7
	Dile	64	17.6	17.6	22.3
	Global	25	6.9	6.9	29.2
	Kadisco	43	11.8	11.8	41.0
	Kokeb	3	.8	.8	41.9
	Mega	56	15.4	15.4	57.3
	Mural	6	1.7	1.7	59.0
	Nifasesilk	108	29.8	29.8	88.7
	Rodas	39	10.7	10.7	99.4
	Tsehaye	2	.6	.6	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

TABLE 7:- THE THIRD BRAND THAT COME TO BUYERS' MIND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	11	3.0	3.0	3.0
	Bright	1	.3	.3	3.3
	Dile	84	23.1	23.1	26.4
	Global	49	13.5	13.5	39.9
	Kadisco	71	19.6	19.6	59.5
	Kokeb	2	.6	.6	60.1
	Mega	91	25.1	25.1	85.1
	Mural	3	.8	.8	86.0
	Nifasesilk	12	3.3	3.3	89.3
	Rodas	20	5.5	5.5	94.8
	Tsehaye	19	5.2	5.2	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

Buyers also revealed the best one brand they preferred to purchase in the market from the list of top brands. The question was partially closed-ended which gives three choices and allowed customers to fill their choice if it was not given on the multiple choices. Therefore the analysis was made separately on SPSS software and two tables were the outputs, one for multiple choice answers and one for 'other choice' which were out of multiple choices and choice filled by the consumer. However, here the tables were merged into one table for better comparison and the pie chart was prepared.

Nifasesilk was the top brand preferred by buyers to be purchased 188 times with 51.8 percent from the total respondents. Kadisco was the second brand preferred 42 times with 11.6 percent, Mega and Rodas together the third brands preferred 38 times each with 10.5 percent. Other brands like Dile and Global paint brands were also made the top brands list preferred by buyers with 7.7 percent and 4.2 percent respectively. Figure 7 shows the pie chart buyers' first choice of paint brand to purchase from the analysis of 363 buyers questionnaires in percentage.
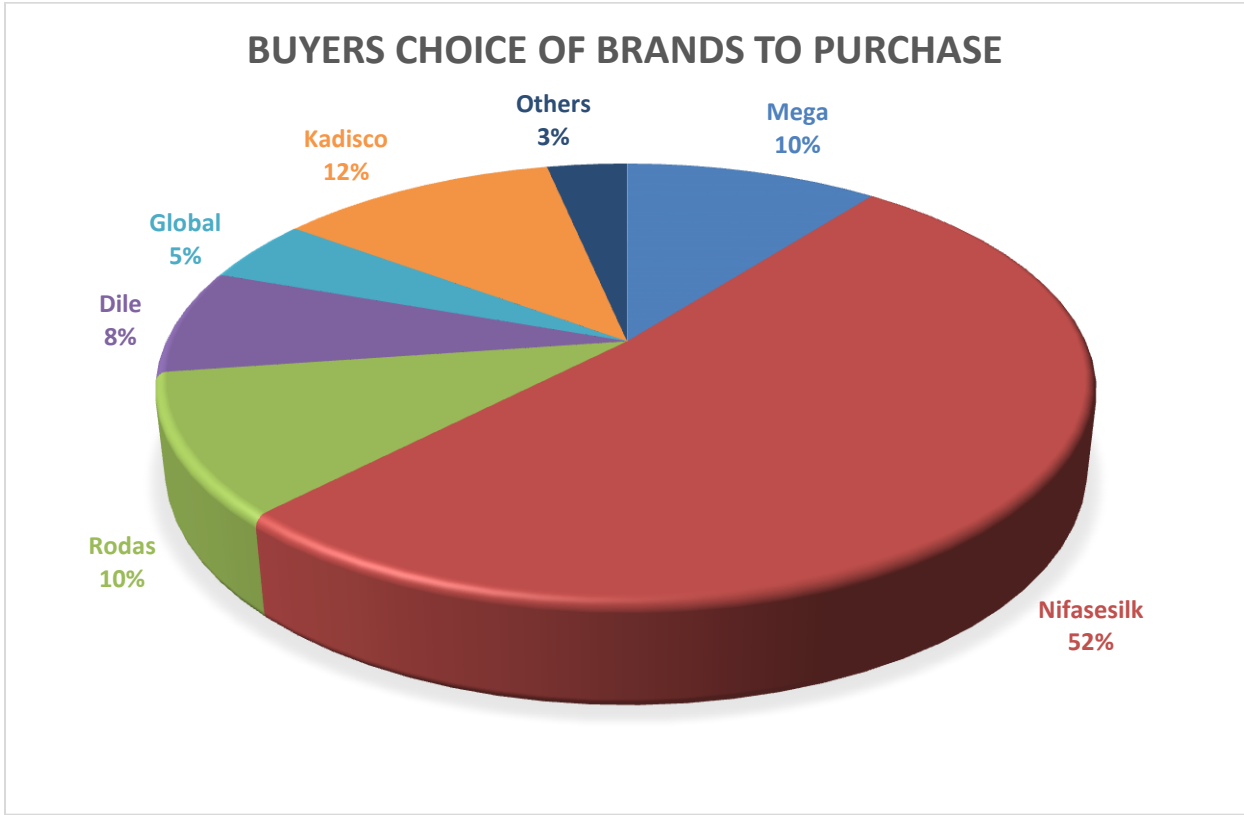
Source: Own Surevey Result (2020)
FIGURE 7:- PIE-CHART, BUYERS FIRST CHOICE OF BRAND TO PURCHASE

The reason for choosing the brand of paint to purchase differs but buyers responded quality, price, the popularity of the brand, media advertisement, long time awareness of the brand, and recommendations from others influenced them to choose a particular brand.

The highest number of respondents which were 139 in number and 38.3 percent from the total respondents said they choose the brand because the brand was always their brand of choice for a long time which shows they have their own experience of the brand and good awareness of the brand. The other 87 respondents which were 24 percent from the total respondents said the brand they prefer was recommended to them by other people which means satisfied buyers recommend the brand to others. From the total respondents, 58 of them which were 16 percent said that they are influenced by frequent advertisements on the media to choose the brand they preferred. This clearly shows the highest percentage of consumers were influenced by branding in their purchase decision. Table 8 shows the data analysis by IBM SPSS software results in detail from questionnaires.

TABLE 8:- REASON FOR CHOOSING THE BRAND TO PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recommendation from other people	87	24.0	24.0	24.0
	It is always my brand of choice for a long time	139	38.3	38.3	62.3
	Frequently advertised brand on media	58	16.0	16.0	78.3
	Good price	36	9.9	9.9	88.2
	Quality product	42	11.6	11.6	99.8
	No reason	1	.2	.2	100.0
Total		363	100.0		

Source: Own Survey Result (2020)

The other point was checking the brand loyalty of buyers to the brand they prefer to purchase in different situations. For this reason, two points were raised for buyers, the first was if the brand of their choice were not available in the first shop what would be their action. The second question was what would be their action if the price of the brand increased compared to other brands in the market. For the first question majority of the respondents, i.e. 216 in number and 59.5 percent from the total respondents said they would look for the brand of their choice in other shops. For

the second question 254 of the respondents which were 70 percent from the total respondents said they would remain loyal to the brand of their choice up to some extent in a price increase. This implies that there is fair loyalty to the brand even though with high price change customers may shift to other brands. The detailed output of the analysis was shown below in Table 9 and Table 10.

TABLE 9:- BRAND LOYALTY VERSUS AVAILABILTY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I will choose other brands in the shop	89	24.5	24.5	24.5
	I will search for my brand of choice in other shops	216	59.5	59.5	84.0
	I will buy my second choice in the same shop	58	16.0	16.0	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

TABLE 10:- BRAND LOALTY VERSUS PRICE INCREASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to some price increase, I will remain loyal	254	70.0	70.0	70.0
	Despite the price increase, I will remain brand loyal	10	2.8	2.8	72.7
	I will shift to other brands	99	27.3	27.3	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

It is clear that if the brand can influence buyers' purchase decisions it should have built a good brand image. There might be many factors that helped a product to build a good brand image. Hence, buyers were asked to give one very important factor that they would think helped to build a good brand image. Table 11 below shows good quality products were the response that the highest number of respondents believed a very important factor to build a good brand image.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good quality product	278	76.6	76.6	76.6
	Effective Advertising strategy	20	5.5	5.5	82.1
	Competitive price	61	16.8	16.8	98.9
	Efficient customer service	4	1.1	1.1	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

Information about paint brands can be gathered by buyers from different sources. The source of information helped the buyers in shaping their brand preferences and ultimately influence their purchase decision. Therefore, it is important to understand effective ways of disseminating information, so as to plan an effective marketing strategy and branding effort. Table 12 below shows buyers' responses regarding their sources of information for paint brands. Point of sale advertisements and television advertisements were the first two sources of information that were indicated by the highest number of respondents. From the questionnaire analysis, 136 respondents which were 37.5 percent from the total respondents said they got the information about paint brands from point of sale advertisements. This shows media advertising and point of sales advertisements makes effective branding and help buyers in their purchase decision as a source of information.

TABLE 12:- BUYERS INFORMATION SOURCES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From family members	35	9.6	9.6	9.6
	From friends	88	24.2	24.2	33.9
	TV or Radio ads	104	28.7	28.7	62.5
	Point of sale ads	136	37.5	37.5	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

Now it is important to see the branding effort of paint suppliers and the effectiveness of their effort in the eyes of the buyers. The first question raised in this regard was whether buyers have

observed any advertisement recently and Table 13 below shows the analysis results of the questionnaires. From the total respondents, 73 percent were buyers who have seen some form of advertisement and persuaded by the advertisements. This implies buyers were influenced by the branding effort of suppliers and made their decision based on advertisements they encountered. It shows advertisements have a strong influence on buyers' preferences.

TABLE 13:- BUYERS VERSUS ADVERTISEMENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes I have seen some form of advertisement that persuaded me	265	73.0	73.0	73.0
	Yes I have seen some form of advisements but not persuaded me	14	3.9	3.9	76.9
	No, I have not seen any form of advisements	84	23.1	23.1	100.0
	Total	363	100.0	100.0	

Source: Own Survey Result (2020)

From the buyers' point of view which brand of paint makes effective branding in Addis Ababa was a very important question. Buyers believed Nifasesilk was the paint brand that made effective branding. From the total respondents in this research, 220 of them which were 60.6 percent said Nifasesilk was the brand that made effective branding.

This result aligns with the previous descriptive analysis result of buyers' choice of brand to purchasing, which resulted in the top preferred brand to be Nifasesilk similarly. Therefore, this shows effective branding has a direct relationship with buyers' preference for purchase or their purchase decision.
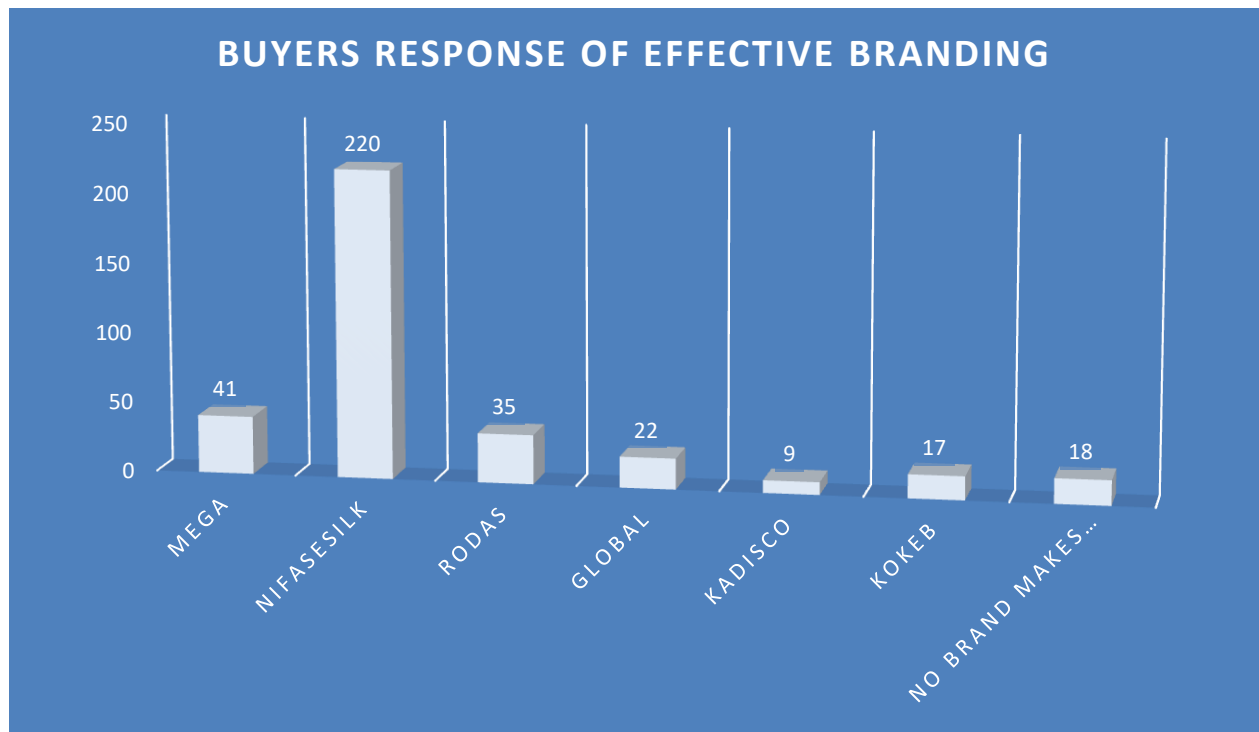
Source: Own Survey Result (2020)

FIGURE 8:- BRANDS WHICH MAKES EFFECTIVE BRANDING

The best brand means different things to buyers, but in this analysis, most of the buyers believed good quality mostly expresses the best brand. 263 respondents which are 75.6 percent from the total respondents believed good quality was mostly expressed by the best brand. This implies understanding buyers' perception of good quality is important to building a good brand image. Table 14 below shows the detailed results of the analysis.

TABLE 14:- THE BEST BRAND MEANS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good quality brand	263	72.5	72.9	72.9
	Low priced product	37	10.2	10.2	83.1
	Most popular brand	61	16.8	16.9	100.0
	Total	361	99.4	100.0	
Missing	System	2	.6		
Total		363	100.0		

Source: Own Survey Result (2020)

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4.3 Measurement of Association and Hypothesis testing:

Measurement of the association and checking of the variables of the hypothesis given at the start of this research is the next logical important step. One of the measures of association of variables is a correlation. Here correlation of independent variables i.e. brand awareness, brand loyalty, and brand equity with dependent variable buyers purchase decisions was checked.

Data were prepared, summated, and analyzed as per the hypothesis and research questions of the study. Brand awareness, brand loyalty, brand equity, and buyers' purchase decision scores of the measurements were analyzed, accordingly, items under each variable should have been summated to give a single measure for each variable. For example, for brand awareness, there were four items that their scales should be summarized into a single scale. The common method is to calculate mean, mode, or median of the scales to get a single representative measure of the items. "Summated scales: Method of combining several variables that measure the same concept into a single variable in an attempt to increase the reliability of the measurement. In most instances, the separate variables are summed and then their total or average score is used in the analysis" (Hair, Black, Babin, & Anderson, 2014, p. 91). In this research mean value of the score of the variables is used for the analysis. Therefore, mean score values of brand awareness, mean score values brand loyalty, mean score values of brand equity, and mean score values of buyers' purchase decisions are used in correlation and other analyses.

4.3.1 Measuring association of the variables (Correlation Analysis):

Correlation is a measure of association of two variables holding the other one or more variables constant (Malhotra & Birks, 2007). Therefore, the SPSS analysis result of correlation was given in Table 15 below. Hence, mean values of scores for brand awareness, brand loyalty brand equity, and buyers' purchase decision were used to calculate correlation coefficients.

The correlation of brand awareness with buyers' purchase decision was 0.806 which shows a strong positive relationship at 0.01 significant level. The correlation of brand loyalty with buyers' purchase decision was 0.840 at a significant level 0.01 which shows a strong positive association between the two variables. The correlation of brand equity with buyers' purchase decision was 0.660 with a significant level 0.01 which shows the positive relationship of the variables again.

The analysis result showed there was also a strong correlation between independent variables, correlation of brand awareness and brand loyalty was 0.817, brand awareness and brand equity

were 0.819 and brand loyalty and brand equity was 0.673 at 0.01 significantly level. These results showed a strong correlation (association) among the independent variables and also showed the internal consistency or reliability of the measures used in this research.

TABLE 15:- BIVARIATE CORRELATION OF VARIABLES

		Mean values of brand awareness scores	Mean values of brand loyalty scores	Mean values of brand equity scores	Mean values of purchase decision scores
Mean values of brand awareness scores	Pearson Correlation	1	.817**	.819**	.806**
	Sig. (2-tailed)		.000	.000	.000
	N	363	363	363	363
Mean values of brand loyalty scores	Pearson Correlation	.817**	1	.673**	.840**
	Sig. (2-tailed)	.000		.000	.000
	N	363	363	363	363
Mean values of brand equity scores	Pearson Correlation	.819**	.673**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	363	363	363	363
Mean values of buyers' purchase decision scores	Pearson Correlation	.806**	.840**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	363	363	363	363

** Correlation is significant at the 0.01 level (2-tailed).
Source: Own Survey Result (2020)

4.3.2 Regression analysis:

After the confirmation of the association between independent variables and dependent variables, the next important question will be whether the dependent variable is predictable by the independent variables. Brand awareness, brand loyalty, and brand equity are predictors or independent variables while consumers' purchase decision is an outcome or dependent variable in this regression analysis. A standard multiple regression was performed to assess the ability of brand awareness, brand loyalty, and brand equity to predict purchase decisions of consumers.

Adjusted R square value of the regression analysis equal to 0.747 which is very good and almost similar to *R square* value which is equal to 0.749. The model fits to predict the dependent variable and 75 percent of the variation of mean values of consumers purchase decision scores are

explained in aggregate by mean values of brand awareness, brand loyalty, and brand equity. The model summary is shown below in Table 19.

TABLE 16:- MODEL SUMMARY THREE PREDICTORS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865[a]	.749	.747	.28909

a. Predictors: (Constant), Mean values of brand equity scores, Mean values of brand loyalty scores, Mean values of brand awareness scores

b. Dependent Variable: Mean values of purchase decision scores

Source: Own Survey Result (2020)

Multiple regression analysis was made to predict the mean score value of consumers' purchase decisions based upon the mean score values of brand awareness, brand loyalty, and brand equity. A significant regression equation was found (F (3, 359) = 356.72, $p < .001$) with an *R square* value of 0.749.

TABLE 17:- ANOVA THREE PREDICTORS

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	89.438	3	29.813	356.716	.000[b]
	Residual	30.004	359	.084		
	Total	119.442	362			

a. Dependent Variable: Mean values of purchase decision scores

b. Predictors: (Constant), Mean values of brand equity scores, Mean values of brand loyalty scores, Mean values of brand awareness scores.

Source: Own Survey Result (2020)

Multiple regression analysis results show below in coefficients table (Table 21) two predictor variables mean values of brand awareness and brand loyalty have *p-values* < 0.001which are below significance level 0.05 and these two variables have a statistically significant impact on the consumers' purchase decision. However, the mean value of brand equity with *p-value* 0.846 which is above the significant level 0.05 cannot predict the consumers' purchase decision in this model. Additionally, the coefficient for the mean value of brand equity -0.011 is a negative value which is opposite to the assumption that brand equity has a significant positive impact on the consumers' purchase decision. Therefore, the independent variable mean value of brand equity can not be included in this predictive model.

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Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1	(Constant)	.413	.149		2.761	.006	.119	.707
	Mean values of brand awareness scores	.432	.069	.370	6.269	.000	.297	.568
	Mean values of brand loyalty scores	.485	.041	.543	11.858	.000	.404	.565
	Mean values of brand equity scores	-.011	.058	-.009	-.194	.846	-.125	.102

a. Dependent Variable: Mean values of purchase decision scores.

Source: Own Survey Result (2020)

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Mean values of purchase decision scores

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Scatterplot

Dependent Variable: Mean values of purchase decision scores
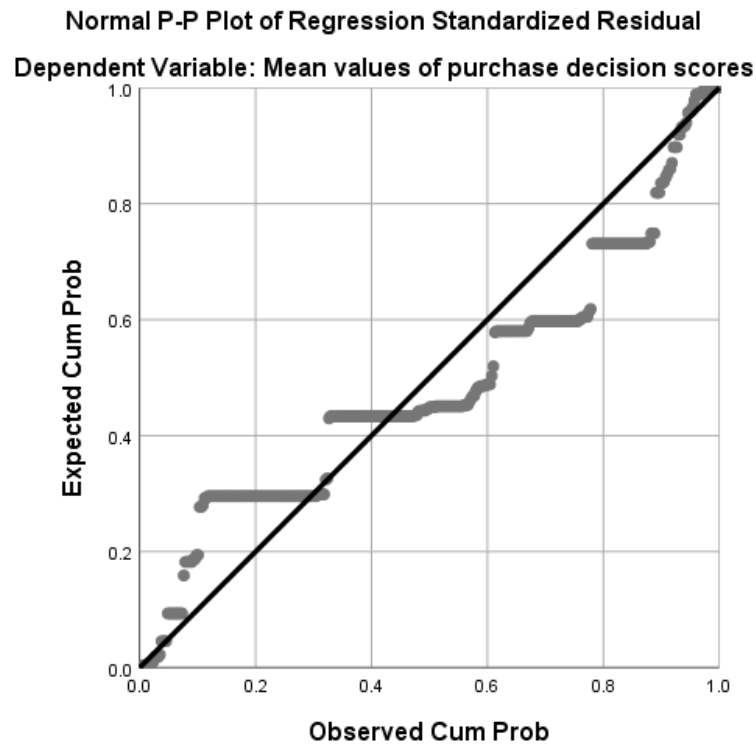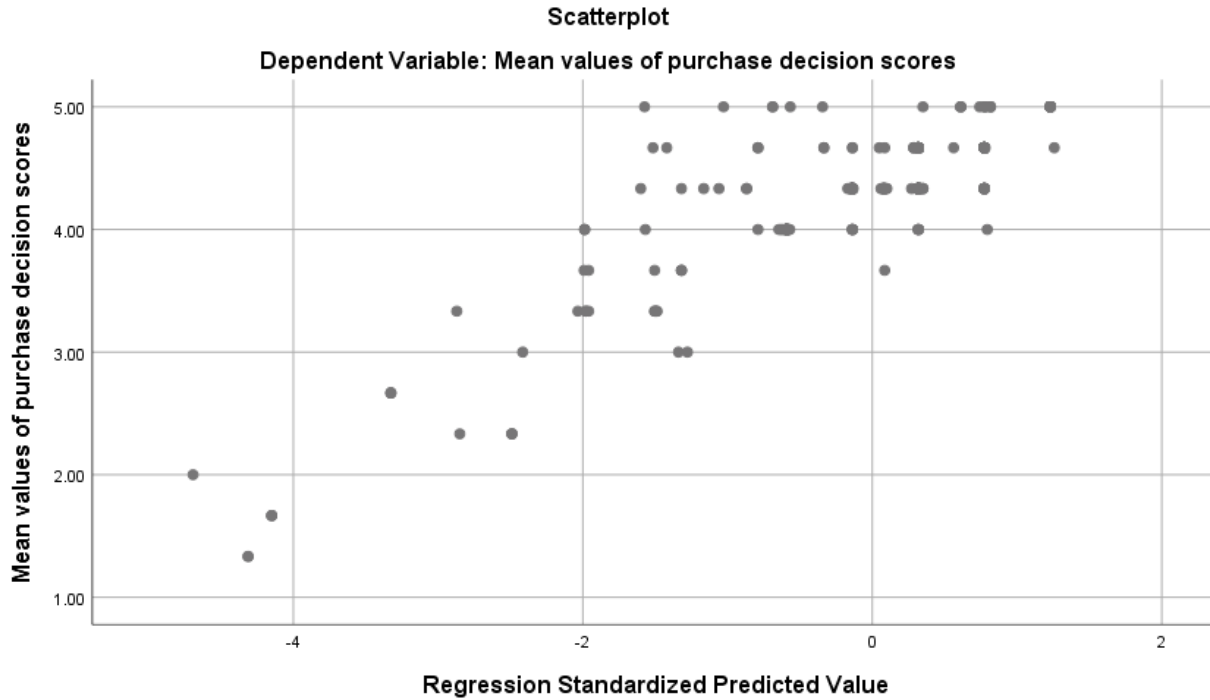
Source: Own Survey Result (2020)

FIGURE 9:- P_P PLOT DIAGRAM AND SCATTER PLOT OF DATA BY SPSS SOFTWARE

The coefficient in Table 18 shows the coefficients and the constant from the regression analysis and the following regression model is found.

Hence, *K (constant) = 0.413, β_1 = 0.432 β_2 =0.485 and β_3 = -0.11*

$$Y = K + \beta1 X1 + \beta2 X2 + \beta3 X3$$
$$Y = 0.413 + 0.432\, X1 + 0.485\, X2 - 0.11 X3$$

Where, Y = Mean score values of buyers' purchase decision, X1 = Mean score values of brand awareness, X2 = mean score values of brand loyalty and X3= mean score values of brand equity.

4.3.3 Hypothesis Testing:

There were three hypotheses given at the start of this research and the result was checked whether the hypothesis holds on or rejected using the correlation table. The result would help us to reject the null hypothesis and accept the given alternative hypothesis or fail to reject the null hypothesis in other words rejecting the given alternative hypothesis.

The significant level needed for this research is α equal to 0.05 or 95 percent confidence level. The p-value of the independent variables and dependent variable after the analysis is shown in the correlation table 15.

The first hypothesis was:

Ho: There is no significant positive association between brand equity and buyers' purchase decision

H_1: There is a significant positive association between brand equity and buyers' purchase decision.

The analysis result of SPSS software for mean values of brand equity and mean values of the purchase decision is shown in Table 15. At a confidence level of 95 percent p-value < 0.001 was below the significant level 0.05 which shows a statistically significant association between mean score values of brand equity and buyers' purchase decision. Therefore, hypothesis H_0 is rejected and thus there is a statistically significant association between brand equity and buyers' purchase decision

The second hypothesis was:

Ho: There is no significant positive association between brand loyalty and buyers' purchase decision.

H_2: There is a significant positive relationship between brand loyalty and buyers' purchase behavior.

The analysis result of SPSS software for mean values of brand loyalty and mean values of the purchase decision is shown in Table 15. At a confidence level of 95 percent, the significant level p-value was below 0.05 which shows a significant association between brand loyalty and buyers' purchase decision. Therefore, hypothesis Ho is rejected and thus, there is a significant association between brand loyalty and buyers' purchase decision.

The third hypothesis was:

Ho: There is no significant positive association between brand awareness and buyers' purchase decisions.

H_3: There is a significant positive connection between brand awareness and buyers' purchase behavior.

The analysis result of SPSS software for mean values of brand awareness and mean values of the purchase decision is shown in Table 15. At a confidence level of 95 percent p-value < 0.001 was below the significant level 0.05 which shows a statistically significant association between mean score values of brand awareness and buyers' purchase decision. Therefore, hypothesis H_0 is rejected and thus there is a statistically significant association between brand awareness and buyer purchase decision.

4.4 Traders Data Analysis:

Traders (retail shop owners or workers) were also surveyed just to counter check the data and results from buyers which are the main targets of this study. 30 questionnaires were distributed and all were collected. Of the total respondents, 53.7 percent were male and 46.3 were female which have experience working on the business 10 percent of the respondents below one year, 43.3 percent from one up to five years, and 33.3 percent from six to ten years and also 13.3 percent above ten years. More than 76 percent of the traders have weekly sales capacity more than 10 cartoons and more than 73.3 percent of the traders have no special business relationship with any of the paint suppliers or manufacturers. Regarding the meaning of the brand similar answers were given as consumers, almost 70 percent of respondents said as the name of product or manufacturers. The top three brands that make the top of mind list for traders were Nifasesilk, Kadisco and Dile paints with the highest percentage. Similarly the first brand most of the respondents would like to purchase was Nifasesilk. Table 25 below shows a detailed result of the purchase preference analysis and comparison, the result of the analysis of effective brand was also shown below. Which brand makes effective branding response is in agreement with traders' response of the brand they would like to purchase. From the total respondents, 66.7 percent of the respondents believed that Nifasesilk was the brand that makes effective branding. This implies that there is a strong effect of the brand in consumers' purchase decisions in the paint market in Addis Ababa. Buyers tend to prefer a few brands more when purchasing paint products. Those paint brands that made effective branding and recognized as best brands in the market, were the brands that more preferred by buyers to be purchased.

<div align="center">TABLE 19:- FIRST CHOICE BRAND TO PURCHASE (FOR TRADERS)</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mega	3	10.0	10.0	10.0
	Nifasesilk	16	53.3	53.3	63.3
	Rodas	1	3.3	3.3	66.6
	Dile	4	13.3	13.3	79.9
	Kadisco	4	13.3	13.3	93.2
	Raibow	1	3.3	3.3	96.5
	Tsehaye	1	3.3	3.3	100.0
	Total	30	100	100.0	

<div align="center">*Source: Own Survey Result (2020)*</div>

<div align="center">TABLE 20:- BRAND VERSUS ADVERTISEMENT (FOR TRADERS)</div>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mega	2	6.7	6.7	6.7
	Nifasesilk	20	66.7	66.7	73.4
	Rodas	2	6.7	6.7	80.1
	Global	1	3.3	3.3	83.4
	Kadisco	1	3.3	3.3	86.7
	Kokeb	2	6.7	6.7	93.4
	Tsehaye	1	3.3	3.3	96.7
	No brand makes an effective advertisement	1	3.3	3.3	100.0
	Total	30	100	100.0	
Total		30	100.0		

<div align="center">*Source: Own Survey Result (2020)*</div>

From the total respondents of traders, 86.7 percent said their criteria for selecting the brand to sell in their shop were those brands frequently requested by buyers. Traders' response regarding brand loyalty was that 76.6 percent of the respondents alleged they would remain loyal up to some price increase, the reason for loyalty was that 50 percent of the respondents said buyers are willing to buy with the increased price and the other 23.3 percent said those brands of products have their customers. 80 percent of traders believe that good quality product was the most important factor to build a good brand image and similarly, 70 percent of the respondents said the best brand means a good quality product. Regarding advertisement, 70 percent of the respondents said they

have encountered some form of advertisements recently. It should be noted again that this survey was only to counter check buyers' data analysis and only 30 respondents' data were analyzed.

The correlation of independent variables and the dependent variable was made and the result is shown below in Table 27. Since the data analysis was from only 30 respondents correlation result was not as expected. Mean values of brand loyalty and mean values of buyers' purchase decision scores showed a correlation at 0.05 significant level but other variables fail to correlate at 0.05 significant level at this small sample size.

TABLE 21:- BIVARIATE CORRELATIONS OF VARIABLES

		Mean values of brand awareness scores	Mean values of brand loyalty scores	Mean values of brand equity scores	Mean values of purchase decision scores
Mean values of brand awareness scores	Pearson Correlation	1	.323	.441[*]	.274
	Sig. (2-tailed)		.081	.015	.142
	N	30	30	30	30
Mean values of brand loyalty scores	Pearson Correlation	.323	1	.088	.427[*]
	Sig. (2-tailed)	.081		.644	.019
	N	30	30	30	30
Mean values of brand equity scores	Pearson Correlation	.441[*]	.088	1	.209
	Sig. (2-tailed)	.015	.644		.267
	N	30	30	30	30
Mean values of purchase decision scores	Pearson Correlation	.274	.427[*]	.209	1
	Sig. (2-tailed)	.142	.019	.267	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).
Source: Own Survey Result (2020)

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents major findings of the research, conclusions of the analysis made on data, and summarized them in light of the research questions and the three hypotheses given. The recommendations were also given based on the conclusions reached. Finally, possible future research directions for further study were given in this chapter at the end.

5.1 Summary of Major Findings:

Descriptive and infferntial analysis of buyers' responses showed that there is a strong effect of branding on the buyers' purchase decision and the following major findings were identified.

- Buyers' decision were affected by some form of advertisement and the effect was to persuad them to purchase a particular brand of paint product.

- Buyers showed loyalty by responding that they would look for the brand in other shops if they couldn't find their brand of choice in one shop and also by responding they would remain loyal to the brand if the price increased by some extent.

- Major brands of buyers' choice to purchase in the Addis Ababa paint market were identified by this research. The top brand that was preferred by majority of buyers was Nifasesilk, secondly was Kadisco and thirdly Mega and Rodas.

- The research found how buyers made their buying decision during purchasing which a significant number of buyers in this research had their brand of choice for a long time that shows the brand awareness and its impact in their purchase decision.

- The research also found that satisfied buyers recommend brands to others because some buyers were advised or recommended by other people the brand they decided to buy.

5.2 Conclusions:

The following conclusions can be derived from this research in light of analysis results and major findings.

- Buyers look for brand when they make purchase decision of paint products specifically in Addis Ababa market. This suggests the need for branding of paint and the need to build a good brand image to win the paint market.
- Suppliers' branding efforts to win the paint market had also effect on consumers buying behavior. Buyers in this research recognized suppliers' branding effort and identified those brands that made effective branding. Therefore, it is important for paint manufacturers to work on effective branding because those brands that make effective branding happen to be purchased by buyers in the maket.
- Nifasesilk was the brand that made effective branding. Nifasesilk was the top brand with the highest percentage that was preferred by consumers to be purchased, and similarly, the same brand was selected as the top brand that made effective branding by consumers. Hence, this showed the strong effect of branding on the consumers' purchase decision.
- Therefore, it can be concluded from this that the branding of paint products affects its sales performance.
- A brand that makes effective brand awareness, which gets brand loyalty of its customers and which builds good brand equity can surely influence consumers and achieves high sales performance.

5.2 Recommendations:

It is understood now branding affected consumers' purchase decisions in the Addis Ababa paint market. The findings of the study endorse the existence of a significant association between branding and consumers' purchase decision. The following are the recommendations of this research.

- Therefore companies, marketers, and investors should give due attention to the branding of their products. Marketing strategies of companies should focus on building a good brand image. Moreover, companies should devise well-thought promotion and advertising policies that would help them create a good brand image.

- Marketers should also make an effort that would build brand equity for their paint products.

- Marketers may establish meaningful customer relationship management programs to improve brand awareness. A meaningful relationship between a brand and its customers can result in deeper customer considerations and higher sales volumes as customers become more conscious of the brand and loyal towards the brand.

- It should also be noted that to build good brand image companies should work on product quality. This is because the major factor that was indicated by consumers in this research needed to build a good brand image was good product quality.

5.3 Future Research Directions:

Researchers can replicate the research on other cities to understand the effect of branding on consumers' purchase decisions in other paint markets. If the result shows similar facts that the effect of branding on consumers' purchase decisions for paint products in other locations, it would be important to formulate overall marketing strategies of the company to all markets focusing on branding. The researchers can also look to other factors like price, packaging, service, distribution channels…etc, and their effect on consumers' purchase decisions.

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ANNEX I
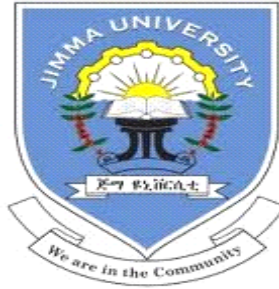
Jimma University

College of Business and Economics

Masters of Business Administration

Questionnaire for the customers

The purpose of this questionnaire is to collect relevant data for the research entitled "Effects of Branding on the Buyers Purchase Decision: A Case Study on Paints Products in Addis Ababa". I assure you that all responses on this questionnaire shall only be used for academic research purposes. Thus, I would like your genuine response to each of the questions given on this questionnaire. Thank you in advance for giving me a few minutes of your time to fill this questionnaire. The information provided by you will be kept confidential.

Please read each question and give only one answer you think that will best fit from the choices given by writing the letter of your choice on the space provided. For those open-ended questions please write your answer on the space provided. Please answer all the questions on this questionnaire as it is important for the completeness of the study. You do not need to write your name on this paper.

1. Personal details:

_____Age: a) Below 20years   b) 21-30years

                    c) 31-40years   d) Above 40years

_____Sex: a) Male   b) Female

_____Marital status: a) Single   b) Married   c) Divorced   d) Widowed

_____2. Which of the following way you prefer to buy paint?

      a) From small construction materials traders

      b) From distributors of paints

      c) From paint factory outlets

      d) Decoration and tinting shops

_____3. Is this the first time you buy paints or you buy more frequently?

      a) It is my first time

      b) It is my second time

      c) I do buy more often

_____4. For what purpose you do buy paints?

      a) For renovating my own house

      b) For reselling business

      c) For construction company

      d) For painting some other persons house (painter)

      e) If other please specify_____

5. Describe what does "brand" mean to you?

      _____

      _____

6. When you think of buying paint what are the top three brands you would think of as best brands? Please write them in order of your impression.

      a)_____ b)_____ c)_____

_____7. Which brand of product you prefer the most to buy?

      a) Mega paint   b) Kokeb paint   c) Nifasesilk paint

      d) Rodas paint   e) I don't have preference   f) If other please specify_____

_____8. If you select one brand for the answer on question 7 what make you to decide purchase of particular brand of paint?

      a) Its package attractiveness.

      b) It was recommended to me by other people to buy that particular brand of paint.

      c) I have known the brand for long time and always want to buy when I needed a paint.

d) I have been influenced by the advertisement of the paint that made me buy the paint.

e) I have no reason but I randomly choose to buy the brand.

f) If other please specify_____

_____9. What would you do if the brand you prefer above could not be found in this shop?

a) I would not mind to switch to any other brand available in the store

b) I will search for the brand in other shops.

c) I will try to find second best brand I know in the same shop.

d) If any other opinion please specify_____

_____10. Will you stick to same paint brand, if their price is increased compared to other brands in the shop or are you a loyal customer to that brand of paint?

a) Up to certain limit in price increase, I will remain loyal to the brand.

b) Yes, I will remain loyal to the brand irrespective of the price increase.

c) No, I may look for different product.

d) If other please specify_____

_____11. Which of the following, according to you, is the most important in building a good brand image?

a) Quality

b) Marketing communication strategies

c) Competitive pricing

d) Good value added service

f) Free trials and discounts

g) If other please specify_____

_____12. What are the sources of paint brand information for your purchase?

a) Family members

b) Peers

c) TV advertisements

d) Point of sales advertisements

e) Web site

f) If other please specify_____

_____13. Have you recently encountered any form of advertisement for paint that influences you to think of buying a particular brand of paint?

a) Yes, I encountered with advertisement and I am influenced by the advertisement to buy the product.

b) Yes, I encountered with the advertisement but I am not influenced by the advertisement to buy the product.

c) No, I have no encounter with paint advertisements recently.

d) I would not believe advertisements at all that would not influence me to buy anything.

_____14. Which brand of paint you think makes effective branding effort that makes it noticeable to customers?

a) Mega   b) Nifasesilk   c) Rodas d) Global e) If other please specify_____ f) Not any of brands of paint make effective branding.

_____15.What is "best brand" mean to you in paint product?

a) Best quality product.

b) Low price product.

c) Most popular brand in the market.

d) Attractive packaging product

e) If other please specify_____

The following statements are aimed at examining the effect of branding on the buyers' purchase decision. Thus, please tick (√) in the both you think is appropriate and best describes your response in the scale provided whereby SA represents 'Strongly Agree', A represents 'Agree', N represents 'Neutral', D represents 'Disagree' and SD represents 'Strongly Disagree' with the statement provided.

No.	Questions	Strength of Agreement				
	Brand Awareness [1-4]	SD	D	N	A	SA
1.	I remember the brand name of my preference when I purchase a paint product.					
2.	I can at least recognize the brand of my preference when I see it in the store from the label or package.					
3.	I am aware of a brand of paint of my preference from strong branding efforts on television or radio advertisements.					
4.	I can recall of competitive brands in paint products easily					
	Brand Loyalty [5-8]	SD	D	N	A	SA
5.	I am loyal to the brand of my choice even at a higher price compared to others.					
6.	I am motivated to recommend the brand that I use to others.					
7.	I am influenced by other people's recommendations of the paint brand when I made a purchase decision of paint products.					
8.	I will switch my brand preference if I find a better offer in price or other sales promotion schemes.					
	Brand Equity [9-11]	SD	D	N	A	SA
9.	I believe my brand preference provides superior quality than the other brands in the market.					
10.	I feel the branding effort on different media through advertising is only to increase the product price.					

		SD	D	N	A	SA
11.	Quality products don't need advertisements and people will know them through experience and recommend them to others.					
12.	High-value recognition of the brand by society influence my purchase decision.					
Purchase Decision [13-15]		**SD**	**D**	**N**	**A**	**SA**
13.	The brand name of the company most influences me in my purchase decision.					
14.	I always prefer to purchase one brand I know of paint products.					
15.	I made a purchase decision after I gather enough information about some of the available brands of paint in the market.					

16. How do you see the relevance of this study? Do you think this research is important and makes a difference in the paint market? Please write your opinion about the subject matter this research raises.

_____

_____

_____

_____

Jimma University

College of Business and Economics

Masters of Business Administration

Questionnaire for the construction materials shops

The purpose of this questionnaire is to collect relevant data for the research entitled "Effects of Branding on the Buyers Purchase Decision: A Case Study on Paints Products in Addis Ababa". I assure you that all responses on this questionnaire shall only be used for academic research purposes. Thus, I would like your genuine response to each of the questions given on this questionnaire. Thank you in advance for giving me a few minutes of your time to fill this questionnaire. The information provided by you will be kept confidential.

Please read each question and give only one answer you think that will best fit from the choices given by writing the letter of your choice on the space provided. For those open-ended questions please write your answer on the space provided. Please answer all the questions on this questionnaire as it is important for the completeness of the study. You do not need to write your name on this paper.

1. Personal details:

_____Age: a) Below 20years   b) 21-30years   c) 31-40years

                    d) Above 40years

_____Sex: a) Male   b) Female

_____Marital status: a) Single   b) Married   c) Divorced   d) Widowed

_____2. How many years you are working on this business?

a) Below one year   b) 1-5 years

c) 6-10 years   d) Above 10 years

_____3. How many cartons of paint you usually sell in a week?

   a) Below 10cartons   b) 10-25cartoons   c) 26-50cartons

   d) 51-100cartons   e) Above 100cartons

_____4. Do you have special business relationship with one of paint manufacturers?

a) Yes I am sole distributor in the area for one of the paint products.

b) Yes I have a discount and/or credit privilege with one of the paint manufacturer.

c) No I don't have any particular interest with any of paint manufacturers.

d) I work with every paint manufacturer even if some of them give me special discount.

5. Describe what does "brand" mean to you?

_____

_____

6. When you think of buying paint what are the top three brands you would think of as best brands? Please write them in order of your impression.

   a)_____ b)_____ c)_____

_____7. Which brand of product you prefer the most to buy?

   a) Mega paint   b) Kokeb paint   c) Nifasesilk paint

   d) Rodas paint   e) If other please specify_____

_____8. If you select one brand for the answer on question 7 what is the reason for selecting a brand?

a) I know the brand for many years, it is my brand of preference

b) I heard the brand advertisement on media more frequently and want to test.

c) Customers request the brand more frequently.

d) Customers are attracted by the package of the paint and it is easily saleable

e) If other please specify_____

_____9. How would you select from available brands of paints in the market to sell in your shop?

a) I will select to order those brands that most frequently requested by customers.

b) I will select those brands that have a lower price.

c) I will select that give better discounts even they are new brands to the market.

d) I will select those brands advertised more frequently on media.

e) If other please specify_____

_____10. If the price of the paint brand of your preference increases, will you stick to buy the same paint brand, or in other words are you a loyal customer to that brand of paint?

a) Up to a certain limit in a price increase, I will remain loyal to the brand.

b) Yes, I will remain loyal to the brand irrespective of the price increase.

c) No, I may look for a different product.

d) If other please specify _____

_____11. If the answer to question no.10 is 'Yes I will remain loyal' what would be the reason?

a) Customers are willing to pay for well-known brands at higher prices.

b) Because it is difficult to sell other brands if they are not familiar with customers.

c) Few distinct customers prefer well-known brands only.

d) If other please specify_____

_____12. Which of the following, according to you, is the most important in building a good brand image?

a) Quality

b) Marketing communication strategies

c) Competitive pricing

d) Good value-added service

f) Free trials and discounts

g) If other please specify_____

_____13. Have you recently encountered any form of advertisement for paint that influences you to think of buying a particular brand of paint?

a) Yes, I encountered with advertisement and I am influenced by the advertisement to buy the product.

b) Yes, I encountered with the advertisement but I am not influenced by the advertisement to buy the product.

c) No, I have no encounter with paint advertisements recently.

d) I would not believe advertisements at all that would not influence me to buy anything.

_____14. Which brand of paint you think makes effective branding effort that makes it noticeable to customers?

    a) Mega   b) Nifasesilk   c) Rodas d) Global e) If other please specify_____ f) Not any of brands of paint make effective branding.

_____15. What is "best brand" mean to you in paint product?

a) Best quality product.

b) Low price product.

c) Most popular brand in the market.

d) Attractive packaging product

e) If other please specify_____

The following statements are aimed at examining the effect of branding on the buyers' purchase decision. Thus, please tick (√) in the both you think is appropriate and best describes your response in the scale provided whereby SA represents 'Strongly Agree', A represents 'Agree', N represents 'Neutral', D represents 'Disagree' and SD represents 'Strongly Disagree' with the statement provided.

No.	Questions	Strength of Agreement				
	Brand Awareness [1-4]	SD	D	N	A	SA
1.	I observe customers have one preference and select one brand name of their preference when they made a purchase decision of paint products.					
2.	Customers usually can at least recognize the brand of their preference when they see it in the store from the label or package.					

		SD	D	N	A	SA
3.	I observed a brand of paint which is strongly advertised on television or radio have more customer preference.					
4.	I observed that customers can recall of competitive brands in paint products easily.					
	Brand Loyalty [5-8]	**SD**	**D**	**N**	**A**	**SA**
6.	Most people are loyal to the brand they prefer even at a higher price.					
5.	Most customers recommend brands that are satisfied with other customers.					
7.	Most people would accept our recommendation to paint the brand easily when they buy paint products.					
8.	I observed people switch their brand preferences if they find a better offer in price or other sales promotion schemes.					
	Brand Equity [9-11]	**SD**	**D**	**N**	**A**	**SA**
9.	Most people believe highly recognized brands of paints provide superior quality than the other brands in the market.					
10.	I feel the branding effort on different media through advertising is only to increase the product price and there is no difference among the products in the market.					
11.	Quality products don't need to advertise and people will know them through experience and recommend them to others.					
12.	High-value recognition of the brand by society influences most of the buyers' purchase decisions.					
	Purchase Decision [13-15]	**SD**	**D**	**N**	**A**	**SA**
13.	From my observation the brand name of the company most influences customers when they make a purchase decision.					
14.	Most people always prefer to purchase one brand they know about paint products.					
15.	Most people made their purchase decision after they gather enough information about some of the available brands of paint in the market.					

16. How do you see the relevance of this study? Do you think this research is important and makes a difference in the paint market? Please write your opinion about the subject matter this research raises.

_____

_____

_____

_____

ANNEX III

<div align="center">

ጅማ ዩንቨርስቲ

ቢዝነስ እና ኢኮኖሚ¡ ስ ኮሌፀ

በንግድ ስራ አመራር የማስተርስ ዲግሪ የትምህርት ክፍል

የቀለም ገገር ደንበኞች ጥናት መጠይቅ

</div>

ይህ መጠይቅ «በደንበኞች የግገር ውሳኔ ላይ የብራንዲንግ ተፅእኖ፡ በአዲስ አበባ ¾ቀለም ᎈẞÁ ላᎌ ¾ቱÅረቱ ጥናት» በሚል ርክስ ለሚካሄት ጥናት መረì ከደንበኞች ለመሰብሰብ ¾ቱ²ፉẼ ነው፡፡ በ²ህ ጥናት ¾ሚሰበሰቡ መረì ች ለትምህርት ጥናት አገልግሎት ብቻ እንደሚ¨ሉ ለማረፉቶዓ •እ ¨ቴስሁ፡፡ በመሆኑም በ²ህ መÖᎊቅ ለተነሱት ዓÁቄ ች ¾ሚሰማ ትን ትክክለኛ ምላሽ እንዲÖ እÖᎊቃለሁ፡፡ ፀ²ᖳ ን ስ ¨ተ¨ᎌ ᎊሀን መÖᎊቅ ለመሙላት በአቀቱ አመስግናለሁ፡፡ ለመÖᎊቁ ¾ሚስጥዋቸው መልሶች በሚስዓር Ãዖብቃሉ፡፡

እያንዳዱን ዓÁቄ ካነበቡ• ላይ ከተሰÖቱት አማራጮች የተሻለ መልስ ሊሆን ይቸላል ብለው የሚያስቡትን አንድ አማራጭ በተሰጠው መልስ መስጫ ክፍት ቦታ ¾ምርÝ ¨ ·ን ᎌÅል በመነአ Ãመልሱ፡፡ ¾ሩቡ ን መልስ ¨ Ãም አስተያየት ለሚÖᎊቁ ዓÁቄ ች በተሰÖ· ክፍት ቦታ በአጭሩ መልስ ይስጡ፡፡ ለጥናቱ መሳካት በጣም አስፈላጊ በመሆኑ ለተጠየቁት ጥያቄዎች በሙሉ ምላሽ •እንዲሰÖ• እንጠይቃን፡፡ በ²ᖳ መÖᎊቅ ላᎌ ስም· ን መነአ አያስፀልጎትም፡፡

1. ¾ፀል መረì ች:-

         -----------------• ፀትᎌᎄ-   ሀ) ከ20 ዓመት በታች   ለ) ከ21-30 ¨መት

                  ሐ) ከ31-40 ዓመት   መ) ከ40 ዓመት በላይ

         ---------------- ፆታ•   ሀ) ወንድ   ለ) ሴት

         ---------------- የጋብቻ ሁኔታ•   ሀ)Áላቴ¥/ች   ለ) ያገባ/ች

                  ሐ) ¾ፀ ታ/ች   መ) ትዳር ᎈÅኛ በሞት ያጣ/ች

----------------2. የቀለም ምርቶች ለመግዛት የትኞቹን አማራጮች ይመርጣሉ?

         ሀ) ከአነስተኛ የሀንፃ መሳሪያ መሸጫ ሱቆች

         ለ) ከቀለም ዋና ማከፋፈያ መደብሮች

         ሐ) ከቀለም አምራቾች መሸጫ መደብሮች

         መ) ቀለሞችን የመደባለቅ እና ¾ማስቀዓ ስራ ከሚሰሩ መᎅብሮች

--------------------3. ቀለም ሲቱ· ¾መᎈመሪÁ ቻ²ᖳ ነው?

         ሀ) የመጀመሪያ ጊዜዬ ነው

         ለ) ለሁለተኛ ግዜ ነው

         ሐ) ለተደጋጋሚ ግዜያት እቻ ለሁ

--------------------4. ቀለም የሚገዙት ለምን አላማ ነው?

<div align="center">77</div>

ሀ) የራሴን መኖሪያ ለማደስ

ለ) ቀለሙን መልሶ ለመሸጥ የንግድ ስራ

ሐ) ለህንጻ ግንባታ ስራ ትርጀት

መ) የቀለም ቅብ ስራ ባለሙያ በመሆኔ የሌሎችን ደንበኞች ቤት ለመቀባት

ሠ) ሌላ ምክንያት ከሆነ ይግለፁ --

5. በእርስዎ- እÃ`ታ «ብራንድ» ሲባል ምን ይመስልዎታል?

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6. የቀለም ምርት ለመግዛት ሲያስቡ ወደ አእምሮ- ¾ሚመÖ- ምርኝ ¾Åሳባሉ ሶስት ¾ቀለም ምርት ስሞች(ብራንድ) የትኞቹ ናቸው? በሚሰጥዋቸው ¾ምርጥነት Å¿ሪ ቅÅም ተከተል Ãነነ፡፡

ሀ) -------------------------------- ለ)-------------------------------- ሐ) --------------------------

----------------------7. ከቀለም ምርት ለመግዛት የሚመርጡት አንድ የቀለም ምርት ስም(ብራንድ) የትኛው ነው?

ሀ) ሜጋ ቀለም   ለ) ኮከብ ቀለም   ሐ) ንፋስ ስልክ ቀለም   መ) ሮዳስ   ሠ) የተለየ የቀለም
ምርት ብራንድ ምርጫ የለኝም ፊ) ሌላ ምርጫ ካለዎት ግለፍ ------------------------------------

----------------------8. ከላይ ጥያቄ 7 ላይ አንድ ምርት ከመረጡ የጠቀሱትን ቀለም ምርት ብራንድ ለመምረጥ ምክንያትዎ
ምንድን ነው?

ሀ) ማሻጊያው የሚስብ በመሆኑ

ለ) በሌሎች ስዎች ¾ተÖቀሰ¨ ¾ቀለም ምርት ብራንድ ተመሪ፪ መሆኑ ስለተነገረኝ

ሐ) የምርቱን ስም ብራንድ ለረሻገም ግዜ የማውቀው እና ቀለም ለመግዛት ስፈልግ የምመርጠው
የቀለም ምርት ብራንድ በመሆኑ

መ) የምርቱን ማስታ¨ ቂÅ በሚቴÅ ¾ተከታተልሁ በመሆኑ ለመግዛት ስለገፋፋኝ

ሠ) የተጠቀሰውን ምርት ብራንድ ለመምረጥ ምክንያት የሌለኝ ሲሆን የመረጥኩት በአጋጣሚ ነው፡፡

ፊ) ሌላ ምክንያት ካለዎት ይግለፍ ------------------------------------

----------------------9. የመረጡት የቀለም ምርት ብራንድ በአንዱ መሻጫ መደብር ባይኝ የሚወስዱት እርምዽ ምንድን ነው?

ሀ) በመÅብሩ ¾ሚ,ቮሻው ሌላ የቀለም ምርት አይነት ለመግዛት እችላለሁ

ለ) በሌሎች መደብሮች ምርጫዬ የሆነውን የቀለም ብራንድ ፈልጌ እቦ ለሁ

ሐ) እ³¨ · መÅብር ¨ስኝ ሁለተኛ ምርÝ Â ¾Ä¾ነው ¾ቀለም ምርት ብራንድ እቦ ለሁ

መ) ሌላ የሚጠቀሙት አማራጭ ካለ ይጥቀሱ ------------------------------------

----------------------10. የመረጡት የቀለም ምርት ብራንድ በመደብሩ ከሚገኙ ሌሎች የቀለም ምርቶች ዋጋው የጨመረ ቢሆን
Ãጸ·ታል? ለመረÖ·ት ¾ቀለም ምርት ብራንድ ታማኝ ደንበኛ Ãሆናሉ?

ሀ) እስከተወሰነ ዋጋ ጭማሪ ለመረጥኩት የቀለም ምርት ብራንድ ታማኝ ደንበኛ እሆናለሁ

ለ) የመረጥኩትን የቀለም ምርት ብራንድ በማንኛውም የዋጋ ጭማሪ ለመግዛት እመርx ለሁ

ሐ) ¾ቮ¨ · ከጨመረ ሌሎች የቀለም ምርት ብራንዶችን እመርx ለሁ

መ) ሌላ አማራጭ ካለዎት ይጥቀሱ ------------------------------------

----------------------11. በእርስዎ- እምነት ³ፉ የሆነ ስም ወይም የብራንድ ገፅ በ፰ÅÁ · ለመገንባት የትኛ · Ãበልጥ Öቃሚ
ቱቴÅ ነው?

ሀ) ጥራት ያለው ምርት

ለ) የተዋጣለት የገበያ ማስታ¨ ቂÅ ስትራቴጂ

ሐ) ተ¨ ቴፊ¿ የሆነ የመሻጫ ዋጋ

መ) የቀለጠፈ የደንበኞች አገልግሎት አሰጣጥ

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ረ) ቅናሾች እና የነፃ የሙከራ ናሙናዎች መስጠት

----------------------12. የቀለም ምርት ለመግዛት ሲፈልጉ ስለተለያዩ አማራቾች ምርት መረጃ ከየት ያገኛሉ?

        ሀ) ከቤተሰብ አባላት

        ለ) ከጓደኞች

        ሐ) ከቴሌቪዥን ወይንም ሬዲዮ ማስታዎቂÁ- ች

        መ) በመሸጫ መደብሮች ከሚገኙ ማስታዎቂÁ- ች

        ሠ) ከመረጃ መረብ

        ረ) ከሌላ ቦታ ከሆነ Ãፅለና --

----------------------13. በቅርብ ግዜ በማንኛውም መንገድ ቢሆን የገጠሞት የተመለከቱን ወይም ያዳመጡት የቀለም ምርት
        ማስታዎቂÁ አንድን ¾ቀለም ብራንድ ለመግዛዛት እንዲÁስቡ ያደረገ ይኖር ይሆን?

        ሀ) አዎን ¾ÃÖመኝ ማስታዎቂÁ ምርቱን እንድገዛ አሳምኖኛል

        ለ) አዎን ¾ÃÖመኝ ማስታዎቂÁ ቢኖርም ምርቱን እንድገዛ ገፍፍቶ አላሳመነኝም

        ሐ) በቅርቡ ምንም አይነት የቀለም ምርት ማስታዎቂÁ አልተዎመኝም

        መ) በማስታዎቂÁ ላÃ እምነት ስለሌለኝ የትኛውም ማስታዎቂÁ ምርት እንድገዛ አይገፋፋኝም

----------------------14. የትኛው የቀለም ምርት አማራች(ብራንድ) የተዎጣለት የምርት ማስተዋወቅ እና ስም ግንባታ(ብራንዲንግ)
        አድርጎል ብለው ያምናሉ?

        ሀ) ሜፉ ቀለም   ለ)ንፋስ ስልክ ቀለም   ሐ) ሮዳ ቀለም

        መ) ግሎባል ቀለም   ሠ) የትኛውም የቀለም አማራች የተዎጣለት ብራንዲንግ አልሰራም

        ረ) ሌላ ከሆነ ይግለፁ --------------------

----------------------15. በቀለም ምርቶች ምርጥ የሆነ ብራንድ ይበልጥ በምን ይገለፃል?

        ሀ) ምርጥ ጥራት ያለው ምርት

        ለ) አነስተኛ ዋጋ ያለው ምርት

        ሐ) በገበያው ከፍተኛ እ -ቅና Áለ - ምርት

        መ) የሚስብ ማሽጊያ ያለው ምርት

        ሠ) ሌላ ከሆነ ይግለፁ ------------------------------------

የሚከተለው ሀንጠረዥ የተዘጋጀው «ብራንዲንግ» በደንበኞች የግብር ውሳኔ ላይ ያለውን ተፅዕኖ ለመፈተሽ ነው:: በመሆኑም
በቀረበ - እያንዳንዱ ሀሳብ ላÃ Áለውትን ስምምነት በተቀመዎ መለኪÁ- ች «በእ» በደንብ እስማማለሁ፣ «እ» እስማማለሁ፣ «ተ»
ተአቅቦ፣ «አ» አልስማማም፣ እና «ፈአ» ፅንሞ አልስማማም ከሚሉት አማራጮች በአንደኛ - ላÃ «√» ምልክት በማድረግ
እንዲመልሱ እንጠይቃለን::

ተ.ቁ.	ዓÅቀ	የስምምነትም መጠን				
		ፈአ	አ	ተ	እ•	በእ•
	የምርት ስም(ብራንድ) እ -ቅና በተመለከተ (1-4)					
1.	የቀለም ምርት ለመግዛት ሳስብ ምርጫዬ የሆነውን የቀለም ምርት ብራንድ ወዲያው አስታ -ሳለሁ::					
2.	የቀለም ምርት ለመግዛት ወደ መደብሮች ስሄድ ቢያንስ በመደርደሪያው ላይ ከማሸጊያዎቹ በማየት ¾ሥመርÖ -ን ¾ቀለም ምርት ብራንድ -ቴÁ - መለየት እችላለሁ::					
3.	ምርጫዬ የሆነውን የቀለም ምርት ብራንድ የለየሁት ጠንካራ ከሆነው የቴሌቪዥርን ወይም የሬዲዮ ማስታዎቂÁ ምክንያት ነው::					

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4.	በገበያ ላይ ያሉ ተወዳዳሪ የሆኑ የቀለም ምርቶችን ስም በቀላሉ ማስታ¨ ስ እችላለሁ፡፡					
	ለምርትስም(ብራንድ) ታማኝነትን በተመለከተ (5-8)					
5.	የራሴ ምርጫ የሆነውን የቀለም ምርት ብራንድ ከሌሎች ጋር ሲነፃፀር የመሸጫ ዋጋው ቢጨምርም ለብራንዱ ታማኝ በመሆን መግዛትን እቀዳ ላለሁ፡፡					
6.	የመረጥኩትን ቀለም ምርት ብራንድ በጣም ጥሩ በመሆኑ ለሌሎች እንዲኦቀመብት እኦቈማለሁ፡፡					
7.	የሌሎች ስዎች አስተያየት እና ምርÝ ¾ምመርÖ¨ ፣ እና ¾ም፵¨ ፣ ¾ቀለም ምርት ብራንድ አይነት ውሳኔ ላ᎓ ተፅና አላቸው፡፡					
8.	ሁልፅ²ም ¾ተሻለ ሽፉ እና ¾ማስታ¨ ቄᎪ ቅናሾችን ሳገኝ ¾ተለᎧ¿ ¾ቀለም ምርት ብራንዶችን እ¾ቀᎪ¾ርኩ እሞ¡ ራለሁ፡፡					
	የምርት ስም(ብራንድ) ያለው ዋጋ በተመለከተ (9-12)					
9.	የመረጥኩት የቀለም ምርት ብራንድ ከሌሎች በገበያ ላይ ካሉ ምርቶች የላቀ ጥራት፣ እንዳለ¨ ፣ ሙሉ፣ እምነት አለኝ፡፡					
10.	በተለᎪ¿ ሚቴᎪ- ች ¾ᎧᎪረቱ ¾ማስታ¨ ቄᎪ ስራ- ች የምርቶችን ዋጋ ከመጨመር ውጭ ፋይዳ የላቸውም፡፡					
11.	ጥራት ያላቸው ምርቶች ማስታ¨ ቄᎪ አያስፈልጋቸውም ሰ- ች ¾ተᎧቀሙትን ለሌሎች በማስተዋወቅ ከልምድ ያውቁቸዋል የሚል እምነት አለኝ፡፡					
12.	የቀለም ምርቱ ብራንድ በማህበረሰቡ ያለው ተቀባይነት እና ለብራንዱ ¾ᎧᎧÖ¨ ፣ ክፍተኛ እውቅና የግዢ ውሳኔዬ ላይ ተፅዕኖ ያሳድርብኛል፡፡					
	የግዢ ውሳኔ በተመለከተ (13-15)					
13.	የቀለም ምርት ግዢ ለመፈፀም ስወስን የምመርጠው የምርት ስም(ብራንድ) እ¨ -ቅና ይበልጣ ተፅና ያሳድርብኛል፡፡					
14.	ሁልግዜ ከቀለም ምርቶች ለመግዛት የምመርጠው የራሴ አንድ የቀለም ምርት ብራንድ ምርጫ አለኝ፡፡					
15.	የቀለም ምርት ግዢ ውሳኔ ለመወሰን በገበያ ላይ ስላሉት የተወሰኑ ቀለም ምርት ብራንዶች በቂ መረጃ በመሰብሰብ አጣራለሁ፡፡					

16. የዚህ ጥናት አስፈላጊነት እንዴት Ãቶመፅሙ·ታል? በእርስ- እምነት Ãህ ጥናት በቀለም ምርት ገበᎪ¨ ፣ ላᎧ ÖቃᎧ ¾Ꭺን ግብዓት ይኖሯዋል ብለው ያምናሉ? ስለጥናቱ ያሉ·ትን አስተያየት ከዚህ በታች በአጭሩ Ãነጿልን፡፡

ጅማ ዩንቨርስቲ
ቢዝነስ እና ኢኮኖሚ፣ ስ ኮሌፀ
የንግድ ስራ አመራር የማስተርስ ዲግሪ የትምህርት ክፍል

የህንፃ መሳሪያ መሸጫ ነጋዴዎች ጥናት መጠይቅ

ይህ መጠይቅ «በደንበኞች የግገር ውሳኔ ላይ የብራንዲንግን ተፅዕኖ፡ በአዲስ አበባ ¾ቁለም ¾ጽሯ ላ፫ ¾ቱ፝ኡ፬ረቱ ጥናት» በሚል ርክስ ለሚካሄት ጥናት መረኀ ከደንበኞች ለመሰብሰብ ¾ቱ²፬፮ኤ ነው። በ²፬ህ ጥናት ¾፠ሚሰበሰቡ መረጃዎች ለትምህርት ጥናት አገልፅሎት ብቻ እንደሚ¨ሉ ለማረፉ፦፵ እ¨ቴስሁ። በመሆኑም በ²፬ህ መዐ፫ቅ ለተነሱት ዓ፬ቄዎች ¾፠ሰማዎትን ትክክለኛ ምላሽ እንዲሰዐ፥ እዐ፣ቃለሁ። ፅ²‚ዎን ሰውተው ይህን መጠይቅ ለመሙላት በመፍቀድዎ አመሰግናለሁ። ለመጠይቁ የሚሰጥዋቸው መልሶች በሚስጥር ይጠብቃሉ።

እያንዳዱን ዓ፬ቄ ካነበቡ• በ፳ላ ከተሰዐ፦ት አማራጮች ¾ቱ፣ሻsalፈ መልስ ሊሆን ይችላል ብለ ` ¾ፚፈስቡትን አንድ አማራ፭ በተሰዐ¨ ፦ መልስ መስፀ   ክፍት ቦታ ¾ም፫ርÝ ¨ ፦ን ፥ፈ፤ በመነ�officia Ãመልሱ። ¾፫ስ፦ዎን መልስ ¨ Ãም አስተያየት ለሚዐÃቁ ዓ፬ቄዎች በተሰዐ¨ ክፍት ቦታ በአጭሩ መልስ Ã፥ዐ፦። ለጥናቱ መ፠ሚላት በጣም አስፈላጊ በመሆኑ ለተጠየቁት ጥያቄዎች በሙሉ ምላሽ እንዲ፥ዐ፥ እንጠይቃስን። በ²‚ህ መዐÃቅ ላ፫ ስምዎን መነኖ አያስፈልገትም።

1. የግል መረጃዎች:-

------------------ ፅትሚ-   ሀ) ከ20 ⁻መት በታች   ለ) ከ21-30 ⁻መት

ሐ) ከ31-40 ዓመት   መ) ከ40 ዓመት በላይ

------------------ ፆታ   ሀ) ወንድ   ለ) ሴት

------------------ የጋብቻ ሁኔታ•   ሀ) Á፥ላጮ/ች   ለ) Á፥/ች

ሐ) ¾ፆታ/ች   መ) ትዳር ፳Å፥ኛ በሞት ያጣ/ች

------------------2. በዚህ ስራ ላይ ለምን ያህል ግዜ ቆይተዋል?

ሀ) ከአንድ አመት በታች   ለ) ከ1-5 ⁻መት

ሐ) ከ6-10 ዓመት   መ) ከ10 ዓመት በላይ

--------------------3. በአማካይ በሳምንት ምን ያህል ካርቶን ቀለም Ã፥ⅹ ሉ?

ሀ) ከ10 ካርቶን በታች   ለ) ከ10-25 ካርቶን

ሐ) ከ26-50 ካርቶን   መ) ከ51-100 ካርቶን   ሠ) ከ100 ካርቶን በላይ

--------------------4. ካሎት ቀለም አምራቾች ከአንዱ ጋር የተለየ የንግድ ስራ ግንኙነት ይኖሮታል?

ሀ) አያን ለአንዱ ቀለም ምርት ብራንድ ብቸኛ አከፋፋይ ሆኜ እ¾ሪሁ ነው

ለ) አያን የዱቤ ወይም እና ¾ቁናሽ ስምምነቶች ከአንዱ ¾ቀለም አምራች ትርጅት(ብራንድ) አለኝ

ሐ) አይደለም ከማንኛውም የቀለም አምራች ጋር የተለየ ስምምነቶች የለኝም

መ) ከሁሉም ቀለም አምራቾች ጋር ያለምንም ገደብ የምስራ ሲሆን አንዳዶች የቀለም አምራቾች የደንበኝነት ቅናሽ ይሰጡናል

5. በእርስ- እ¾ታ «ብራንድ» ሲባል ምን Ã መስል- ታል?

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6. የቀለም ምርት ለመግዛት ሲያስቡ ወደ አዕምሮ- ¾ሚመÖ· ምርን ¾ሚባሉ ሶስት ¾ቀለም ምርት ስሞች(ብራንድ) የትኞቹ ናቸው? በሚስጥዋቸው የምርጥነት ደረጃ ቅደም ተከተል ይፃፉ::
ሀ) ------------------------   ለ)------------------------   ሐ) ------------------------

--------------------7. ከቀለም ምርት ለመግዛት የሚመርጡት አንድ የቀለም ምርት ስም(ብራንድ) የትኛው ነው?

ሀ) ሜጋ ቀለም   ለ) ኮከብ ቀለም   ሐ) ንፉስ ስልክ ቀለም   መ) ሮቴክ   ሠ) ¾ተ·ለ¾ ¾ቀለም ምርት ብራንድ ምርጫ የለኝም   ረ) ሌላ ምርጫ ካሎት ግለፁ ------------------------------------

--------------------8. ከላይ ጥያቄ 7 ላይ አንድ ምርት ከመረጡ የጠቀስትን ቀለም ምርት ብራንድ ለመምረጥ ምክንያትዎ ምንድን ነው?

ሀ) የምርቱን ስም ብራንድ ለረሽፖም ግዜ የማውቀው እና ቀለም ለመግዛት ስፈልግ የምመርጠው የቀለም ምርት ብራንድ በመሆኑ

ለ) በሚቴÁ ላÃ ማስታ¨ ቂÁ¨·ን በተÅፉፉ·ሚ ስለተመለከትኩት በገበያው ልሞክረው ስለፈለግሁ

ሐ) ደንበኞች በተደጋጋሚ በሱቅ ውስጥ ለመግዛት የሚጠይቁት የቀለም ብራንድ በመሆኑ

መ) ደንበኞች በማሽጊያው ሳቢነት ስለሚመርጡት እና በፍላሳ ስለሚሸዓ

ሠ) ሌላ ምክንያት ካለዎት ቢጋልፁ ------------------------------------

--------------------9. በገበያ ላይ ካሎት የቀለም ምርት ብራንዶች በመደብር¾ ለመሸጥ በምን መስፈርት ይመርጧሉ::

ሀ) በደንበኞች በተደጋጋሚ የሚጠየቁትን ምርቶች እመር× ለሁ

ለ) አነስተኛ ዋጋ ያላቸውን የቀለም ምርት አይነቶች ብራንዶች እመር× ለሁ

ሐ) በገበያው አዲስ ሀነህ የምርት አይነት ቢሆንም የተሻለ ቅናሽ የሚሰጠውን እመር× ለሁ

መ) በሚቴÁ በተÅፉፉ·ሚ ማስታ¨ ቂÁ¨· ¾ሚታ¾·ን ¾ቀለም ምርት ብራንድ እመር× ለሁ

ሠ) ሌላ መስፈርት ካለዎት ቢጋልፁ ------------------------------------

--------------------10. የመረጡት የቀለም ምርት ብራንድ በገበያ ላይ ከሚገኙት ሌሎች የቀለም ምርቶች ዋጋው የጨመረ ቢሆን Ã ቹ·ታል? ወይም በሌላ አነጋገር ለመረጡት የቀለም ምርት ብራንድ ታማኝ ደንበኛ Ã ሆናሉ?

ሀ) አስከተወስነ ዋጋ ጭማሪ ለመረጥኩት የቀለም ምርት ብራንድ ታማኝ ደንበኛ እሆናለሁ

ለ) አያን፤የመረጥኩትን የቀለም ምርት ብራንድ በማንኛውም የዋጋ ጭማሪ ለመግዛት እመር× ለሁ

ሐ) ዋጋው ከጨመረ ሌሎች የቀለም ምርት ብራንዶችን እመር× ለሁ

መ) ሌላ አማራጭ ካለዎት ይጥቀሱ ------------------------------------

--------------------11. ከላይ ለጥያቄ 10 መልስዎ «አያን» ከሆነ ምክንያትዎ ምን ይሆን?

ሀ) ደንበኞች አውቀና ላለው ምርት ከፍ ያለ ዋጋ ለመክፈል ፈቃዳኞች በመሆናቸው

ለ) ሌሎች ምርቶችን በደንበኞች የታ¨ቁ ካልሆኑ መሸጥ አዳጋች ሲሆን ስለሚችል

ሐ) እነዚህን ¾ቀለም ብራንዶች ¾ሚ፭ልጋተው ¾ፈ·ላቸ¨· ደንበኞች ስለላቸው

መ) ሌላ ምክንያት ካሎት ቢገልፁ ------------------------------------

----------------------12. በእርስዎ- እምነት ዓቢ ¾ሀነ ስም ¨ Ãም ¾ብራንድ ቶን በጃÁ ∙ ለመገንባት የትኛ ∙ Ãበልዓ Öቃሚ ቶቴÃ ነው?

ሀ) ጥራት ያለው ምርት

ለ) የተዋጣለት የገበያ ማስታ¨ ቂÁ ስትራቴጂ

ሐ) ተወዳዳሪ የሆነ የመሸጫ ዋጋ

መ) የቀለጠፈ የደንበኞች አገልግሎት አሰጣጥ

ሠ) ቅናሾች እና የነዛ ¾ሙከራ ናሙናዎች መስጠት

----------------------13. በቅርብ ግዜ በማንኛውም መንገድ ቢሆን የገጠሞት የተመለከቱት ወይም ያዳመጡት የቀለም ምርት ማስታ¨ ቂÁ አንድን ¾ቃልም ብራንድ ለመግዛት እንዲÃስቡ ÃÁረቶ ይኖር Ãሆን?

ሀ) አዎን የገጠመኝ ማስታ¨ ቂÁ ምርቱን እንድገዛ አሳምኖኛል

ለ) አዎን የገጠመኝ ማስታ¨ ቂÁ ቢኖርም ምርቱን እንድገዛ ገፍፍቶ አላሳመነኝም

ሐ) በቅርቡ ምንም አይነት የቀለም ምርት ማስታ¨ ቂÁ አልገጠመኝም

መ) በማስታ¨ ቂÁ ላÃ እምነት ስሌለኝ የትኛ¨ም ማስታ¨ ቂÁ ምርት እንድገዛ አይገፋፋኝም

----------------------14. የትኛው የቀለም ምርት አምራች(ብራንድ) የተዋጣለት የምርት ማስተዋወቅ እና ስም ግንባታ(ብራንዲንግ) አድርጎል ብለው ያምናሉ?

ሀ) ሜፋ ቀለም   ለ)ንፋስ ስልክ ቀለም   ሐ) ሮዳስ ቀለም

መ) ግሎባል ቀለም   ሠ) ሌላ ከሆነ ይግለፁ ------------------

ረ) የትኛውም የቀለም አምራች የተዋጣለት ብራንዲንግ አልሰራም

----------------------15. በቀለም ምርቶች ምርጥ የሆነ ብራንድ ይበልጥ በምን ይገለፃል?

ሀ) ምርጥ ጥራት ያለው ምርት

ለ) አነስተኛ ሻጋ ያለው ምርት

ሐ) በገበያው ከፍተኛ እ¨ ¨ቅና ÁለÀ∙ ምርት

መ) የሚስብ ማሸጊያ ያለው ምርት

ሠ) ሌላ ከሆነ ይግለፁ --------------------------------

የሚከተለው ሠንጠረዥ የተዘጋጀው «ብራንዲንግ» በደንቦቸ የግቢ ውሳኔ ላይ ያለውን ተፅዕኖ ለመፃተሽ ነው:: በመሆኑም በቀረበ¨ እያንዳንዱ ሃሳብ ላÃ Ãሎÿትን ስምምነት በተቀመÖ¨ መስኪያሆች «በእ» በደንብ እስማማለሁ፣ «እ» እስማማለሁ፣ «ተ» ተአቅቦ፣ «አ» አልስማማም፣ እና «ፈአ» Õንም አልስማማም ከሚሉት አማራ̀ ች በአንደኛ¨ ላÃ «√» ምልክትበማድረግ እንዲ መልሱ እንጠይቃለን::

ተ.ቁ.	ሃ Áቄ	የስምምነት መጠን				
		ፈአ	አ	ተ	እ•	በእ •
	የምርት ስም(ብራንድ) እ¨ ¨ቅና በተመለከተ (1-4)					
1.	የቀለም ምርት ለመግዛት የሚመÖ• ደንቦኞች በአብዛኛው የራሳቸው አንድ የቀለም ብራንድ ምርጫ ያላቸው ሲሆን፣ ካገኙት ይህንኑ ገዘተው Ãሄቴአ:::					
2.	የቀለም ምርት ለመግዛት ወደ መደብሮች የሚመጡ ደንቦኞች በአብዛኛ ∙ ቢያንስ በመደደሪያው ላይ ከማሸጊያዎቹ በማየት የሚመርጡትን የቀለም ምርት ብራንድ ወዲያው መለየት ይችላሉ:::					
3.	በተደጋጋሚ የቴሌቪዥን ወይም የሬዲዮ ማስታ¨ ቂÁ ¾ሚÃስተላልአ የቀለም ብራንድ በደንቦኞች ለመግዛት ሲመረጥ አስተውያለሁ:::					

4.	በአብዛኛው ደንበኞች በገበያ ላይ ያሉ ተወዳዳሪ የሆኑ የቀለም ምርቶችን ስም በቀላሉ ማስታ፡ ስ እንደሚችሉ አስተ፡ ·Áለሁ።።					
	ለምርትስም(ብራንድ) • ማኜነትን በተመለከተ (5-8)					
5.	በአብዛኛው ደንበኞች የራሳቸው ምርጫ የሆነውን የቀለም ምርት ብራንድ ከሴሎ·ች ጋር ሲነፃፀር የመሻጫ ዋጋው ቢጨምርም ለሚመርጡት ብራንድ ታማኝ በመሆን መግዛትን እንደሚመርÖ· አስተ¨ ·Áለሁ።።					
6.	ደንበኞች የረኩበትን ቀለም ምርት ብራንድ በጣም ጥሩ በመሆኑ ለሴሎ·ች እንዲÖቀሙበት እንደሚÖቁሙ አስተ¨ ·Áለሁ።።					
7.	በአብዛኛው ደንበኞች ላይ የኛ ምርÝ ¾ቀለም ምርት ብራንድ እንዲገዙ በቀላሉ ተፅኖ ማሳደር እንችላለን።።					
8.	ደንበኞች የተሻለ ዋጋ እና የማስታ¨ ቂÁ ቅናሾችን ሲÁቶ· በቀላሉ ምርጫቸውን· እንደሚቀÁÃሩ እና የተለያዩ የቀለም ምርት ብራንዶችን እ¾ቀÁ¾ፉ· እንደሚሞክሩ አስተውያለሁ።።					
	የምርት ስም(ብራንድ) ያለው ዋጋ በተመለከተ (9-12)					
9.	በአብዛኛው ደንበኞች ምርጫቸው የሆነው የቀለም ምርት ብራንድ ከሴሎ·ች በገበያ ላይ ካሉ ምርቶች የላቀ ጥራት• እንዳለ¨ ·Áምናሉ።።					
10.	በተለያዩ ሚዲያዎች የሚÅረቱ ¾ማስታ¨ ቂÁ ስራዎች የምርቶችን ዋጋ ከመጨመር ውጭ ፋይዳ የላቸውም ብዬ አምናለሁ።።					
11.	ጥራት ያላቸው ምርቶች ማስታ¨ ቂÁ አያስፈልጋቸውም ሰዎች ¾ቶÖቀሙትን ለሴሎ·ች በማስተዋወቅ ከልምድ ያውቃቸዋል የሚል እምነት አለኝ።።					
12.	የቀለም ምርቱ ብራንድ በማህበረሰቡ ያለው ተቀባይነት• እና ለብራንዱ ¾ቶሰጠው ክፍተኛ እውቅና የደንበኞች የግዢ ውሳኔ ላይ ክፍተኛ ተፅዕኖ ሲÁሳድርባቸው እና ሲ·ቶ· አስተ¨ ·Áለሁ።።					
	የግዢ ውሳኔ በተመለከተ (13-15)					
13.	በገበያ ውስጥ ያስተዋልኩት የቀለም ምርት ግዢ ለመፈፀም ደንበኞች ሲወስኑ የሚመርጡት የምርት ስም(ብራንድ) እ¨·ቅና ይበልጥ ተፅና ያሳድርባቸዋል።።					
14.	በአብዛኛው ደንበኞች ከቀለም ምርቶች ለመግዛት የሚመርጡት የራሳቸው አንድ የቀለም ምርት ብራንድ ምርጫ አላቸው።።					
15.	አብዛኞቹ ደንበኞች የግዢ ውሳኔ የሚወስኑት በገበያ ላይ ያሉትን የተወሰኑ ቀለም ብራንዶች መረጃ ካጣሩ በ¼ላ መሆኑን አስተ¨ ·Áለሁ።።					

16. የዚህ ጥናት አስፈላጊነት እንዴት Ãቶመፅሙ·ታል? በእርስ- •እምነት Ãህ ጥናት በቀለም ምርት ገበÁ· ·ላÃ Öቃሚ ¾ሆነ ፀብ¾ት ይኖረ¼ጨ ብለ· Áምናሉ? ስለጥናቱ Áሉ·ትን አስተያየት ከዚህ በ·ታች በጭ·ሩ Ãነገልን።።