



DEBRE BERHAN UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

**DETERMINANTS OF CONSUMER-BASED BRAND EQUITY (THE CASE
OF DASHEN BREWER S.C IN DEBRE BERHAN TOWN)**

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TOWN)

BY
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DECLARATION

I, the undersigned, declare that this thesis entitled “Determinants of Consumer-Based Brand Equity (The Case of Dashen Brewer S.C in Debre Birhan Town)” is my original work and has not been presented for a degree or any other purpose in any institution and all the sources used for the thesis have been dully acknowledged.

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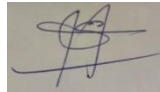
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Approval of Thesis for Defence

I hereby certify that I supervise, read, and evaluate this thesis titled “Determinants of Consumer-Based Brand Equity (the Case of Dashen Brewer S.C in Debre Berhan Town)” by Hana Birhanu has been prepared under my guidance. I recommend the thesis should be summited for the oral defence.

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June 18, 2024

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Approval of the thesis for defense result

As members of the board of examiners, we examined this thesis entitled “**determinants of consumer-based brand equity (the case of Dashen Brewer S.C in Debre Berhan Town)**” prepared by Hana Birhanu. We hereby certify that the thesis is accepted for fulfilling the requirements for the award of the degree of Master of Art in Marketing Management.

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External Examiner’s Name	Signature	Date

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Chair Person’s Name	Signature	Date

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Acronyms

VIF:	Variance Inflation Factor
ANOVA:	Analysis of Variance
SPSS:	Statistical Package for Social Science
CBBE	Customer-Based Brand Equity

ABSTRACT

The study aimed to investigate the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. The study used a quantitative research approach and used descriptive and explanatory type research design. Primary methods of data collection were applied. A sample of 384 beer consumers was randomly selected using a convenience sampling method. Both descriptive and inferential statistics have been used to find mean scores test hypotheses and investigate research problems and objectives. Data was analyzed using SPSS software version 26.0. The finding of the correlation analysis indicates that there is a highly significant positive relationship between the determinants and overall brand equity. Furthermore, the multiple regression analysis shows that brand awareness has a positive and significant effect on brand equity. This implies that increased awareness of Dashen Brewery among consumers contributes to higher brand equity. Similarly, brand associations were found to have a positive and significant effect on brand equity, indicating that positive associations with the brand enhance its overall equity. Moreover, brand loyalty was identified as a strong positive determinant of brand equity. Consumers who exhibit loyalty towards Dashen Brewery perceive it to have higher brand equity compared to non-loyal consumers. Perceived quality also positively influences brand equity, suggesting that consumers' perception of the brewery's product quality contributes to brand equity. Lastly, brand image was found to play a significant role in shaping brand equity. A positive overall image and reputation of Dashen Brewery among consumers contribute to higher brand equity. Based on the findings, the researcher concluded that brand awareness, brand associations, brand loyalty, perceived quality, and brand image are all important factors influencing consumer-based brand equity for Dashen Brewery in Debre Birhan Town. These determinants collectively contribute to the perception and valuation of the brand by consumers. As recommendations Dashen Brewery should focus on improving brand awareness, developing strong brand associations, fostering brand loyalty, delivering high perceived quality, and cultivating a positive brand image, Dashen Brewery can enhance its consumer-based brand equity in Debre Birhan Town.

Keywords: *Brand Association, Brand Awareness, Brand Equity, Brand Image, Brand Loyalty, Brand, Customer-Based Brand Equity, and Perceived Quality.*

CHAPTER ONE

INTRODUCTION

This Chapter discussed the introductory part of the research background of the study, organization of the study, statement of the problem, hypotheses of the study, objectives of the study, significance of the study, the scope of the study, the definition of key terms and lastly organization of the paper.

1.1 Background of the Study

In 1931, the American Marketing Association formally defined a brand as a “word, letter, group of words or letters composing a name, a design, or a combination of these which identifies the goods or services of one seller or group of sellers or distinguishes them from those of competitors” (Bronnenberg&Dubé, 2017). A brand is defined as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product"(Varshney& Joy, 2015). A brand is a successful marketing tool for building a long-term relationship with an audience (Alkhaldeh, et al., 2017). A successful brand achieves a high market share and increases profitability (Ebrahim, 2013).

Beer is the world’s most widely consumed alcoholic beverage and is the third most popular drink overall after water and tea. It is thought by some to be the oldest fermented beverage (Arnold, 2005). The earliest known chemical evidence of barley beer dates to circa 3500–3100 BC from the site of Godin Tepe in the Zagros Mountains of western Iran. Some of the earliest Sumerian writings contain references to beer; examples include a prayer to the goddess Ninkasi, known as "The Hymn to Ninkasi", which served as both a prayer as well as a method of remembering the recipe for beer in a culture with few literate people.

African beer consumption has been experiencing impressive growth in Africa in recent years. The study further indicated that many of the world’s major brewers have been increasing their operational activities in this fast-emerging market (SABMiller, 2005). The study further notes that beer is the fastest-growing alcoholic drink in terms of total volume through benefiting from foreign investment and rising disposable incomes. While in the past, many people would drink home-brewed beer or other traditional drinks, they are now turning to commercially produced brews. This is due to several factors, including aggressive advertising campaigns by major brewers, rising urbanization, and the growing prevalence of drinking as a social activity connected with an increase in the rate of civilization. This implies that branding plays a major

role in differentiating different beer brands. A powerful brand is a brand that resides in the minds of the consumer. To achieve the top position beer brands need to have positive brand equity in the market. Positive brand equity can be achieved based on properly utilizing the brand equity dimensions.

The beer industry in Ethiopia has been growing in recent years including a surge in demand associated with increased urbanization, population growth, and rising incomes. From a level of just one million hectoliters in 2003/04, 1.56 million hectoliters in 2006/07, and nearly 3.1 million hectoliters in 2008/09 total annual production capacity of the breweries in Ethiopia to around 10.5 million hectoliters. In addition, the country has also been importing beer from different countries. Unfortunately, investing in the brewery is capital capital-intensive undertaking and needs specialized knowledge and skills (CSA, 2015).

According to Fortune newspaper (Fereja & Demeke 2019), compared to Kenya, Ethiopia's per capita consumption stands at 8 liters and is expected to grow 10 to 12 liters by the end of 2020, which is significantly lower than Kenya's consumption which is 15 liters and Cameroon and South Africa which stood at more than 60 liters. Yet Ethiopia is twice more populated than Kenya and there is wider room for beer consumption growth. Moreover, it is in the capital Addis Ababa approximately about half of the country's total beer production is consumed. Thus, beer marketers in Ethiopia need to have a considerable market share in the capital. Due to this reason, beer companies are implementing a customer-oriented marketing strategy by putting Branding as their primary concern which in turn induces preference and, purchase intentions in the industry.

In the brewery industry, customer retention and acquisition are intense due to the high levels of substitute products in any given market (Dapkevicius&Melnikas, 2009). Bruijin (2011) contends that the brewery industries all over the world are also struggling to retain their customers in an increasingly competitive market. According to Bernard, (2012), the brewery industry faces new opportunities and challenges. Changing consumer demands and preferences require new ways of maintaining current customers and attracting new ones. The brewery industry is extremely competitive, with private labels greatly influencing the environment. Companies need a balanced geographic portfolio to maximize growth, with a strong presence in fast-growing emerging markets that offer volume growth, as well as in developed markets that offer high revenues (Bernard, 2012). Moreover, Beer consumption in developing countries is often seen as one revealing (if crude) proxy for gauging the strength of economic activity. If beer sales are high

and rising, incomes and economic activity are presumably growing strongly while the reverse should be true if beer sales are flat or falling (Access Capital Research, 2010).

With the growing economy, Ethiopia has had a huge consumer market in recent years. Among many antecedents consumption of beverages is one of them, there is a dramatic replacement of traditional beverages for beer. As a result, the Ethiopian beer market is highly growing. However, there is also fierce competition among the beer companies. Nowadays most companies believe that one of their most valuable properties is the brand of their products and services. The brand creates value for the customer and organization and justifies more cost of the product for the customer. A brand like capital, technology, and raw materials plays a significant role in creating added value for an organization. Today, establishing a powerful brand and access to a prestigious brand in the market is a priority for any organization, because a powerful brand provides numerous advantages for companies. A powerful brand enables companies to fix their place in the market, causes less vulnerability in facing risks of competitive activities, and creates more cooperation, support, and development opportunities (Delgado, 2005). This significance was due to companies' interest in creating powerful brands to create competitive advantage and distinction in their goods. This research will try to determinants of on consumer-based brand equity dimensions (brand awareness, brand associations, brand loyalty, perceived quality, and brand image for Dashen Brewer s.c.

1.2. Statement of the Problem

In developing countries, beer consumption is seen as an important attribute in estimating the strength of economic activity. High and rising beer sales indicate, growing incomes and economic activity. While the reverse should be true if beer sales are flat or falling.(Access Capital Research, 2010). Conversely, a customer's consideration of an array of brands is connected with the superiority of the BA of a particular brand (Moisescu, 2009; Kousar & Shafiq, 2023; Kumar & Khan, 2023). Customers are likelier to choose their favorite brands over competitors' 2006 Dimitriadis. According to Cooil et al. (2017), many brand recognition surveys analyze consumer outcomes after considering reviews, brand, and sustainability. This is vital to the market's performance. Although previous researchers examined the relationship between BA and BE, there have also been several uncommon investigations on the impact of BA on the relationship between brand equity and loyalty (Mastoi, 2022; Nosheen & Danyal, 2022; Ramzan

et al., 2023). This research will provide information to the body of literature on the topic by identifying the relationship between brand awareness, brand association, perceived quality, and brand loyalty with brand equity.

Branding plays a very important role in the efficient marketing of products or expressive, it allows companies to dramatize their offering through positioning their product (Keller, 2010). However, poor management of Branding affects the sales of breweries and the image of the company at large. It is said that most companies operating in developing countries, like Ethiopia are still inflexible and reluctant to encourage consumers' purchase intention through their product branding resulting in failing to achieve their sales revenue target at last (David, 2018; John, 2019). A product is almost irrelevant without the brand. But, beer companies in the country have not taken advantage of this key marketing discipline due to internal politics misguided by their marketing managers or hired consultants, or else they simply over-or under-positioning which have an adverse effect on consumer preference (Tirsit, 2015; Zelalem, 2017, ACR, 2018). To emphasize the reality Semans, (2010) proves a strong and well-positioned brand leads to improved customer preference, satisfaction, and loyalty, lower cost of sales more efficient operations, and competitive inoculation.

Marketers face an enormous challenge to acquire and retain customers due to a lack of enough information about the market and the consumer's behavior. In addition to this, the research that has been done in the area is not adequate for beer brands to ensure sustainable market share (Seifu, 2016). Though different studies indicate the determinants that influence brand equity, it is not clear to what level each determinants strongly influence the customers to buy beer products in Addis Ababa. The findings from different researchers compare the role of brand equity determinants on customer-based brand equity. According to Hossien (2012), brand equity includes brand loyalty and brand image. These two brands have a medium direct impact on brand equity. Tesfaye (2017), Semhal (2017), and Abad and Bezawit (2014) concluded that all four determinants of Customer-Based Brand Equity had a positive significant relationship with the overall brand equity as well as within themselves with more weight given to brand loyalty. According to Wongelawit (2014), the perception of the customer is massively influenced by brand-perceived quality followed by brand awareness. She concluded that brand-perceived quality has more influence than the rest of the determinants.

Based on the preliminary observation here are a few gaps: The data suggests that beer companies in Ethiopia, including Dashen Brewer S.C, have not fully utilized effective branding strategies to enhance their marketing efforts. This indicates a gap in understanding and implementing branding practices within the industry. Although the positive outcomes of a strong and well-positioned brand, such as improved customer preference, satisfaction, and loyalty, are mentioned, there is a research gap in understanding the specific relationship between branding and consumer-based brand equity, particularly in the context of Dashen Brewer S.C. Also, within the Dashen brewery industry, poor management of branding is shown to negatively impact sales and the overall image of breweries. However, the specific challenges and barriers faced by breweries, such as internal politics and misguided strategies by marketing managers or consultants, need further exploration. This research gap highlights the need for a study.

The main goal of this research study was conducted by the researcher to establish a strong brand presence in the Beer industry and contribute to the limited knowledge about beer brand preference in Ethiopia. Also, through this study, the aim is to identify the key factors that influence consumer beer brand preference and gather valuable insights that can assist breweries, researchers, and beer traders in their decision-making processes within the Ethiopian beer market. The study that was addressed in this case study is to determinants of consumer-based brand equity (the case of Dashen Brewer S.C In Debre Berhan Town).

1.3 Objectives of the Study

1.3.1 General Objectives of the Study

The general objective of this research was to investigate the determinants of consumer-based brand equity in the case of Dashen Brewer S.C. in Debre Birhan Town.

1.3.2 Specific Objectives

The specific objectives of the study are the following:-

- 1) To examine the effect of brand awareness on brand equity for Dashen Brewery in Debre Birhan Town.
- 2) To identify the effect of brand associations on brand equity for Dashen Brewery in Debre Birhan Town.
- 3) To explore the effect of brand loyalty on brand equity for Dashen Brewery in Debre Birhan Town.

- 4) To evaluate the effect of perceived quality on brand equity for Dashen Brewery in Debre Birhan Town.
- 5) To explore the role of brand image in shaping brand equity for Dashen Brewery in Debre Birhan Town.

1.4 Significance of the Study

The findings of this study on the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town will be valuable to the organization itself. By understanding the impact of brand awareness, brand associations, brand loyalty, perceived quality, and brand image on brand equity, Dashen Brewery can make informed strategic decisions to enhance its brand equity. The study also provided insights into areas where the organization should focus its resources and efforts to improve brand equity and gain a competitive edge in the market. The study's findings were beneficial to policymakers, such as government agencies and industry regulators. Understanding the determinants of consumer-based brand equity for a local brewery like Dashen Brewery helps policymakers develop effective policies and regulations to support the growth and development of the brewing industry. It also provided insights into consumer preferences and behaviors, which can inform policies related to branding, marketing, and consumer protection.

The study's findings hold relevance for the society in several ways. Firstly, Dashen Brewery plays a significant role in the local economy, providing employment opportunities and contributing to tax revenues. By improving its brand equity, Dashen Brewery can strengthen its market position, leading to potential economic growth and stability in Debre Birhan Town. Additionally, strong brand equity can enhance consumer satisfaction and loyalty, resulting in positive consumer experiences and a higher quality of products and services for society. This study serves as a foundation for future research on consumer-based brand equity in the brewing industry or related sectors. Researchers can build upon this study by exploring additional determinants or incorporating different research methodologies. The findings can also inspire comparative studies across different breweries or regions, allowing for broader insights into the determinants of brand equity. Furthermore, the study encourages research on the effectiveness of specific marketing strategies or interventions aimed at improving brand equity.

1.5 Scope of the Study

The scope of the study focused on investigating the determinants that influence consumer-based brand equity. These could include variables such as brand awareness, brand associations, brand loyalty, perceived quality, and brand image, on brand equity within the specific case of Dashen Brewer S.C. Debre Berhan Town. The study utilized both descriptive survey and explanatory research designs. The descriptive survey design was used to gather information about the current status, characteristics, attitudes, opinions, or behaviors of the target population or phenomenon. This design helped provide a comprehensive understanding of the existing perceptions and preferences of consumers towards Dashen Brewer. Additionally, the explanatory research design was utilized to identify causal relationships and provide explanations for the observed phenomena. This design enabled the researcher to explore how the identified branding elements affect consumer-based brands where. equity and provide insights into the underlying mechanisms. It is important to note that the study's scope is limited to the period from October 2023 to Jun 2024.

1.6. Limitations of the Study

Second, the study only employed quantitative data approaches, it would be good if future research followed pragmatic approaches and included both qualitative and quantitative approaches to have a broadened understanding of the subject matter. Customer engagement refers to the active involvement, interactions, and emotional connection that consumers have with a brand. Investigating how customer engagement influences brand equity and how it interacts with the determinants identified in the current research can provide valuable insights into fostering stronger brand-consumer.

1.7 Definition of Terms

Brand Equity: Brand equity refers to the value and strength of a brand in the marketplace. It represents the intangible assets associated with a brand, including brand awareness, brand associations, brand loyalty, perceived quality, and brand image (Keller, 1993).

Brand Awareness: Brand awareness refers to the level of consumer recognition and familiarity with a brand. It represents the ability of consumers to identify and recall a brand in different contexts or situations (Keller, 1993). Brand awareness can be measured through metrics such as brand recall and brand recognition.

Brand Associations: Brand associations refer to the attributes, benefits, attitudes, and emotions linked to a brand in consumers' minds. These associations shape consumers' perceptions and beliefs about a brand and influence their brand-related decisions and behaviors (Keller, 1993). Brand associations can be formed through various marketing communications and experiences with the brand.

Brand Loyalty: Brand loyalty reflects the degree of consumer commitment and attachment to a particular brand. It represents the likelihood of consumers consistently choosing and repurchasing a specific brand over competing alternatives (Oliver, 1999). Brand loyalty can be measured through metrics such as repeat purchase behavior, willingness to pay a premium, and advocacy.

Perceived Quality: Perceived quality refers to consumers' subjective assessment of a brand's overall excellence or superiority compared to other brands in the same category (Zeithaml, 1988). It reflects consumers' perceptions of a brand's functional performance, reliability, durability, and other quality-related attributes.

Brand Image: Brand image refers to the overall impression or perception that consumers have about a brand. It represents the brand's personality, values, reputation, and positioning in the market (Keller, 1993).

1.8. Organization of the Study

This research is organized into five chapters and each chapter has its sub-topics. The first chapter comprises the background of the study, the statement of the problem, the objectives of the research (general and specific objectives of the research), the significance of the study, the scope of the study, the limitations of the study, the definition of terms, and organization of the study. Chapter two is where the related literature review is methodically described. Both theoretical and empirical reviews are included. The conceptual framework of the study is also described in this chapter. The third chapter included the methods and the methodology that the research has employed. It is in this chapter that the research philosophy, the research approaches utilized, the design of the research, the data type, sampling techniques, and sample size, the methods that have been used to collect data, and the analysis techniques and methods followed have been thoroughly discussed. Chapter four comprised the data analysis, results, and interpretation. The last chapter comprised summaries of major findings, conclusions, and recommendations. It also shows direction which requires future research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This section provided a review of the existing theoretical and empirical literature related to the role and nature of brands in the context of consumer-based brand equity. The concept of branding and consumer-based brand equity was clearly defined, and relevant theories and empirical studies in this field will be critically examined. Additionally, a special focus will be given to evaluating branding articles conducted in the case of Ethiopia.

Critically reviewed.

2.1 Theoretical Review

Theories are important to have a better understanding of the title under study. These researchers choose self-congruity theory, social identity theory, and signaling theory to sustain this study area.

2.1.1 Self-Congruity Theory

This theory suggests that consumers tend to form associations between a brand and their self-concept, leading to positive brand evaluations and increased brand equity. Previous to the introduction of self-congruity theory, the majority of the approaches that explained consumers' attitudes towards brands and products focused on their utility and performance-related attributes (Sirgy et al., 2018). The self-congruity theory thus addresses the neglect of symbolic or value-expressive attributes by offering a way to model and predict brand attitudes that encompass both utilitarian and value-expressive attributes (Sirgy et al., 2018). To describe this phenomenon, self-congruity theory proposes that consumers prefer brands and products that they deem to contain personality traits that are congruent with their own (Kassarjian, 1971; Sirgy, 2018).

According to self-congruity theory, consumers make comparisons between their perception of a brand image and their self-concept and evaluate whether or not the brand is for them, based on how likely it enables their self-concepts to be maintained, reinforced, or enhanced (Sirgy, 2018a). For example, consumers may consider customers of Starbucks as “trendy” and they may also perceive themselves as being “trendy”. Hence, there is a match between the brand-user image and the consumer’s self-concept. On the other hand, there is a mismatch if they do not self-identify as being “trendy”. Thus, self-congruity refers to the degree to which consumers identify with the brand or the users of the brand. Self-congruity is associated with a myriad of

consumer behaviors, for instance, brand attitude (Liu et al., 2012), purchase intention (Yu et al., 2013), brand choice (Beerli et al., 2007), and brand loyalty (Das, 2014; Liu et al., 2012; Sirgy et al., 2018), as well as marketing success such as promotion effectiveness (Close et al., 2009). Generally, when there is a match between a consumer's self-image and a brand user image, consumers show stronger preferences (Ericksen&Sirgy, 1992), perceive these brands to be of higher value (Baker et al., 2020), evaluate them more positively (Hosany& Martin, 2012; Üner&Armutlu, 2012), be more satisfied with the brands (Aguirre-Rodriguez et al., 2014; Ericksen&Sirgy, 1992; Krishen&Sirgy, 2016), be committed to repurchasing the same brand (Chebat et al., 2009), and promote the brand to others (Chebat et al., 2010).

2.1.2 Social Identity Theory

According to this theory, brand loyalty can be driven by consumers' identification with a brand and their desire to express their membership in a specific social group through brand symbolism. Brand equity is enhanced when loyal customers publicly align themselves with a brand.

Given social identity theory's credentials as a theory with a strong focus on how the social context affects intergroup relations, it seems paradoxical that the ideas were framed by an experimental paradigm in which context was stripped away altogether: the 'minimal group paradigm'. Henri Tajfel and colleagues published a series of studies in the early 1970s in which participants were allocated into groups based on meaningless and arbitrary criteria. In one experiment (Tajfel et al., 1971), participants were categorized as 'over estimators' or 'under estimators', ostensibly based on their estimates of the number of dots on a page (in reality all participants were allocated to the same group). In another experiment, they were allocated into groups based on the flip of a coin (Billig&Tajfel, 1973). After having been told their group membership, participants then had to allocate points to members of their group (the 'ingroup') and members of the other group (the 'outgroup').

2.1.3 Signaling Theory

This theory suggests that perceived quality serves as a signal of a brand's overall performance and value. When consumers perceive high quality in a brand, it builds brand equity by creating positive expectations and experiences.

Signaling theory is fundamentally concerned with reducing information asymmetry between two parties (Spence, 2002). For example, Spence's (1973) seminal work on labor markets demonstrated how a job applicant might engage in behaviors to reduce information asymmetry

that hampers the selection ability of prospective employers. Spence illustrated how high-quality prospective employees distinguish themselves from low-quality prospects via the costly signal of rigorous higher education. This work triggered an enormous volume of literature applying signaling theory to selection scenarios that occur in a range of disciplines from anthropology to zoology (Bird & Smith, 2005).

2.1.4 Aakers Brand Equity Measurement Model

Aakers (1991), the determination was to assist Marketers, Brand Managers, and other researchers who are fascinated with studying the strategic aspect of brand equity. The model is conceptualized from the perspective of the individual consumer and the conceptual framework provides what customers know about brands and how such brand knowledge impacts marketing strategies. Aaker (1991, p.15), defines customer Based Brand Equity as “the differential effect of the brand knowledge on consumer response to the marketing of the brand.” The definition explains the consumer’s reaction to the marketing mix for brand equity in comparison with their reaction to similar marketing mix elements attributed to branded or unbranded products or services. Aaker (1991), argues the stronger the brand in all proposed dimensions of the brand equity the higher the financial value will be.

Consumers' behavior, attitudes, and perceptions toward a brand differ over time. Hence, Scholars (Aaker, 1991; Barwise, 1993; Yoo & Donthu, 2001) argue that except for the last dimension the first four determinants namely Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty can be readily understood and measured by consumers. The last determinant which is other proprietary assets (e.g. patents, trademarks, and channel relationships) are not related to Customer Brand Equity. Rather they are more inclined to the Firm's side (Barwise, 1993; Yoo & Donthu, 2001, Christodoulides & Chernatony, 2010). According to Yoo & Donthu (2001), only the first four determinants are used to measure brand equity and are widely applied in different research within the industry and in the academic.

Brand Awareness: According to Aaker (1991), Brand Awareness can be an anchor to which other associations can be attached, knowledge or feeling about the brand could be created, and it can signal a company or brand substance or dedication and help consumers find the product in the category of purchase.

Perceived Quality: It conveys motivation to buy. The quality related to a brand can likewise be a solid factor of differentiation and positioning. Building a solid sturdy brand suggests a better-

than-expected quality brand positioning or possibly a minimum Perceived quality when considering brands situated as low-market competitors. Perceived quality can likewise attract channel member interest, allow augmentations, and bolster a more significant price that gives assets to reinvest in the brand (Aaker 1991).

Brand Associations: According to Aaker (1991), “Brand perception may refer to persons, a “use context”, a lifestyle or a personality. Associations can be important factors in differentiating and positioning, creating a reason to buy to those potential customers who are looking for specific associated physical or emotional features. If a brand is well positioned upon a key product attribute the attempt of a frontal assault by claiming superiority via that dimension will be a credibility failure, thus an association being a barrier to competitors.”

Brand Loyalty: Brand loyalty can leverage trade and reduce marketing costs by generating value. Attracting new customers is much more expensive than retaining existing customers and even if there are small switching costs there is substantial inertia among customers. It is also tough for competitors to conduct communication with satisfied brand users because they will show little or no motivation to learn about alternatives (Aaker 1991).

Other Proprietary Assets: According to Aaker (1991), other proprietary assets include patents, trademarks and channel relationships which can deliver strong competitive advantages to the firm. Competitors might confuse customers by providing and using the same name, symbol, or packaging design. A trademark can protect brand equity from such similar acts. Having a patent right also protects the firm from direct competition if there is a strong and relevant to the purchase decision process. Similarly, a distribution channel can be circuitously controlled by the brand as customers expect the brand to be available.

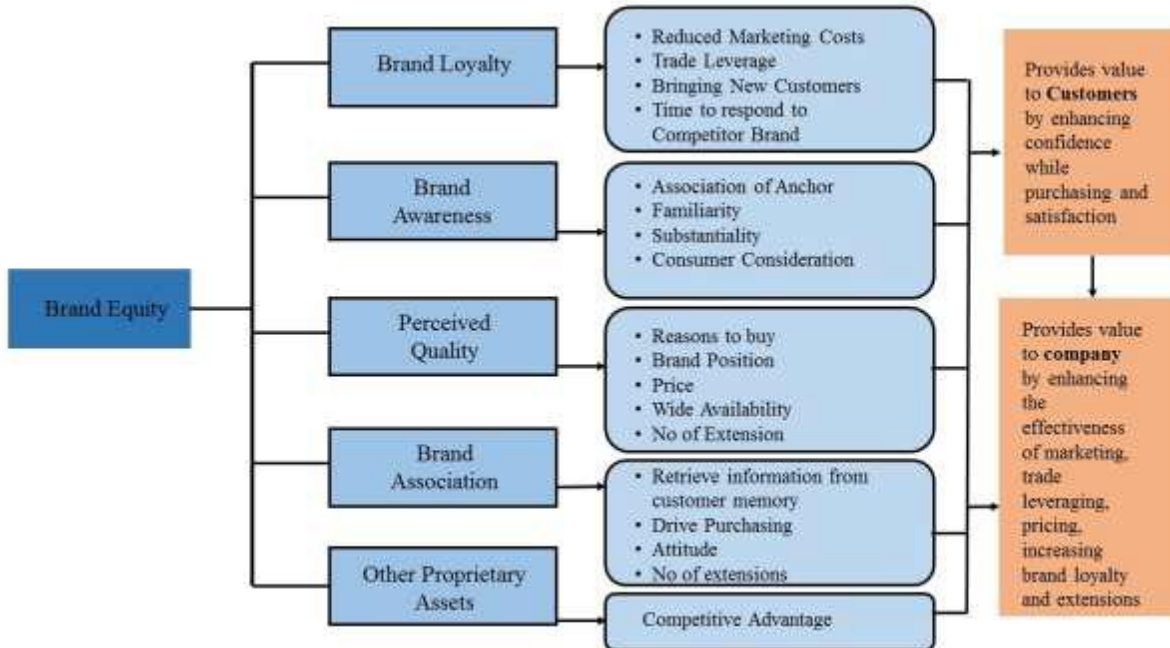


Figure 2.1: Aaker's Brand Equity Model

Source: Aakers 1991

2.2 Theoretical Literature Review

2.2.1 The Concept of Brand and Branding

The word brand comes from the old Norse word "brand" which means "to burn" as brands were and still are how owners of livestock mark their animals to identify them (Sudigdo, Khalifa, &Abuelhassan, 2019).

According to (Brexendorf& Keller, 2017), if a company treats a brand only as a name, it misses the point of branding. Branding is used to develop a deep set of meanings for the brand. A brand is a name, term, sign, symbol, design, or some combination that identifies the products of a firm. Brands are a means of differentiating a company's products and services from those of its competitors. There is plenty of evidence to prove that customers will pay a substantial price premium for a good brand and remain loyal to that brand. It is important, therefore, to understand what brands are and why they are important. In the eyes of many customers, the brand is the company. Customers attach a high level of meaning to a brand, meaning that goes far beyond the Brand's name and symbolism. For many customers, a brand is a promise. This is the language that confirms the application of social contract theory in branding. Customers form relationships

with brands that are built on trust and often describe these relationships as being a type of bond, pact, or contract (Melewar, 2008).

According to Duman (2017), branding is crucial for business success more significantly today than ever before. He further explains that in today's sophisticated business environments, consumers are exposed to more choices; media and communication technologies bring more visually appealing messages about alternative products; consumers have less and less time to make choices among alternatives; and consequently, they are pushed to make less risky and simplified decisions. Accordingly, as consumers make their decisions based on brand evaluations, companies try to strengthen their brand images to affect their customers. It has been suggested that the long-term success of a brand depends on selecting a brand concept prior to market entry. These authors define the brand concept in terms of firm-selected brand meaning derived from consumer needs. Especially, a brand concept consists of an aesthetic, functional, and symbolic brand (Park et al., 2016), which represent distinct constructs the aesthetic brands are designed to fulfill consumers' needs for sensory pleasure (Jeon & Lee, 2016).

2.2.2 Brands and the Role in an Organization

The role and nature of brands play a vital role in building and maintaining consumer-based brand equity. Consumer-based brand equity refers to the value that consumers attach to a brand and the subsequent effects it has on their purchasing behavior. Brands have a significant effect on consumer choices, and understanding their impact on brand equity is crucial for marketers and businesses (Sharma, 2017).

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 (Wijaya, 2013). "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 (Qazzafi, 2020). Brands and their added value are among the most important sources of competitive advantage for business in a competitive marketplace (Djuričin, et al., 2013).

Brands are considered an asset that generates revenue and increase value for a company (Naravan, 2012). Srinivasan & Hanssens concluded that improvements in customer equity and

brand equity are significantly related to firm value (Srinivasan & Hanssens, 2009). 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). 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).

Velkovic and his associates used multi-item scales to measure brand strength, brand associations, and performance perceptions of the four marketing instruments (price, product, distribution, and communication). The research concluded that the brand associations with two main factors: 1) sustainability corporate governance, and 2) innovation & expertise and the perceptions of product and distribution proved to be very relevant to the success of a B-to-B brand (Veljkovic, et al., 2014).

2.2.3 Customer-Based Brand Equity

The branding process is concerned with the creation and preservation of tangible and intangible brand values that are relevant to potential customers and distinguish the brand from its competitors (van Riel, 2001). Market positioning through differentiation enables a strategic competitive advantage, which allows brands to charge premium prices for products/services, sustain economic downturns, increase market share (inter)nationally, and outperform competitors (Nam et al., 2011; John, 2016).

Brand equity is conceptualized in a consumer’s mind (Elliott & Percy, 2007), which makes the consideration of customer-based concepts vital for evaluating brand equity. CBBE is defined as “the differential effect of brand knowledge on consumer response to the marketing of the brand” [Keller, (1993), p.2] and embraces two aspects: brand awareness, which is the ability to recall knowledge after brand exposure and brand image, which reflects the favorability, strength, and uniqueness of brand associations’ held by consumers, which comprehensively carries and identifies the consumers’ overall brand meaning (Choi, 2014; Sasmita & Suki, 2015; John, 2016).

Although authors (Pappu et al., 2005; Keller, 2009a) have attempted to measure brand equity by focusing on how value is generated, these frameworks have been criticized. Keller (2009a) centers on brand awareness (salience) and how it successively adds value in the form of brand performance, brand imagery, brand judgments, and brand feelings, to establish brand loyalty (resonance). Yet, these approaches have been criticized as measuring brand equity is challenging, in that a consumer's brand perception cannot necessarily be quantified on a matrix (Low & Lamb, 2000).

2.2.4 Dimensions of Consumer-Based Brand Equity

2.2.4.1 Brand Awareness

Brand Awareness refers to the strength of presence in the minds of the consumers. It is defined as the consumer's ability to identify or recognize the brand (Rossiter & Percy, 2017). Keller conceptualized Brand Awareness as consisting of both brand recall and brand recognition (Keller & Lehmann, 2006). Aaker mentioned several levels of brand awareness, consisting of recognition, recall, top-of-the-mind, brand knowledge, brand opinion, and brand dominance (Aaker, 1991). In this spectrum, brand awareness ranges from mere recognition of the brand to dominance, which refers to the condition where the brand involved is the only brand recalled by a consumer.

According to Keller (1993), Brand awareness has three levels i.e. brand recognition, brand recall, and top of mind. While brand recognition is the lowest level based upon an aided recall, brand recall is based on unaided recall, and the first-named brand in an unaided recall test has achieved top-of-mind awareness. It is very important to form recognition of the destination brand and make them feel that they are familiar with it. Brand awareness is the basic first step in the task of brand communication, whereby a destination communicates its attributes until a brand name is established with which to associate them. A consumer must first be aware of the brand to develop a set of associations (Washburn & Plank 2002). According to Aaker (1996), for new brands. Brand awareness can also be a sign of quality and commitment by letting consumers become familiar with a destination brand and helping them consider it (Aaker, 1991).

Brand awareness is the first component necessary for a consumer to “brand” a product. Establishing brand awareness draws upon the consumer's use of brands to identify a producer or seller in the marketplace. Brand awareness occurs when consumers become conscious that a

brand exists. When asked, they may report that they have been exposed to a brand they report having heard of the brand and that it is vaguely familiar. Consumers with more exposure may report more familiarity and are most likely able to identify the brand on sight, or when it is described (Lee et al., 2015). Brand awareness is also central to understanding the consumer purchase decision process. It is an important measure of brand strength and is also involved in customer satisfaction, brand loyalty, and the customer's brand relationships. This is why many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and other promotional efforts are intensified until awareness returns to the desired level (Manternach, 2016). Strong brand awareness can be a predictor of brand success (Ya-Hsin et.al. 2018). Furthermore, brand awareness is the capacity of a customer to distinguish the brand and identify it with the associated item. For an item to be bought, the customers must be aware of the item, so it is incorporated into their buying decisions (Chernev et al. 2011).

2.2.4.2 Brand Associations

Brand Association is an important dimension of Consumer Brand Equity. Brand Associations are believed to contain the meaning of the brand for consumers (Keller, 1993). Aaker argued that the Brand Association has a level of strength and that the link to a brand from the association, will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it (Aaker, 1991). Furthermore, Aaker holds the view that the Brand Association could provide value to the consumer by providing a reason for consumers to buy the brand, and by creating a positive attitude/feeling among consumers. Keller on the other hand classified Brand Associations as attributes, benefits, and attitudes. Attributes are product or non-product while benefits are functional, experimental, or symbolic. The non-product-related attributes are price, packaging, user imagery, and usage imagery (Keller & Lehmann, 2006).

2.2.4.3 Brand Loyalty

Brand loyalty is at the heart of brand equity. It is the major component of CBBE (Aaker, 1992). Researchers have been challenged to define and measure brand loyalty. From a behavioral perspective, it is defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell & Guiltinan, 1990). From an attitudinal perspective, brand loyalty is defined as —the tendency to be loyal to a brand as demonstrated by the intention to buy it as a primary choice (Oliver, 1997). And also

cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents “first choice (cognitive loyalty) and is therefore purchased repeatedly i.e. behavioral loyalty (Keller,1998).

This study conceptualizes brand loyalty as the level of attachment to the destination in terms of visitation, intent to visit, and word-of-mouth referrals to others. In this context the current study of destination branding, if visitors are satisfied with a destination, they may develop an emotional relationship with a destination, and become advocates of it. The visitor may be willing to suggest this destination to others and by doing so; they are showing their commitment. Positive word-of-mouth is one of the important elements that contribute to a brand (Sarkar, 2011). Price premium is also one of the basic indicators of loyalty (Aaker, 1996). The price premium is defined as the amount a customer will pay to visit a specific destination in comparison with the competitor offering similar benefits. It may be high or low and positive or negative depending on the two competitors involved in the comparison. According to Aaker (1991), brand loyalty adds considerable value to a destination because it provides a set of habitual visitors for a long period who are less price-sensitive than casual visitors. Loyal visitors are less likely to switch to a competitor solely because of price; they also make more frequent visits than comparable non-loyal visitors (Bowen & Shoemaker, 1998).

2.2.4.4 Perceived Quality

Perceived quality is the core/primary facet of the CBBE framework (Aaker, 1996; Farquhar, 1989). It is not the real (objective) quality of the destination but the customer,,s perception of the overall quality or superiority of the destination concerning its intended purpose, relative to alternatives whether they are direct or indirect substitutes (Zeithaml, 1988). Objective quality refers to the technical, measurable, and verifiable nature of the destination with processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson et al. 2007). Since it,, is impossible for consumers to make complete and correct judgments of objective quality, they use quality attributes that they associate with quality (Olson and Jacoby 1972, Zeithaml 1988). It is concerned with perceptions of the quality of a destination,,s infrastructure, hospitality service, and amenities such as accommodation. Perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to

buy the brand and allows the brand to differentiate itself from its competitors, charge a premium price, and have a strong basis for brand extension (Aaker, 1991). Marketers have progressively accepted the significance of perceived quality in brand decisions (Morton, 1994). Kotler (1991) emphasizes that there is a strong connection between product and service quality, customer satisfaction, and company profitability. Research results show that the perception of high-quality services is directly related to the opinion of visiting a particular destination, and a perception of low-quality tourism services is related to the intention of choosing another destination (Olimpia, 2011).

2.2.4.5 Brand Image

The brand image plays a significant role in shaping consumer perceptions and influencing their buying decisions. According to Kevin Lane Keller, a prominent marketing scholar, brand image is defined as "perceptions about a brand as reflected by the brand associations held in consumer memory." (Keller, 1993)

In the context of consumer-based brand equity, brand image is considered a crucial determinant. A positive brand image can lead to increased brand loyalty, higher brand awareness, and ultimately, higher brand equity. In their study on determinants of consumer-based brand equity, Yoo & Donthu (2001) found that brand image had a significant impact on overall brand equity, as perceived quality and brand loyalty were directly influenced by consumers' perceptions of brand image.

Dashen Brewer S.C., a prominent brand in Debre Berhan Town, can benefit from enhancing its brand image to improve consumer-based brand equity. By focusing on building a strong and positive brand image through consistent messaging, quality products, and effective brand communications, Dashen Brewer S.C. can potentially increase brand loyalty and overall brand equity in the market. In summary, brand image plays a crucial role in shaping consumer perceptions and influencing brand equity. Building a positive brand image can lead to improved consumer loyalty and overall brand success.

2.2.5. The Importance of Measuring Brand Equity.

The attention given to brand equity measurements is enormous both by the brand managers and marketers. Brand equity measurement findings can provide insights into a firm's strategic decision-making process. Several studies indicate that product brand equity has a positive effect, can generate future profits, and produce long-term cash flow (Srivastava and Shocker, 1991).

The higher the brand equity the higher the customer willingness to pay premium prices (Keller 2003), merger and acquisition decision is made based on the findings of the brand equity (Mahajan et al., 1994), and stock prices are determined (Simon and Sullivan, 1993; Lane & Jacobson, 1995), provides sustainable competitive advantages (Bharadwaj et al., 1993).

Hence, it is essential for brand management to carefully examine brand equity from the consumer's point of view. According to Keller (1993, p. 9-15), "Positive customer-based brand equity can lead to greater revenue, lower cost, and higher profit; it has direct implications for the firm's ability to command higher prices, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities".

2.3 Empirical Literature Review

Different researchers conducted several studies on customer-based brand equity using Aaker's (1991) brand equity measurement model. Hossien (2012), tries to study the influential factors in building brand equity and also measure the relationship between the determinants of customer-based brand equity in the Iranian Chocolate Industry. In his study, Hossien (2012) found that brand loyalty and brand image are the two fundamental determinants that construct the brand equity of Chocolate's in the Iranian Industry. According to the research findings these two determinants have a medium direct impact on brand equity. The rest of the dimensions, i.e. Brand Awareness and Perceived Quality have a very small indirect impact on brand equity.

Similar to Yoo & Donthu (2001), Washburn and Plank (2002), empirically tested the four determinants of Aakers (1991) namely Brand Awareness, Brand Associations, Perceived quality, and Brand loyalty in the context of co-branded products. They conclude that all the determinants have a significant positive influence on brand equity and suggest further research to be conducted on the unconditional acceptance of the determinants. Shemila (2014) used the same approach as Bezawit (2014) to study factors that affect Brand awareness in the leather footwear industry in Ethiopia. The researcher employed both qualitative and quantitative methods with a sample size of 50 respondents in Addis Ababa. The researcher used a structured questionnaire for the quantitative study and a discussion guide for the qualitative study and conducted interviews with respondents identified through convenience sampling and an in-depth interview with selected managers within the industry.

Shemila (2014), used person correlation and regression analysis to analyze the data. The findings show that among the four variables brand perception and perceived quality have a significant positive impact on Brand Awareness of local leather footwear while advertising and product innovation do not.

Shewanesh (2018) analyzed the determinants of CBBE and how brand equity affects the bottled water industry in Ethiopia. The researcher employed an Explanatory and descriptive research design using a cross-sectional survey carried out at randomly selected mini-markets, supermarkets, restaurants, hotels, and offices. The study uses Non-probability sampling techniques was employed to select the study area and participants and a structured questionnaire used to collect the data. Multiple regression analysis was used to verify four hypotheses of all the determinants: The study concludes Brand Awareness, brand association, brand perceived quality, and brand loyalty have a positive and significant effect on the CBBE of the industry ($p < 0.05$) and that all determinants had an influential effect on CBBE in the study area.

2.3.1 Brand Awareness and Brand Equity

Several studies have examined the mediating factors that explain the relationship between brand awareness and brand equity. Theoretical and practical findings from past research investigations support the beneficial correlations between BA and market awareness. BE and brand awareness are inextricably related since BA helps a brand stay top-of-mind in customers' memories and thoughts (Aaker, 1991; Arshad et al., 2022; Riaz et al., 2023). The requirement to assess BE and brand awareness in kind has since been shown by studies (Aaker, 1996; Hayat et al., 2022; Faisal & Iqbal, 2023). Brand recognition is the first and most crucial characteristic of a customer's brand (Tong & Hawley, 2009; Kousar & Shafiq, 2023; Kumar & Khan, 2023). Brand awareness drives BE growth in the client's mindset (Huang & Sarigollu, 2011; Mastoi, 2022; Nosheen & Danyal, 2022; Ramzan et al., 2023). Brand familiarity, brand image, and brand personality have been identified as potential mediators that help to explain how brand awareness influences consumers' perceptions and behaviors (Huang & Sarigöllü, 2014). Brand awareness has been found to positively influence consumers' brand associations. When consumers are aware of a brand, they are more likely to develop positive associations with the brand, such as perceptions of quality, reliability, and credibility (Keller, 1993). Building and maintaining brand awareness can provide a competitive advantage for a brand. Higher levels of brand awareness can make it easier for a brand to enter new markets, attract new customers, and differentiate itself from

competitors (Keller, 2008). In the same manner, Arslan& Zaman (2018) reported a significant and positive effect of brand awareness on consumer actual purchase behavior in Pakistan. An empirical analysis was determined by collecting data from a sample of three hundred and one consumer (301) of large retail stores. The regression method was used to analyze the data. The findings of (Satvati et.al. 2016) & (Akhtar et.al. 2016) conducted in Pakistan were in line with these findings. Therefore, there is sufficient empirical evidence that supports the positive relationship between brand awareness and consumer purchase behaviors. Based on this, then, the following hypothesis is posited:

Ha1: Brand Awareness has a positive and significant effect on brand equity for Dashen Brewery.

2.3.2 Brand Associations and Brand Equity

Strong and favorable associations support a successful brand. Brand equity is under leverage, mainly because of the relationship with the brand (Bridges et al., 2000; Ali & Shams, 2023). Additionally, Yoo et al. (2000) and Atilgan et al. (2005) said brand loyalty involves creating a powerful brand connection. Brand association is anything linked in memory to the brand (Aaker, 1991). It is believed to contain the meaning of the destination for consumers. Based on information received from formal and non-formal communication or others (through word of mouth) people form an image of a particular destination in their minds. It represents the perceptions attached to the destination. The brand association can be seen in all forms and reflects characteristics of the destination or aspects independent of the destination itself (Chen, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Brand associations create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create a positive attitude or feeling, provide a reason to buy, and provide a basis for extensions (Aaker, 1991). Customer-based brand equity occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories. Based on this, then, the following hypothesis is posited:

Ha2: Brand Associations have a positive and significant effect on brand equity for Dashen Brewery.

2.3.3 Brand Loyalty and Brand Equity

Brand loyalty has been identified as a significant comparable component of brand equity, considering the long-term competitive advantage in a particular sector (Subramaniam et al.,

2014; Shafiq et al., 2023). According to Rios and Riquelme (2008) and Rauyruen et al. (2009), brand loyalty is a significant element of brand equity. Brand loyalty has been examined as a critical influencing element on brand equity, and it has been found that it aids in spreading brand equity in a cutthroat market. In the context of loyalty, the specific customer is ready to pay at a set price and doesn't have a high switching cost to other brands. Because of this, businesses must promote competition while bolstering the qualities that encourage brand loyalty and enhancing their brand equity (Mishra & Datta, 2011; Roshana et al., 2023).

In Yoo et al. (2001) study, brand loyalty is defined as the tendency to be loyal to a particular brand as demonstrated by the consumer's intention to buy the brand as a primary choice. Loyal brand consumers are less likely to switch to competitors only because of the price as these groups of customers are willing to pay more for the brand in question and respond more favorably to switching and non-loyal consumers (Hogan et al., 2002). One of the primary observable differences among different customer-based brand equity is the role of the loyalty component (Sasmita& Suki, 2015). In some studies, loyalty is included as a component of customer-based brand equity while in some studies it is treated as an outcome of customer-based brand equity (Yoo&Donthu, 2001). Ndlela & Chuchu (2016) in a survey that investigated the relationship between brand loyalty purchase behaviors of South African Young Consumers, utilizing a quantitative research approach, a full study was conducted in Durban whereby research data were collected from three hundred and twenty-five (325) young customers. Data collected were analyzed using regression modeling. Their finding showed that brand loyalty positively influences the purchase behavior of young consumers in South Africa. Based on this, then, the following hypothesis is posited:

Ha3: Brand Loyalty has a positive and significant effect on brand equity for Dashen Brewery.

2.3.4 Perceived Quality and Consumer-Based Brand Equity

According to Dodds et al. (1991), brand equity may favorably impact consumer perception of quality: customers may believe a well-known brand has higher-than-average quality products. According to Liu et al. (2015), brand awareness affects how quality is viewed.

The ability of the customer to identify and recall the name of the merchant will contribute to awareness in the case of purchasing (Hartman and Spiro, 2005; Hayyat et al., 2023). Store

perceived quality is "the consumer's assessment of the uniqueness or perfection of a retailer," according to Pappu and Quester (2006b).

According to Davis, Aquilano & Chase (2015), perceived quality is directly related to the reputation of the firm that manufactures the product.

Moslehpour & Huyyen (2014) undertook an empirical study to determine the impact of PQL on consumer purchase behavior in Taiwan. Four hundred and thirty-nine (439) Taiwanese college students were randomly sampled and administered the questionnaire; responses collected were then analyzed using the regression model. The result of the study supported the previous studies and indicated that perceived quality significantly influenced the consumer purchase behavior of Taiwanese college students in the same manner, Naeini, Azali, & Tamaddom (2015) conducted a study on clarifying the perceived quality construct and linking it to consumer purchase behavior. They suggested that may be more strongly related to consumer purchase behavior especially when the product meets the quality standard expected by the consumer. This study paves the way for the emergence of other related empirical studies on PQL and consumer purchase behavior. The finding of Gunawardane (2015) supported the previous perceived quality literature that established a positive association between PQL and consumer purchase behavior.

In Nigeria, Akpoyomare et al (2018) investigated the influence of perceived quality on consumer purchase behavior in Nigerian food and beverages industries in the Lagos metropolis. A descriptive research method was used to survey four hundred (400) customers of two selected companies in the food and beverages industry. Data collected through questionnaires were analyzed using descriptive statistics and the Pearson correlation coefficient. The result of the study indicated a positive correlation between perceived quality and consumer purchase behavior.

Ha4: Perceived Quality has a positive and significant effect on brand equity for Dashen Brewery.

2.3.5 Brand Image and Brand Equity

Brand image plays a crucial role in shaping consumer perceptions and preferences, which in turn affects consumer-based brand equity. Research by Aaker (1996) suggests that brand image is a key component of brand equity, as it represents the consumers' perceptions and beliefs about a brand. A strong and positive brand image can lead to higher levels of brand equity, as consumers

are more likely to have favorable attitudes toward the brand and be willing to pay a premium for its products.

In a study by Keller (1993), it was found that brand image influences consumer-based brand equity by creating a strong emotional connection with consumers. When consumers have a positive emotional connection with a brand, they are more likely to have a favorable attitude toward the brand and develop a sense of loyalty. This emotional connection can lead to higher levels of brand equity, as consumers are more likely to continue purchasing the brand's products and recommend them to others. Furthermore, research by Yoo & Donthu (2001) showed that brand image contributes to consumer-based brand equity by influencing consumer perceptions of brand quality and credibility. A strong and positive brand image can lead consumers to perceive the brand as high quality and trustworthy, which in turn can increase their willingness to pay a premium for the brand's products and strengthen their loyalty to the brand. In conclusion, brand image plays a critical role in influencing consumer perceptions and preferences, which ultimately affect consumer-based brand equity. Brands that have a strong and positive brand image are more likely to have higher levels of brand equity, as consumers develop positive attitudes towards the brand, feel emotionally connected to it, and perceive it as high quality and trustworthy.

Ha5: Brand image has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.

2.4. Conceptual Framework of the Study

Independent variable

Dependent variable

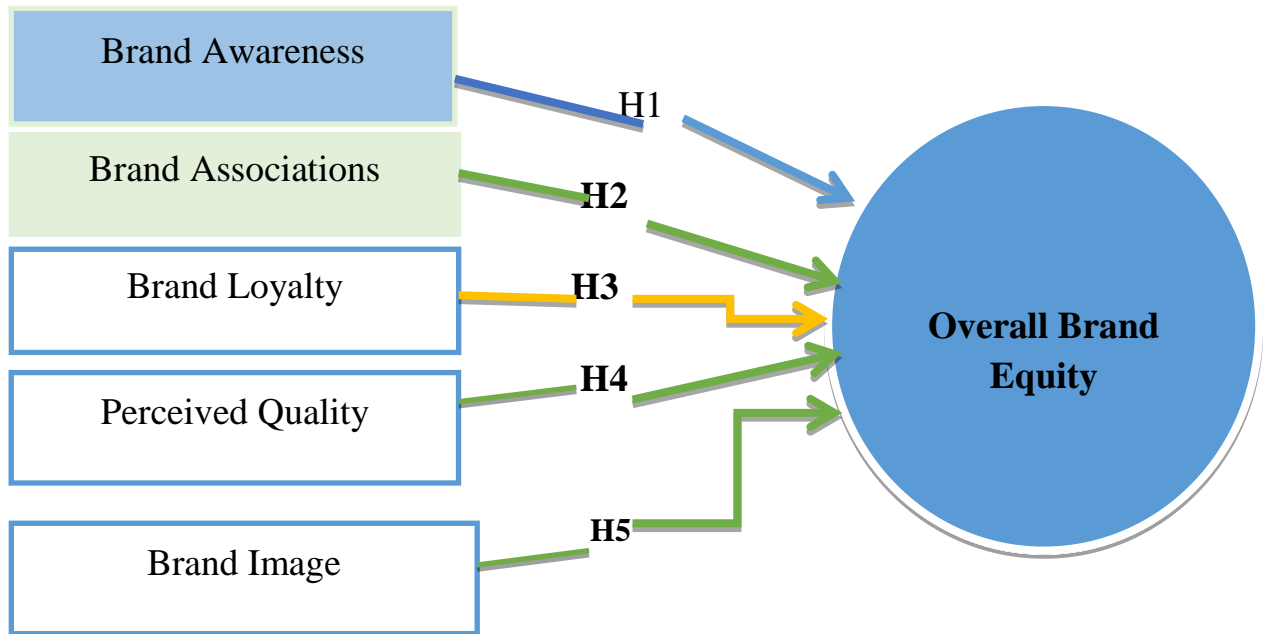


Figure 2.2: Conceptual Framework of the study adopted from Aakers,(1991), Haliru, Ibrahim & Adamu (2016) and modified by the researcher

Hypotheses of the Study

Ha1: Brand Awareness has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town.

Ha2: Brand associations have a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town.

Ha3: Brand loyalty has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town.

Ha4: Perceived Quality has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.

Ha5: Brand image has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter outlines the methodologies used in the study. It describes the research approach, research design, population, sampling and sample size, instruments and data collection technique, reliability and validity of instruments, research ethics, and methods of data analysis and interpretation.

3.1. Research Site Location Map of the Study Area and its Description

The research was conducted on the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. Debre Berhan is a city in central Ethiopia. Located in the Semien Shewa Zone of the Amhara Region, about 120 kilometers northeast of Addis Ababa on Ethiopian Highway2, the town has an elevation of 2,840 meters, which makes it the highest town of this size in Africa. It was an early capital of Ethiopia and afterward, with Ankober and Angolalla, was one of the capitals of the kingdom of Shewa. Today, it is the administrative center of the Semien Shewa Zone of the Amhara Region. Debre Berhan was founded by Emperor Zara Yaqob, in response to a miraculous light that was seen in the sky at the time. Believing this was a sign from God showing his approval for the death by stoning of a group of heretics 38 days before, the emperor ordered a church built on the site and later constructed an extensive palace nearby, and a second church, dedicated to Saint Cyriacus. Zara Yaqob spent 12 of the last 14 years of his life in Debre Berhan.

While his son Baeda Maryam did spend the first part of his reign in Debre Berhan, eventually Baeda Maryam returned to the established itinerant practice of living in a permanent encampment that was constantly on the move through the realm. The departure of the court led to a decline in the population and importance of this town. Pankhurst explains that the needs of the imperial court and army—who numbered in the thousands—for firewood and food were so burdensome that, "it could not remain in any one locality for more than four months, nor return to the same place in less than 10 years due to the resultant shortage of food" which prevented the growth of any capital city in this period.



Figure 3.1 Maps of the Study Area

3.2. Research Paradigm

In this study, the positivist paradigm was adopted which promotes the notion that observation and reason are the best means of understanding human behavior; true knowledge is based on the experience of senses and can be obtained by observation and experiment. At the ontological level, positivists assume that reality is objectively given and is measurable using properties that are independent of the researcher and his or her instruments. In other words, knowledge is objective and quantifiable. Positivistic thinkers adopt scientific methods and systematize the knowledge generation process with the help of quantification to enhance precision in the description of parameters and the relationship among them. Positivism is concerned with uncovering truth and presenting it by empirical means (Henning, Van Rensburg & Smit, 2004:

3.3. Research Approach

The research approach for this study was quantitative in the form of a survey questionnaire along with quantitative data analysis procedures. The reason for selecting a quantitative research approach for this study is to obtain measurable and statistically significant data that provided objective insights into the determinants of consumer-based brand equity for Dashen Brewery in

Debre Birhan Town. By utilizing a survey questionnaire, a researcher collected numerical data directly from a sample of respondents, allowing for quantitative analysis and statistical testing of relationships between variables. Besides, it also helps to show whether there exists a significant relationship between the variables of interest (Muijs, 2010).

3.4. Research Design

The research design that was employed in this study was both descriptive and explanatory type of research design utilizing the survey method as a primary source and revision of the related literature review as a secondary source for data collection. The major emphasis of the explanatory design is on understanding a cause-and-effect relationship. It tries to determine if the manipulation of one variable; the independent variable, affects another variable; the dependent variable. This technique focuses on the analysis of situations or specific problems to explain the patterns of relationships between variables and identify the relationship between independent and dependent variables quantitatively (Croswell, 2009) the researcher decided to employ those types of research designs after considering the research problem, the aim and the objectives of the study. This study is a cross-sectional study, the reason for choosing a cross-sectional study is that the academic research projects are time-constrained (Saunders et al., 2009). The major purpose of descriptive research is to describe the characteristics of a population or phenomenon (Saunders et al., 2003).

3.5 Population, Sampling, and Sample Size

3.5.1 Population of the Study

The research covered only the consumers of Dashen beer in Debre Birhan town. Debre Birhan Town served as the target location for the research. By concentrating on this population, the study aimed to gain insights into determinants of consumer-based brand equity for Dashen Beer within the local market of Debre Birhan Town.

3.5.2 Sampling Techniques

Since the number of Dashen beer customers is too large, it is difficult to get a complete list and handle it. Moreover, by assuming that the target respondents are homogenous; hence, the convenience sampling method was used for data collection. Conducting a comprehensive list of all Dashen beer customers in Debre Birhan Town would require significant time and resources. Convenience sampling allows researchers to collect data more quickly and cost-effectively by selecting conveniently available participants. This method reduces the logistical challenges

associated with obtaining a complete list and handling a large population. Assuming that the target respondents are relatively homogenous in terms of their characteristics and behaviors, convenience sampling still provides valuable insights. If there is a reasonable expectation that the specific target population shares common traits or experiences, convenience sampling will be a viable option for capturing a representative subset of the population.

3.5.3 Sample Size Determination

The sample population of this study is unknown. The precision of sample estimates depends very much on sample size (the sample s.d. is divided by the square root of the sample n) and no reference is made to the size of the population sampled (Sapsford & Jupp, 2006). The sample size for the study is determined by using the confidence interval approach. CIs can be estimated before conducting a study and the width can be used to guide the choice of sample size (Dattalo, 2008). Assuming there is a large population but not knowing the variability in the proportion that are the target customers of Dashen beer; therefore, assuming $p=.5$ (maximum variability). Furthermore, suppose a 95% confidence level and $\pm 5\%$ precision. The sample size was calculated by using the following formula below (Burns & Bush, 2014). The resulting sample size is demonstrated as follows

$$n = \frac{z^2 pq}{e^2}$$

$$\text{Therefore, } n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$n = 384$$

Where n = the sample size z = standard error associated with the chosen level of confidence (typically, 1.96) p = estimated percent in the population $q = 100 - p$ e = acceptable margin of sample error

3.6. Source of Data and Data Collection Method/ Instruments

3.6.1. Source of Data

To gather the necessary data and to keep the credibility of the research, the researcher used both primary and secondary data. Primary data was collected by distributing questionnaires to customers of Dashen Beer residing in Debre Birhan town. To find consistent responses from the respondents, the investigator employed field survey- research to collect the data. The secondary

sources of data were obtained from published articles in business journals, books, websites, and related studies on Kaizen philosophy.

3.6.2. Data Collection Instruments

In this study, data on the five dimensions of determinants of consumer-based brand equity was collected through the use of a closed-ended questionnaire adopted from previously published studies (Yoo & Donthu, 2001), (Daniel, 2018; Meskerem, 2015) and it was modified in a way that suits the objective of this study. The questionnaire was organized into three major sections. The first part consisted of items that assessed the socio-demographic characteristics of respondents of the study. Part two consisted of items that measured the determinants of consumer-based brand equity; thus, brand awareness (6 items), brand association (6 items) brand loyalty (7 items), perceived quality (6 items), and Brand Image (5 items), Were Part three consisted of 5 items that measured consumer-based brand equity. The questionnaire was prepared on a five-point Likert scale (1=strongly disagreed to 5=strongly agree) in which respondents were required to rate the level of their agreement or disagreement with each item assumed to measure variables under the study.

3.7 Data Analysis Techniques

Data analysis is an important part of a credible and successful survey. In the data analysis stage, it is important to carefully consider and employ all resources that the survey requires to describe the effective presentation of results and survey outputs. Data should be complete and correct to conduct successful data analysis. Following the data collection data should be systematically organized, and data cleaning processes should be done in a meaningful way to fasten the data analysis process. For this study, the researcher has used a statistical package for social science (SPSS Version 26) for data analysis purposes. The captured raw data has been validated several times. For data analysis, this study has employed descriptive and inferential statistics. The study used descriptive data analysis methods to summarize the demographic profiles and characteristics of respondents. Frequencies, mean scores, standard deviations, cross-tabulations, and percentages have been used to describe information related to the respondents. Pearson correlation analysis was employed to see the significance and the direction of the relationship between the explanatory variables and the dependent variable and simple and simultaneous multiple regression analysis techniques were used for testing the proposed hypothesis and to examine the prediction power of the explanatory variables.

3.8 Research Model

The model employed to determine consumer-based brand equity for Dashen Brewery in Debre Birhan Town

$$Y = \beta_0 + \beta_1BAW + \beta_2BAS + \beta_3BL + \beta_4PQ + \beta_5BI + e$$

Where:

Y= Dependent Variable (brand equity)

Bo = Constant

$\beta_1 - \beta_5$ = Regression Coefficient of Independent Variable

BAW = Brand Awareness

BAS = Brand Associations

BL = Brand Loyalty

PQ= Perceived Quality

BI = Brand Image

e = error term.

3.9. Reliability and Validity Instruments

3.9.1. Research Reliability

Reliability is the accuracy of an instrument. Measuring instrument reliability is critical since it demonstrates to what extent the instrument consistently produces the same results when used in the same situation on repeated occasions. Cronbach's alpha is the most widely used test for determining an instrument's internal consistency. The result of the Cronbach alpha coefficient indicates the internal consistency of the scale. The result is between 0 and 1; a score of 0.7 and higher is acceptable (Heale & Twycross, 2015). Therefore, the researcher used Cronbach's alpha to measure the reliability of the scale. Before distributing all questionnaires to respondents, the researcher first used a pilot test. The pilot test was used to measure the reliability of the research instrument by using Cronbach's alpha before using the whole sample size. A pilot study is a small-scale research effort that collects data from respondents in the same way that is used for a large study. It can serve as a guide for a larger study or examine specific aspects of the research to see if the selected procedures will work as intended (Zikmund, Carr, & Griffin, 2013).

Therefore, the entire questionnaires were distributed after checking the instrument's internal consistency with a pilot test by distributing 20 questionnaires to the respondents. Table 3.1

shows the reliability of instruments by using Cronbach's alpha coefficient. As indicated in the result all the scales are above the generally accepted lower limit of .70 Cronbach's alpha coefficient, and therefore they have high levels of internal consistency.

Table 3.1:-Reliability Statistics Measurements Score

Variable	Cronbach's Alpha	No. of Item
Brand Awareness	.884	6
Brand Associations	.863	6
Brand Loyalty	.723	7
Perceived Quality	.861	5
Brand Image	.820	5
Overall Brand Equity	.837	5

Source: own survey, 2024

3.9.2. Research Validity

Validity was achieved by having objective questions included in the questionnaire. The validity of the study was achieved by pre-testing the instrument to be used to identify and change any ambiguous or offensive questions and techniques. Thus, in the study, the researcher addresses research validity by, formulating objective questions, the review of the literature, and adopting instruments used in previous studies to measure how truthful the research results are and how truthful the research instruments allow to hit the bull's eye; of research objective (Mugenda,2013).

3.10 Ethical consideration

Ethical considerations are essential in research to ensure the protection and well-being of participants and the integrity of the study. In the context of the research on determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. The respondents of this study not be required to use their names or provide any form of identification. Full consent of all respondents is required before the questionnaires are administered. All subjects were assured of total confidentiality and the data obtained was used for research purposes only. The study does not create any form of anxiety. There are no direct benefits to the subjects but the results are expected to be valuable to the Brewery.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

The general objective of the study was to investigate the determinants of consumer-based brand equity in the case of Dashen Brewer S.C. in Debre Birhan Town. This chapter deals with the presentation, analysis, and interpretation of data gathered through questionnaires. The data was presented and analyzed using descriptive and inferential statistics through the use of Statistical Package for Social Sciences (SPSS) 26 Software.

4.2 Samples and Response Rate

During the survey, the researcher distributed 384 questionnaires to the respondents, and out of those, 365 questionnaires were correctly returned. The remaining 19 questionnaires were unreturned, torn, and also improperly completed. It represents a response rate of 95.05% on the questionnaires, which was statistically acceptable for the analysis.

4.3 Respondents Personal Profile

During data collection, respondents were asked to fill in their personal profiles in the questionnaire, as a result, respondents' profiles in terms of sex, age, and educational qualification have been presented in Table 4.1 below.

Table 4.1 Demographic Information of Respondents

Items	Description	Frequency	Percentage
Gender	Male	275	75.3
	Female	90	24.7
	Total	365	100.0
Age	21 - 30	121	33.2
	31-45	156	42.7
	46-60	78	21.4
	above 50	10	2.7
	Total	365	100.0
Academic qualification	Below High School	41	11.2
	Completed High School	108	29.6
	Diploma	70	19.2
	BA Degree and Above	146	40.0
	Total	365	100.0

Source: own survey, 2024

A. Sex of Respondents

As depicted in the above Table the study included 365 participants, with 275 (75.3%) being male and 90 (24.7%) being female. This indicates that a larger proportion of the participants were male. The gender distribution suggests that the findings of the study may be more representative of the male population in Debre Birhan Town.

B. Age of respondents

Table 4.1 above shows that the participants were divided into different age groups. The majority of the participants fell within the age range of 21-30 (33.2%) and 31-45 (42.7%). A smaller proportion of participants were in the age groups of 46-60 (21.4%) and above 50 (2.7%). This indicates that the study had a relatively younger sample, with a significant portion in the prime consumer age range.

C. Educational background

The participants' academic qualifications were categorized into four groups. The highest number of participants had a BA degree and above (40%), followed by completed high school (29.6%), diploma (19.2%), and below high school (11.2%). This distribution suggests that the study included participants with a range of educational backgrounds, with a significant portion having at least a bachelor's degree.

4.4 Descriptive Analysis of the Research Variables

The descriptive statistics were discovered to examine valid (N) observations, and the mean and standard deviation of the respondents in the investigation. This helps to know the respondents' understanding of the determinants of consumer-based brand equity in the case of Dashen Brewer S.C. in Debre Berhan Town. According to Zaidaton & Bagheri (2009), a mean score below 3.39 is considered low, a mean score from 3.40 up to 3.79 is considered moderate, and a mean score above 3.8 is considered as high. Based on this explanation, the research has explained the result of mean scores in the preceding sections. Since all the data has been changed continuously by computing each item with the variables, it is preferable to use mean and standard deviation to measure respondents' agreement with their responses and to find out their variation of responses from the five-point Likert scales.

4.4.1 Descriptive Analysis of Independent Variables

Descriptive statistics were used to describe the basic features of the data collected from respondents. The frequency distributions were provided for the characteristics of respondents and

characteristics of the businesses using frequency count and mean (standard deviation). The study is dedicated to interpreting the value of the mean and standard deviation in line with the general concepts. The mean score is the simple average of all values in a given distribution. A low score means indicates disagreement with the responses and a high score mean represents agreement of the responses.

4.4.1.1 Brand Awareness

Brand awareness refers to whether consumers can recall or recognize a brand, or simply whether or not consumers know about a brand. “the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory.” (Keller 2008). Hence the following six items were constructed and presented to the respondents under brand awareness.

Table 4.2 Brand Awareness Descriptive Analysis

N.o	Descriptive Statistics			
	Questions	N	Mean	Std. Deviation
1	Some characteristics of a beer from (insert brand name selected)Beer brands come to my mind quickly.	365	3.2027	1.12538
2	I can quickly recall the symbol or logo of the (insert brand name selected) beer brand	365	4.0329	1.02121
3	Dashen Brewery's advertisements and promotions catch my attention.	365	3.9452	1.11299
4	Dashen Brewery consistently delivers high-quality beer products.	365	3.9562	1.09607
5	Dashen Brewery stands out from its competitors in terms of brand	365	3.9260	1.13511
6	I can easily recognize Dashen Brewery's logo and visual identity elements.	365	3.0219	1.13126
Overall Mean and Standard Deviation		365	3.6808	.70084

Source: own survey, 2024

According to this study, the above table 4.2 shows that the items are evaluated based on a 5-point Likert scale (5 being strongly agreed to 1 being strongly disagreed). The mean score and standard deviation of the brand awareness range from 3.0219 to 4.0329 and 1.02121 to 1.13511 respectively. From this predicting variable, the highest mean score is that I can quickly recall the symbol or logo of the (insert brand name selected) beer brand with (M=4.0329, SD= 1.02121) while the lowest mean score is that I can easily recognize Dashen Brewery's logo and visual identity elements (M=3.0219, SD=1.13126). The overall mean and standard deviation are 3.6808 and 0.70084 respectively which is similar to overall each item. This implies that according to customers' perception, the effect of brand awareness on building brand equity was towards a medium level. This is as per the standard (Zaidaton & Bagheri, 2009), which is mentioned in detail in the descriptive statistics section in Table 4.2 above.

These findings align with the existing literature that emphasizes the importance of brand awareness in building brand equity. Literature suggests that brand awareness plays a crucial role in building brand equity. A study by Keller (1993) emphasizes that brand awareness is the fundamental building block of brand equity. It refers to the ability of consumers to recognize and recall a brand easily. Higher levels of brand awareness contribute to stronger brand equity by increasing the likelihood of brand consideration, preference, and purchase intention (Aaker, 1991; Keller, 2003). Furthermore, Aaker (1991) argues that brand awareness influences consumers' perceptions of brand quality, associations, and loyalty. Increased brand awareness enhances the visibility and familiarity of a brand, which can positively impact brand equity dimensions such as perceived quality, brand associations, and brand loyalty (Keller, 2003). In the context of the beer industry, a study by Yasin et al. (2007) on beer brand equity found that brand awareness significantly influences brand equity dimensions, including perceived quality, brand loyalty, and brand associations. Higher brand awareness leads to a stronger brand image, positive brand associations, and increased consumer loyalty, all of which contribute to higher brand equity.

4.4.1.2. Brand Association

Brand association is merely the result of “all brand-related thoughts, feelings, perceptions, Images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Kotler & Keller 2006). Accordingly, six items related to brand association were constructed and presented

to the respondents. Table 4.3 illustrates the analysis of brand association mean and standard deviation.

Table 4.3 Brand Association Descriptive Analysis

N .0	Descriptive Statistics			
	Questions	N	Mean	Std. Deviation
1	In its status and style, (Insert brand name selected) brand matches my personality	365	4.0438	1.00998
2	Dashen Brewery has a positive reputation for its beer taste and flavor.	365	3.9425	1.07134
3	Dashen Brewery's brand image aligns with my values and lifestyle.	365	3.8904	1.06598
4	Dashen Brewery consistently delivers on its promises and brand claims.	365	3.9288	1.05371
5	Dashen Brewery's brand name is recognizable and memorable to me.	365	3.0247	1.10540
6	Dashen Brewery is innovative and keeps up with the latest brewing trends.	365	2.5671	1.16686
Overall Mean and Standard Deviation		365	3.5662	.71202

Source: own survey, 2024

As shown in above table 4.3, the mean score and standard deviation of brand association range from 2.5671 to 4.0438 and 1.00998 to 1.16686 respectively. The highest mean score is that in its status and style, (insert brand name selected) brand matches my personality (M=4.0438, SD= 1.00998) while the lowest mean score is that Dashen Brewery is innovative and keeps up with the latest brewing trends(M=2.5671, SD=1.16686). The overall mean and standard deviation are 3.5662 and 0.71202respectively which is similar to individual items. This implies that according to customers’ perception, the effect of brand association on building brand equity was towards a medium level. This is as per the standard (Zaidaton & Bagheri, 2009), which is mentioned in detail in the descriptive statistics section in Table 4.3 above.

According to the research findings, the effect of brand associations on brand equity for Dashen Brewery in Debre Birhan Town was perceived by customers to be at a medium level. This finding aligns with previous literature on consumer-based brand equity. Keller (1993) defines brand associations as the mental connections formed by consumers between a brand and its attributes, benefits, symbols, and other brand-related elements. These associations play a crucial role in shaping consumers' perceptions and attitudes toward a brand, ultimately influencing brand equity. A study by Yoo & Donthu (2001) examined the impact of brand associations on brand equity in the context of consumer goods. They found that strong and positive brand associations can significantly enhance brand equity. Positive associations, such as quality, reliability, and positive user experiences, can create favorable brand attitudes and increase brand loyalty.

Furthermore, Aaker (1991) highlighted the importance of brand associations and suggested that they contribute to brand equity by creating brand awareness and differentiating the brand from competitors. When consumers have strong and positive associations with a brand, they are more likely to choose that brand over others, resulting in increased brand equity. In the context of the brewing industry, research by Franzen and Moriarty (2008) emphasized the role of brand associations in shaping consumers' perceptions and preferences for beer brands. They found that brand associations related to taste, quality, and authenticity had a significant impact on brand equity.

4.4.1.3 Brand Loyalty

Brand loyalty is a deep-held commitment to re-buy or re-patronize a preferred product/service consistently in the future. Aaker (1991, p.39) defines brand loyalty as “the attachment that a customer has with a brand.” Based on this definition 7 items related to brand loyalty were raised to the respondents to be answered. Accordingly, 7 items are constructed and presented to survey participants. Table 4.4 illustrates the analysis of brand loyalty.

Table 4.4 Brand Loyalty Descriptive Analysis

N. o	Descriptive Statistics			
	Questions	N	Mean	Std. Deviation
1	Dashen Brewery's marketing efforts effectively communicate the brand's value and offerings to me.	365	2.8575	1.23434

2	I will keep on buying (Insert brand name selected) beer brands as long as its offering satisfies me.	365	2.6658	1.17812
3	I purchase Dashen Brewery's products regularly.	365	4.0000	1.02174
4	I believe Dashen Brewery is committed to meeting customer needs and preferences.	365	3.8685	1.07888
5	I have a strong sense of loyalty towards Dashen Brewery.	365	3.8110	1.04823
6	Overall, Dashen Brewery has a positive reputation in the market.	365	3.9205	1.02268
7	I consider Myself Loyal to the brand (Insert brand name selected)	365	3.0685	1.12329
Overall Mean and Standard Deviation		365	3.4560	.62569

Source: own survey, 2024

The mean score and standard deviation of brand loyalty as shown in Table 4.4 above range from 2.6658 to 4.0000 and 1.02174 to 1.23434 respectively. The highest mean score is that I purchase Dashen Brewery's products regularly (M=4.0000, SD= 1.02174) while the lowest mean score is that I will keep on buying (insert brand name selected) beer brands as long as its offering satisfies me (M=2.6658, SD=1.17812). The overall mean and Standard Deviation are 3.4560 and 0.62569 respectively. This implies that according to customers' perception, the effect of brand loyalty on building brand equity was towards a medium level. This is as per the standard (Zaidaton & Bagheri, 2009), which is mentioned in detail in the descriptive statistics section in Table 4.4 above.

According to the research findings, the effect of brand loyalty on brand equity for Dashen Brewery in Debre Birhan Town was perceived by customers to be at a medium level. This finding is supported by previous literature on consumer-based brand equity and the relationship between brand loyalty and brand equity. Various studies have examined the impact of brand loyalty on brand equity and have found positive relationships between the two. For instance, Aaker (1991) emphasized that brand loyalty contributes to brand equity by generating repeat purchases, reducing customer acquisition costs, and creating positive word-of-mouth. In the context of the beer industry, research by Romaniuk and Sharp (2004) found that brand loyalty significantly contributes to brand equity. Their study showed that brand loyalty leads to higher

brand equity by increasing market share, customer retention, and overall brand value. Moreover, studies have also highlighted the positive relationship between brand loyalty and brand equity in the context of breweries. For example, Raju and Lonial (2010) found that brand loyalty has a significant impact on brand equity in the Indian beer market. Loyal customers were more likely to perceive the brand as superior, have positive brand associations, and exhibit higher levels of brand equity.

4.4.1.4. Perceived Quality

Perceived quality is defined as “the customer’s perception of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives” (Zeithaml, 1988). Perceived quality is the customers' perception and their judgment about a product's overall offerings and its excellence or superiority that differentiates from objective quality. Accordingly, five items under brand perceived quality are constructed and presented to survey participants.

Table 4.5 Perceived Quality Descriptive Analysis

N.o	Descriptive Statistics			
	Questions	N	Mean	Std. Deviation
1	Dashen Brewery's products offer superior quality compared to other beer brands.	365	3.2466	1.11411
2	Dashen Brewery's products are reliable and dependable.	365	3.9863	1.05212
3	Dashen Brewery's products consistently deliver a high level of quality.	365	3.7288	1.06666
4	The quality of Dashen Brewery's products positively influences my perception of the brand.	365	3.9205	1.11273
5	Dashen Brewery's products have a favorable reputation in terms of quality.	365	3.9973	1.07033
Overall Mean and Standard Deviation		365	3.7759	.75758

Source: own survey, 2024

As shown in above table 4.5, the mean score and standard deviation of perceived quality range from 3.2466 to 3.9973 and 1.05212 to 1.11411 respectively. The highest mean score is that Dashen Brewery's products have a favorable reputation in terms of quality (M=3.9973, SD=

1.07033) while the lowest mean score is that Dashen Brewery's products offer superior quality compared to other beer brands (M=3.2466, SD=1.11411). The overall mean and standard deviation are 3.7759 and 0.75758 which is similar to individual items. This implies that according to customer perception, the effect of perceived quality on building brand equity was towards a medium level. This is as per the standard (Zaidaton & Bagheri, 2009), which is mentioned in detail in the descriptive statistics section in Table 4.5 above.

This finding is supported by previous literature on consumer-based brand equity and the influence of perceived quality on brand equity. Several studies have examined the relationship between perceived quality and brand equity, consistently finding a positive association between the two. For instance, Zeithaml (1988) highlighted that perceived quality contributes to brand equity by creating positive brand attitudes, building trust, and enhancing brand reputation. Aaker (1991) emphasized the significance of perceived quality in building brand equity, stating that it influences customer satisfaction, loyalty, and willingness to pay a price premium for the brand. Positive perceived quality can lead to increased customer satisfaction, which, in turn, strengthens brand loyalty and contributes to the overall equity of the brand. Additionally, a study by Yoo and Donthu (2001) examined the impact of perceived quality on brand equity across various industries. They found that perceived quality significantly influences consumers' brand attitudes, preferences, and purchase intentions, ultimately contributing to brand equity.

In the brewing industry, research by Erdem & Swait (2004) investigated the relationship between perceived quality and brand equity in the context of beer brands. They found that perceived quality positively affects brand equity by differentiating the brand from competitors, creating positive brand associations, and enhancing brand loyalty. For instance, Han et al. (2011) conducted research on beer brand equity and found that perceived quality was a significant driver of brand equity. Higher perceived quality led to increased brand loyalty, positive brand associations, and overall brand equity.

4.4.1.5 Brand Image

Brand image plays a crucial role in shaping consumer perceptions and preferences, which in turn affects consumer-based brand equity. Research by Aaker (1996) suggests that brand image is a key component of brand equity, as it represents the consumers' perceptions and beliefs about a brand. A strong and positive brand image can lead to higher levels of brand equity, as consumers are more likely to have favorable attitudes toward the brand and be willing to pay a

premium for its products. Accordingly, five items under brand perceived quality are constructed and presented to survey participants.

Table 4.6 Descriptive Statistics on Brand Image

N. o	Descriptive Statistics			
		N	Mean	Std. Deviation
1	Dashen Brewery's brand positioning is clear and distinct.	365	3.9151	1.12461
2	Dashen Brewery's brand communicates a sense of quality.	365	3.9233	1.12642
3	Dashen Brewery's brand is associated with positive emotions.	365	3.9288	1.11452
4	Dashen Brewery's brand is consistent across different marketing channels.	365	3.9288	1.11452
5	Dashen Brewery's brand resonates with the values and beliefs of its target audience.	365	2.7315	1.22439
Overall Mean and Standard Deviation		365	3.6805	.91878

Source: own survey, 2024

As shown in above Table 4.6 the mean score and standard deviation of the brand image are from 2.7315 to 3.9288 and 1.11452 to 1.22439 respectively. The highest mean score is that Dashen Brewery's brand is associated with positive emotions and is consistent across different marketing channels (M=3.9288, SD= 1.11452) while the lowest mean score is the Dashen Brewery's brand resonates with the values and beliefs of its target audience (M=2.7315, SD= 1.22439). The overall mean and Standard deviation are 3.6805 and 0.91878 respectively. This implies that according to customer's perception, the effect of brand image on building brand equity was towards a medium level. This is as per the standard (Zaidaton & Bagheri, 2009), which is mentioned in detail in the descriptive statistics section in Table 4.6 above.

This finding is supported by previous literature on consumer-based brand equity and the influence of brand image on brand equity. Literature suggests that brand image plays a crucial role in shaping brand equity. Brand image refers to the overall perception and associations that

consumers have regarding a brand (Keller, 1993). It encompasses various aspects such as brand personality, brand identity, and the overall impression that consumers have about the brand. Several studies have demonstrated the impact of brand image on brand equity. Keller (2003) highlights that brand image is a core component of brand equity and influences consumer perceptions, attitudes, and behaviors toward the brand. A positive brand image can enhance brand equity by creating strong brand associations, differentiation from competitors, and fostering positive brand loyalty (Keller, 1993).

Moreover, research has shown the importance of brand image in the context of the beer industry. For example, Kim et al. (2011) conducted a study on beer brand equity and found that brand image significantly contributes to brand equity. Positive brand image, including attributes such as authenticity, craftsmanship, and uniqueness, enhances consumer perceptions of brand quality, loyalty, and overall brand equity. research by Keller & Lehmann (2006) examined the relationship between brand image and brand equity in the beer market. They found that a strong and favorable brand image positively affects brand equity by increasing brand awareness, brand loyalty, and perceived quality.

4.4.2 Descriptive Analysis on Dependent Variable

The responses of the respondents for each specific statement are balanced using the mean score and standard deviation. The degree of agreement and disagreement of the respondents for the provided statement was analyzed by summarizing the five-point Likert scale responses.

Table 4.7 Descriptive Statistics on Overall Brand Equity

N • o	Descriptive Statistics			
		N	Mean	Std. Deviation
1	Dashen Brewery's beer is consistently enjoyable and satisfying.	365	4.0164	.96063
2	Dashen Brewery effectively communicates its brand values and messages.	365	3.7836	1.12404
3	Even if another brand has the same feature as this brand, I would prefer to buy (Insert brand name selected) beer brand.	365	3.7918	1.02466
4	Dashen Brewery's beer packaging reflects its brand	365	3.8575	1.06466

	identity effectively.			
5	Dashen Brewery is committed to social responsibility and sustainability.	365	3.1233	1.12837
Overall Mean and Standard Deviation		365	3.7145	.72577

Source: own survey, 2024

Table 4.7 above shows that the overall mean and standard deviation values revealed that (M=3.7145, and SD= 0.72577) respectively. The mean and standard deviation scores of each 5-item response range from a mean of 3.1233 to 4.0164 and a standard deviation of 0.96063 to 1.12837. According to Zaidaton & Bagheri (2009), the mean scores of overall brand equity are considered moderate. The results of descriptive statistics indicate that the mean score is the simple average of all values in a given distribution. A low score of mean indicates disagreement of responses and a high score of mean represents the agreement of responses.

4.4.3 Summary of Results of Descriptive Statistics

Table 4.8 Summary of Results of Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand Awareness	365	3.6808	.70084
Brand Associations	365	3.5662	.71202
Brand Loyalty	365	3.4560	.62569
Perceived Quality	365	3.7759	.75758
Brand Image	365	3.6805	.91878
Overall Brand Equity	365	3.7145	.72577

Source: own survey, 2024

In this section, the respondents were presented in the form of a table. The Tables contain the mean and standard deviation of their response. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation is to give the idea about the dispersion of the values of a variable from its mean value. All of the independent variables were measured using a five-point Likert scale ("1" Strongly disagree; "5" Strongly agree).

The overall mean score for brand awareness is 3.6808, which falls within the moderate range. This suggests that, according to customer perception, the effect of brand awareness on brand

equity for Dashen Brewery in Debre Birhan Town is moderate. To support this result, previous research by Keller (1993) demonstrated that brand awareness positively influences brand equity by increasing brand recognition, recall, and familiarity among consumers.

The overall mean score for brand associations is 3.5662, which also falls within the moderate range. This implies that the effect of brand associations on brand equity for Dashen Brewery in Debre Birhan Town is perceived as moderate. Supporting this finding, Aaker (1991) highlighted that strong and favorable brand associations contribute to brand equity by shaping consumers' perceptions, attitudes, and preferences toward the brand.

The overall mean score for brand loyalty is 3.4560, indicating a moderate level of effect on brand equity. This suggests that brand loyalty has a moderate impact on brand equity for Dashen Brewery in Debre Birhan Town, according to customer perception. Previous studies, such as those by Aaker (1991) and Oliver (1999), have emphasized the positive relationship between brand loyalty and brand equity, where loyal customers contribute to the overall equity of a brand through repeat purchases, positive word-of-mouth, and reduced customer acquisition costs.

The overall mean score for perceived quality is 3.7759, falling within the moderate range. This indicates that the effect of perceived quality on brand equity for Dashen Brewery in Debre Birhan Town is perceived as moderate. Previous literature, including studies by Zeithaml (1988) and Aaker (1991), has highlighted that perceived quality plays a significant role in building brand equity by influencing customer satisfaction, loyalty, and brand preference.

The overall mean score for brand image is 3.6805, which falls within the moderate range. This suggests that, according to customer perception, the role of brand image in shaping brand equity for Dashen Brewery in Debre Birhan Town is moderate. Previous research by Keller (1993) and Aaker (1996) has emphasized the importance of a favorable and unique brand image in enhancing brand equity through strong brand associations, brand differentiation, and emotional connections with consumers.

4.5. Correlation Analysis

Correlation analysis deals with relationships among variables and helps to gain insight into the direction and strength of the relations between the variables. The output of the correlation coefficient lies between -1 and +1. A correlation coefficient of -1 indicates perfect negative correlations while a correlation coefficient of +1 indicates a perfect positive correlation; a correlation coefficient of 0 represents no relationship. According to (Asuero al., 2006), the range

of correlation coefficient falls between 0.00 and 0.29 represents little if any correlation, between 0.30 and 0.49 representing low correlation, between 0.50 and 0.69 represents moderate correlation, between 0.70 and 0.89 represents high correlation, and between 0.90 to 1 very high correlation. Accordingly, this range in this study used Pearson correlation to determine the relationship between dependent and independent variables. The p-value also indicated the probability of this relationship's significance.

Table 4.9 below correlation matrixes shows the correlation coefficient between brand awareness and overall brand equity is 0.852**, indicating a high positive correlation. This suggests that there is a strong relationship between brand awareness and the overall brand equity of Dashen Brewery in Debre Birhan Town. Higher levels of brand awareness are associated with higher levels of brand equity. In addition, their p-value=.000 which is less than the level of significance = 0.05, implies that their correlation is significant at a significance level of 0.01. This finding aligns with previous literature on the determinants of consumer-based brand equity. For instance, Kim et al. (2011) conducted a study on beer brand equity and found a significant positive relationship between brand awareness and brand equity. Brands with high awareness levels tend to have more favorable consumer perceptions, higher brand loyalty, and greater overall brand equity. Another study by Erdem and Swait (2004) explored the determinants of brand equity in the beer market and identified brand awareness as a key driver. They found that higher brand awareness positively influenced brand loyalty and overall brand equity, indicating the importance of building and maintaining brand awareness for brand success.

The correlation matrix result below Table 4.9 also shows that the correlation coefficient between brand associations and overall brand equity is 0.833**, indicating a high positive correlation. In addition, their p-value=.000 which is less than the level of significance = 0.05, implies that their correlation is significant at a significance level of 0.01. This implies that there is a strong relationship between brand associations and the overall brand equity of Dashen Brewery. Strong and favorable brand associations contribute significantly to the overall brand equity. This finding is supported by previous literature. Keller (2003) highlights that strong and favorable brand associations are critical determinants of brand equity, as they influence consumer perceptions, preferences, and purchase decisions. Positive brand associations can enhance brand equity by creating differentiation, positive customer experiences, and brand loyalty (Erdem & Swait, 2004).

The correlation matrix result below Table 4.9 also shows that the correlation coefficient between brand loyalty and overall brand equity is 0.849**, indicating a high positive correlation. This suggests that there is a strong relationship between brand loyalty and the overall brand equity of Dashen Brewery. Higher levels of brand loyalty are associated with higher levels of brand equity. Their p-value=.000 which is less than the level of significance = 0.05, implies that their correlation is significant at a significance level of 0.01. The research findings align with previous literature that emphasizes the significance of brand loyalty in determining consumer-based brand equity. the research findings align with previous literature that emphasizes the significance of brand loyalty in determining consumer-based brand equity. Aaker (1991), Yoo and Donthu (2001), and Homburg et al. (2006) are examples of studies that support the positive relationship between brand loyalty and brand equity.

The correlation matrix result below Table 4.9 also shows that the correlation coefficient between perceived quality and overall brand equity is 0.779**, indicating a high positive correlation. Their p-value=.000 which is less than the level of significance = 0.05, implies that their correlation is significant at a significance level of 0.01. This implies that there is a strong relationship between perceived quality and the overall brand equity of Dashen Brewery. Higher levels of perceived quality are associated with higher levels of brand equity. The literature consistently highlights the significant impact of perceived quality on brand equity. Perceived quality refers to consumers' subjective assessment of a brand's overall excellence or superiority (Zeithaml, 1988). It is a critical determinant of brand equity as it influences consumer perceptions, satisfaction, and purchase intentions. Aaker (1991) emphasizes that perceived quality is one of the key dimensions of brand equity, contributing to customer satisfaction, loyalty, and overall brand value. Positive perceptions of a brand's quality can differentiate it from competitors, enhance its reputation, and strengthen brand equity (Erdem & Swait, 2004).

The correlation matrix result below Table 4.9 also shows that the correlation coefficient between brand image and overall brand equity is 0.846**, indicating a high positive correlation. Their correlation is also significant at a significance level of 0.01. This suggests that there is a strong relationship between brand image and the overall brand equity of Dashen Brewery. A strong and favorable brand image plays a significant role in shaping brand equity. This finding supports these findings with relevant literature. One study that supports the relationship between brand image and brand equity is the research by Aaker (1996) titled "Building Strong Brands." Aaker

emphasizes the importance of brand image in creating and enhancing brand equity. Brand image refers to the perceptions and associations that consumers have about a brand. Aaker argues that a strong and favorable brand image contributes to brand equity by influencing customer preferences, loyalty, and willingness to pay a premium for the brand.

In summary, the research findings indicate high positive correlations between brand awareness, brand associations, brand loyalty, perceived quality, brand image, and overall brand equity for Dashen Brewery in Debre Birhan Town. These results suggest that these factors are important determinants of consumer-based brand equity for the brewery.

Table 4.9 Correlation Analysis

Correlations						
		Brand Awareness	Brand Associations	Brand Loyalty	Perceived Quality	Brand Image
Brand Awareness	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	365				
Brand Associations	Pearson Correlation	.879**	1			
	Sig. (2-tailed)	.000				
	N	365	365			
Brand Loyalty	Pearson Correlation	.829**	.788**	1		
	Sig. (2-tailed)	.000	.000			
	N	365	365	365		
Perceived Quality	Pearson Correlation	.833**	.766**	.756**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	365	365	365	365	
Brand Image	Pearson Correlation	.884**	.872**	.818**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	365	365	365	365	365
Overall Brand Equity	Pearson Correlation	.852**	.833**	.849**	.779**	.846**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	365	365	365	365	365

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

Source: own survey, 2024

4.6 Multiple Regression Assumptions

In the multiple regression analysis models, different assumptions should be satisfied. Accordingly, in this study, the main assumptions namely, normality, linearity, multicollinearity, homoscedasticity, and autocorrelation test assumptions were tested as follows.

4.6.1 Normality Test

Multiple regressions require the data in the multiple regression models must follow a normal distribution. A histogram of residuals was used to test its normality as follows. As shown in the histogram in picture 4.1, the majority of the data is located around the normal curve and there are no extreme outliers. So, it is approved that the data collected for this research is normally distributed.

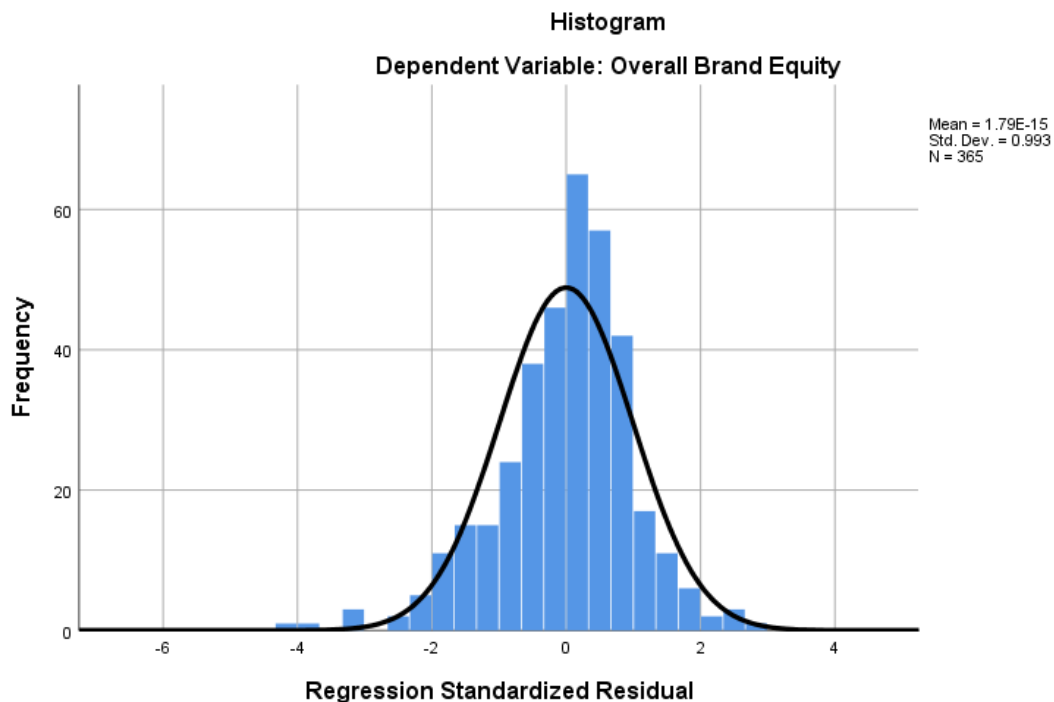


Figure 4.1 Histogram

Source: own survey, 2024.

4.6.2 Linearity

The linearity assumption is the relationship between the independent variable and the dependent variable represented by the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). The straight line in the normal probability plot in Figure 4.2 shows the linearity assumption has been met for this study.

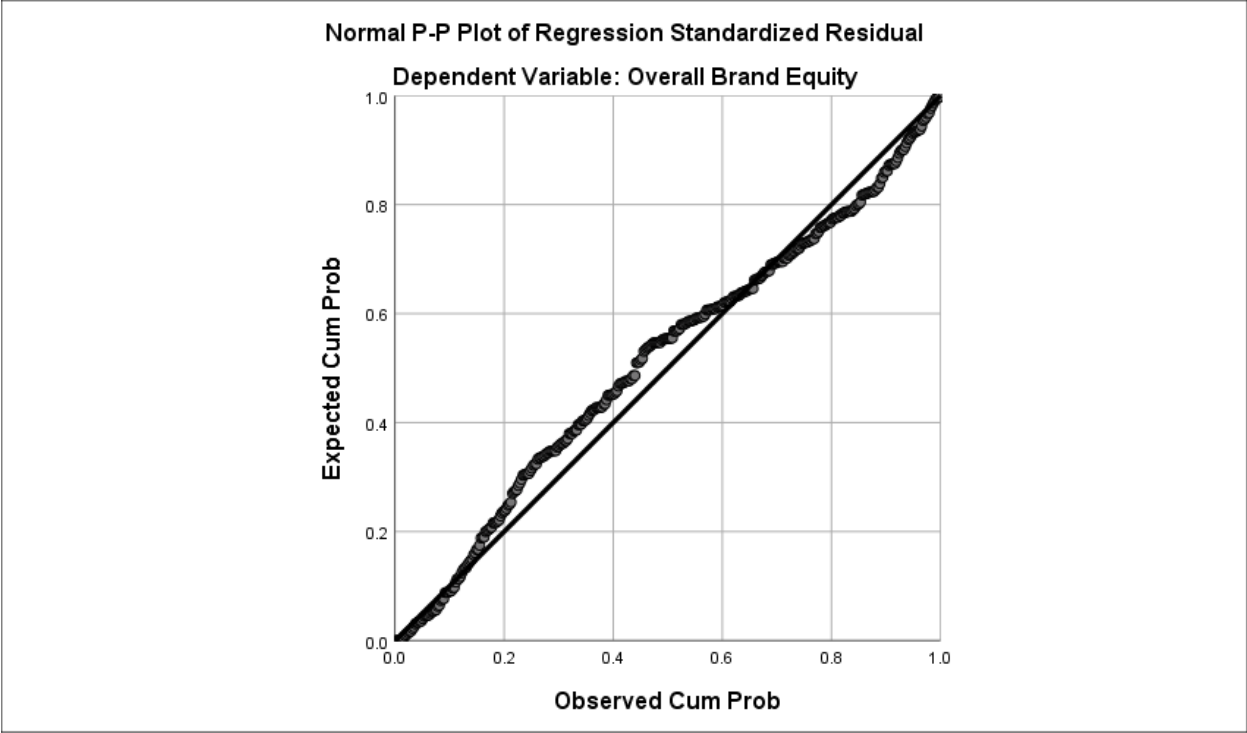


Figure 4.2 Normal probability plot

Source: own survey, 2024.

4.6.3 Homoscedasticity test

The assumption of homoscedasticity means that different samples should have the same variance. Or it refers to an equal variance of errors across all levels of the independent variables. Homoscedasticity is checked by a residual scatterplot. Figure 4.3 shows that the residuals are not distributed in any pattern with the predicted values. This suggests that the model does not violate the assumption of homoscedasticity.

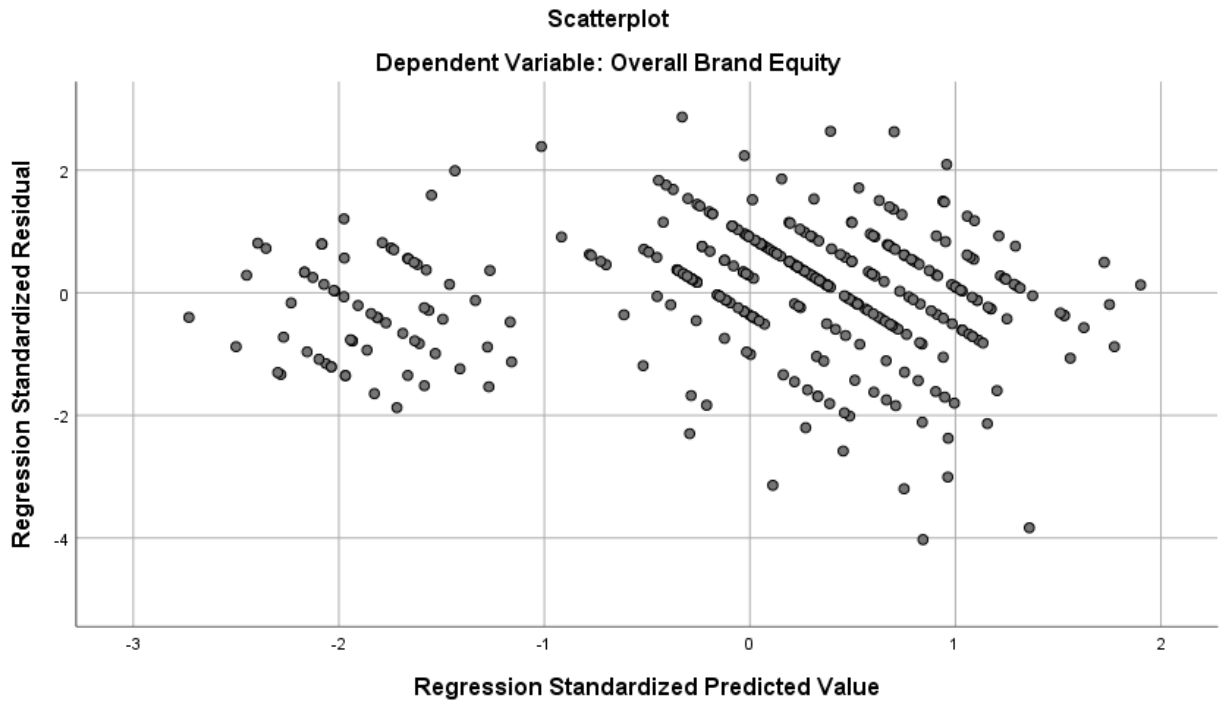


Figure 4.3 Scatter Plot

Source: own survey, 2024.

4.6.4 Multicollinearity Test

Multicollinearity is the relationship between two independent variables. According to (Gwelo, 2019), multicollinearity is a problem caused by a strong relationship between explanatory variables in which the specific effect of the correlated variables on the dependent variable cannot be separated. (Obrien, 2007), described multicollinearity can be detected with the help of tolerance and variance inflation factor (VIF). If the value of tolerance is less than 0.1 and, simultaneously, the value of VIF is 10 and above, then multicollinearity is problematic. Accordingly, Table 4.10: Multicollinearity test result shows there is no multicollinearity problem in this study.

Table 4.10 Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	Brand Awareness	.136	7.370

1	Brand Associations	.183	5.452
	Brand Loyalty	.272	3.675
	Perceived Quality	.278	3.595
	Brand Image	.159	6.271
a. Dependent Variable: Overall Brand Equity			

Source: own survey, 2024

4.6.5. Auto Correlation Test

Regression analysis is based on uncorrelated error/residual terms of any two or more observations (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which tests for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Muluadam, 2015). In this study the Durbin-Watson value is 1.880, which was very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

Table 4.11 Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.903 ^a	.815	.812	.31451	1.880
a. Predictors: (Constant), Brand Image, Perceived Quality, Brand Loyalty, Brand Associations, Brand Awareness					
b. Dependent Variable: Overall Brand Equity					

Source: own survey, 2024

4.7 Multiple Regression Model Analysis

To satisfy the main objective of the study, measuring the effect of each independent variable (brand awareness, brand associations, brand loyalty, perceived quality, brand image) on the dependent variable (brand equity), the researcher used multiple regression analysis models.

Table 4.12 Results of Regression Analysis Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.903 ^a	.815	.812	.31451	1.880
a. Predictors: (Constant), Brand Image, Perceived Quality, Brand Loyalty, Brand Associations, Brand Awareness					
b. Dependent Variable: Overall Brand Equity					

Source: own survey, 2024

The research findings indicate that the model used to examine the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town is a good fit. Table 4.12 shows the results of the regression analysis model summary; R indicates the correlation between the independent variables and the dependent variable which is 0.903. Adjusted R square is the explained variance and it is the square of the multiple R (0.812), which shows that 81.2% of the variation in Brand equity can be explained by the predictors included in the model. Whereas, 18.8% of the variation is due to other factors which are out of the model.

Table 4.13 Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.223	5	31.245	315.877	.000 ^b
	Residual	35.510	359	.099		
	Total	191.733	364			
a. Dependent Variable: Overall Brand Equity						
b. Predictors: (Constant), Brand Image, Perceived Quality, Brand Loyalty, Brand Associations, Brand Awareness						

Source: own survey, 2024

The research findings provide the ANOVA table, which allows us to evaluate the overall significance of the regression model in explaining the variation in consumer-based brand equity for Dashen Brewery in Debre Birhan Town. Table 4.13 Analysis of Variance (ANOVA), shows that independent variables (brand awareness, brand associations, brand loyalty, perceived

quality, brand image) significantly predict the dependent variable, i.e. Brand equity with $F=315.877$ and $\text{sig}=0.000$. It implies that the independent variables have a significant influence on the dependent variable implying that they altogether impacted brand equity.

T Table 4.14 Regression Analysis Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.152	.105		1.444	.150
	Brand Awareness	.167	.064	.162	2.623	.009
	Brand Associations	.195	.054	.191	3.600	.000
	Brand Loyalty	.412	.051	.355	8.161	.000
	Perceived Quality	.086	.041	.090	2.080	.038
	Brand Image	.137	.045	.173	3.045	.003

a. Dependent Variable: Overall Brand Equity

Source: own survey, 2024

According to Table 4.14, the established mathematical equation of multiple regressions is presented as follows:

$$Y = 0.152 + 0.167X_1 + 0.195X_2 + 0.412X_3 + 0.086X_4 + 0.137X_5$$

Where:

Y = Brand equity

β_0 = constant (0.152)

BAW = Brand Awareness

BAS = Brand Associations

BL = Brand Loyalty

PQ = Perceived Quality

BI = Brand Image

e = Error term.

The unstandardized coefficient for brand awareness is 0.167, indicating that a one-unit increase in brand awareness is associated with a 0.167-unit increase in overall brand equity. The t-value of 2.623 is statistically significant ($p = 0.009$), indicating that brand awareness has a significant

effect on brand equity. Previous studies have consistently emphasized the positive relationship between brand awareness and brand equity. Delgado-Ballester & Munuera-Aleman (2005) investigated the determinants of brand equity in the beer industry and found that brand awareness positively affects brand loyalty and perceived quality.

The unstandardized coefficient for brand associations is 0.195. This means that a one-unit increase in brand associations is associated with a 0.195-unit increase in overall brand equity. The t-value of 3.600 is highly significant ($p < 0.001$), indicating that the effect of brand associations on brand equity is statistically significant. The findings align with previous research that highlights the importance of brand associations in shaping brand equity. Park et al. (2010) found that brand associations significantly affect consumers' willingness to pay a price premium for a brand, indicating the financial value associated with strong brand associations. Aaker (1996) suggests that brand associations influence brand loyalty, perceived quality, and brand differentiation, all of which contribute to overall brand equity.

The unstandardized coefficient for brand loyalty is 0.412. This indicates that a one-unit increase in brand loyalty is associated with a 0.412-unit increase in overall brand equity. The t-value of 8.161 is highly significant ($p < 0.001$), indicating that the effect of brand loyalty on brand equity is highly statistically significant. Research conducted by Yoo & Donthu (2001) supports the notion that brand loyalty has a significant impact on brand equity. They found that brand loyalty positively affects consumers' brand attitudes, perceptions of brand quality, and overall brand equity. Loyal customers are more likely to have favorable associations and attitudes towards the brand, leading to higher brand equity.

The unstandardized coefficient for perceived quality is 0.086. This means that a one-unit increase in perceived quality is associated with a 0.086-unit increase in overall brand equity. The t-value of 2.080 is statistically significant ($p = 0.038$), indicating that the effect of perceived quality on brand equity is statistically significant. Numerous studies have demonstrated the positive impact of perceived quality on brand equity. For example, Keller (1993) emphasizes that perceived quality is a fundamental dimension of brand equity, as it influences consumers' perceptions of a brand's performance and reliability. Positive perceptions of quality enhance brand credibility and customer satisfaction, thereby contributing to brand equity.

The unstandardized coefficient for a brand image is 0.137. This indicates that a one-unit increase in brand image is associated with a 0.137-unit increase in overall brand equity. The t-value of

3.045 is highly significant ($p = 0.003$), indicating that the effect of brand image on brand equity is statistically significant. In the context of the brewing industry, brand image has been identified as a critical determinant of brand equity. Romaniuk and Sharp (2004) conducted a study on beer brands and found that brand image significantly impacts brand equity, including brand associations, perceived quality, and brand preference. A positive brand image can contribute to the brand's reputation and customer loyalty.

In summary, based on the coefficients, we can interpret that brand awareness, brand associations, brand loyalty, perceived quality, and brand image all have significant and positive effects on consumer-based brand equity for Dashen Brewery in Debre Birhan Town. Brand loyalty appears to have the strongest effect, followed by brand associations and brand awareness. Brand image and perceived quality also contribute positively, albeit to a lesser extent.

4.8 Hypothesis Testing of Research

Hypothesis 1: Brand Awareness has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town.

As it is shown in the above table the unstandardized coefficient of brand awareness is 0.167 with a p-value of 0.009, which is less than 0.05. Therefore, the hypothesis is supported or we have enough evidence to conclude that Brand Awareness has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town. These results are consistent with previous research that has highlighted the importance of brand awareness in building strong brand equity. Brand awareness is considered a fundamental component of brand equity, as it represents the extent to which consumers are familiar with and can recognize a brand (Keller, 1993). Building brand awareness is crucial for creating a strong brand identity and establishing a favorable position in consumers' minds (Aaker, 1991). Research conducted by Yoo and Donthu (2001) supports the positive effect of brand awareness on brand equity. They found that higher levels of brand awareness lead to more favorable brand attitudes, perceptions of brand quality, and increased likelihood of brand purchase. Similarly, Erdem and Swait (2004) demonstrated that brand awareness positively influences consumers' willingness to pay a price premium for a brand.

Hypothesis 2: Brand Associations have a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town.

The unstandardized coefficient of brand associations is 0.195 with a p-value of 0.000, which is less than 0.05. It shows the hypothesis is fully supported or we have enough evidence to conclude that brand associations have a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town. Brand associations refer to the mental connections and associations that consumers form with a brand. These associations can include attributes, benefits, emotions, and other characteristics that consumers associate with a brand. Previous research has highlighted the importance of brand associations in shaping brand equity.

Keller (1993) proposed that brand associations are a critical component of brand equity, as they contribute to the creation of strong and unique brand identities. Consumers' perceptions of a brand's associations influence their attitudes, preferences, and purchase decisions. Positive brand associations enhance brand equity by creating favorable brand images and positioning the brand distinctively and desirably.

A study conducted by Yoo and Donthu (2001) supported the positive effect of brand associations on brand equity. They found that strong and favorable brand associations lead to more positive brand attitudes, higher brand loyalty, and increased brand equity. The study emphasized the role of brand associations in creating a unique brand identity and fostering emotional connections with consumers.

Furthermore, Aaker (1996) highlighted the importance of creating brand associations that are relevant, strong, and consistent with the brand's positioning. These associations should differentiate the brand from competitors and resonate with the target consumers. Consistent and favorable brand associations help build brand equity by influencing consumers' perceptions of brand quality, credibility, and overall brand value. In the context of the brewing industry, brand associations have been found to significantly impact brand equity. For instance, Keller and Lehmann (2006) conducted a study on beer brands and demonstrated that brand associations, such as taste, quality, and heritage, play a crucial role in shaping brand equity and consumer preferences.

Hypothesis 3: Brand loyalty has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town.

The beta unstandardized coefficient of brand loyalty is 0.412 with a p-value of 0.000, which is less than 0.05. It shows the hypothesis is fully supported or we have enough evidence to

conclude that brand loyalty has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town.

The findings align with previous research that emphasizes the crucial role of brand loyalty in building and enhancing brand equity. Brand loyalty refers to the extent to which consumers repeatedly purchase and exhibit a commitment to a particular brand over time. Numerous studies have demonstrated the positive impact of brand loyalty on brand equity. For instance, Yoo and Donthu (2001) found that brand loyalty positively influences consumer-based brand equity by enhancing brand associations, perceived quality, and brand awareness. Additionally, Aaker (1996) highlights that brand loyalty contributes to brand equity by increasing customer retention, reducing customer acquisition costs, and generating positive word-of-mouth referrals. Fornell et al. (1996) also support this notion, indicating that loyal customers are more likely to repurchase a brand, leading to increased market share and higher profitability. Furthermore, studies have shown that brand loyalty influences consumers' willingness to pay a price premium for a brand. Srinivasan et al. (2002) found that brand-loyal consumers are less price-sensitive and more willing to pay a higher price for the brand they are loyal to, thereby contributing to increased brand equity.

Hypothesis 4: Perceived quality has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.

The beta unstandardized coefficient of perceived quality is 0.086 with a p-value of 0.038, which is less than 0.05. Therefore, we accept the hypothesis or we have enough evidence to conclude that brand loyalty has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town. This research finding is compatible with the findings of Aaker (1991) suggests that perceived quality plays a key role in building strong brand associations, which in turn affect brand equity. Consumers' positive assessments of a brand's quality can lead to favorable associations such as trust, reliability, and superiority, which contribute to the overall strength of the brand. Moreover, studies have shown that perceived quality influences consumers' purchase decisions and willingness to pay a price premium for a brand. Zeithaml (1988) found that consumers are willing to pay more for brands perceived to have higher quality, which can lead to increased brand equity.

Hypothesis 5: Brand image has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.

The unstandardized coefficient of brand image is 0.137 with a p-value of 0.003, which is less than 0.05. It shows the hypothesis is supported or we have enough evidence to conclude that Brand image has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town. Brand image refers to the overall perception and impression that consumers have of a brand. It encompasses various dimensions such as brand personality, brand attributes, and brand associations. Previous research has emphasized the influential role of brand image in shaping brand equity.

Keller (1993) proposed that brand image is a fundamental component of brand equity, as it influences consumers' attitudes, preferences, and purchase decisions. A strong and favorable brand image can differentiate the brand from competitors, create a positive brand identity, and contribute to the overall value of the brand.

Empirical studies have consistently supported the positive relationship between brand image and brand equity. Aaker (1996) highlighted the importance of creating a compelling and consistent brand image that resonates with consumers' needs and desires. A favorable brand image enhances brand equity by influencing consumers' perceptions of brand quality, credibility, and overall brand value. Furthermore, research conducted by Yoo and Donthu (2001) demonstrated the significant impact of brand image on brand equity. They found that a well-defined and positive brand image positively influences consumers' brand attitudes, perceived brand quality, and overall brand equity. Consumers are more likely to develop strong associations and emotional connections with brands that have favorable images.

Table 4.15 Summary of Results of Hypothesis Testing

Hypothesis	Statement of hypothesis	Unstandardized Coefficients Beta	P-value (Sig.)	Result
H1	Brand Awareness has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan Town.	.167	0.009	Accepted
H2	Brand Associations have a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Berhan	.195	0.000	Accepted

	Town.			
H3	Brand loyalty has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town.	.412	0.000	Accepted
H4	Perceived Quality has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.	.086	0.038	Accepted
H5	Brand image has a positive and significant effect on brand equity for Dashen Brewer S.C. in Debre Birhan Town.	.137	0.003	Accepted

Source: own survey, 2024

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Findings

This research aims to investigate the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. The study focuses on five specific objectives: examining the effect of brand awareness, identifying the effect of brand associations, exploring the effect of brand loyalty, evaluating the effect of perceived quality, and exploring the role of brand image in shaping brand equity. The overall mean value ranges from 3.4560 to 3.7759 based on this descriptive statistical result. The mean value of perceived quality (3.7759) suggests that consumers hold a moderate perception of the quality of Dashen Brewery's products. This indicates that there is room for improvement in enhancing consumers' perceptions of the brewery's product quality. The mean value of brand awareness (3.6808) indicates a moderate level of consumer awareness of the Dashen Brewery brand. Increasing brand awareness through effective marketing and promotional strategies could potentially contribute to strengthening brand equity. Similarly, the mean value of the brand image (3.6805) suggests a moderate perception of the overall image of Dashen Brewery among consumers. Enhancing the brand's image through consistent messaging, positive brand experiences, and effective communication positively impacts brand equity. The mean value of brand associations (3.5662) indicates a moderate level of consumer associations with Dashen Brewery. Building strong and favorable brand associations through strategic brand positioning, differentiation, and brand communication potentially enhances brand equity. Lastly, the mean value of brand loyalty (3.4560) implies a moderate level of consumer loyalty towards Dashen Brewery. Fostering stronger customer relationships, implementing loyalty programs, and delivering exceptional customer experiences contribute to higher brand loyalty and ultimately enhance brand equity.

The Pearson correlation in this study was used to examine the relationship between each of the independent variables and the dependent variable. The research findings indicate high positive correlations between brand awareness, brand associations, brand loyalty, perceived quality, brand image, and overall brand equity for Dashen Brewery in Debre Birhan Town. These results suggest that these factors are important determinants of consumer-based brand equity for the brewery. According to (Asuero, Sayago, & Gonzalez, 2006), the range of correlation coefficient falls between 0.00 and 0.29 represents little if any correlation, between 0.30 and 0.49 represents

low correlation, between 0.50 and 0.69 represents moderate correlation, between 0.70 and 0.89 represents high correlation, and between 0.90 to 1 very high correlation. Accordingly, this range in this study used the Pearson correlation to determine the relationship between dependent and independent variables.

The multiple regression analysis model results showed the adjusted R square was (0. 812), which shows 81.2% of the variation in Brand equity can be explained by the predictors included in the model. Whereas, 18.8% of the variation is due to other factors which are out of the model. According to ANOVA, the independent variables (brand awareness, brand associations, brand loyalty, perceived quality, brand image) significantly predict the dependent variable, i.e. Brand equity with $F=315.877$ and $sig=0.000$. It implies that the independent variables have a significant influence on the dependent variable implying that they altogether impacted brand equity.

The unstandardized coefficient for brand awareness is 0.167, indicating that a one-unit increase in brand awareness is associated with a 0.167-unit increase in overall brand equity. The t-value of 2.623 is statistically significant ($p = 0.009$), indicating that brand awareness has a significant effect on brand equity. The unstandardized coefficient for brand associations is 0.195. This means that a one-unit increase in brand associations is associated with a 0.195-unit increase in overall brand equity. The t-value of 3.600 is highly significant ($p < 0.001$), indicating that the effect of brand associations on brand equity is statistically significant. The unstandardized coefficient for brand loyalty is 0.412. This indicates that a one-unit increase in brand loyalty is associated with a 0.412-unit increase in overall brand equity. The t-value of 8.161 is highly significant ($p < 0.001$), indicating that the effect of brand loyalty on brand equity is highly statistically significant. The unstandardized coefficient for perceived quality is 0.086. This means that a one-unit increase in perceived quality is associated with a 0.086-unit increase in overall brand equity. The t-value of 2.080 is statistically significant ($p = 0.038$), indicating that the effect of perceived quality on brand equity is statistically significant. The unstandardized coefficient for a brand image is 0.137. This indicates that a one-unit increase in brand image is associated with a 0.137-unit increase in overall brand equity. The t-value of 3.045 is highly significant ($p = 0.003$), indicating that the effect of brand image on brand equity is statistically significant.

5.2 Conclusions

The main purpose of this study was to investigate the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. Brand awareness has a positive and significant effect on brand equity for Dashen Brewery in Debre Birhan Town. This suggests that the more aware consumers are of the Dashen Brewery brand, the higher the brand equity. Brand associations also have a positive and significant effect on brand equity. This implies that the associations consumers have with the Dashen Brewery brand contribute to its overall brand equity. Brand loyalty has a strong positive and significant effect on brand equity. This indicates that consumers who exhibit higher levels of loyalty towards Dashen Brewery contribute significantly to its brand equity. Perceived quality has a positive and significant effect on brand equity. It suggests that consumers' perception of the quality of Dashen Brewery's products plays a role in shaping its brand equity. The brand image also has a positive and significant effect on brand equity. This implies that the overall image and reputation of Dashen Brewery influence its brand equity positively. In general, the findings suggest that brand awareness, brand associations, brand loyalty, perceived quality, and brand image are all important determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. Brand loyalty appears to have the strongest effect, followed by brand associations and brand awareness. Brand image and perceived quality also contribute positively, albeit to a lesser extent.

5.3 Recommendations

The beer industry comes across with new opportunities and challenges. Changing consumer demands and preferences requires new ways of marketing strategies to maintain current customers and attracting and recruiting new ones. One way of maintaining market share is to understand the main determinants of Beer brand equity. Based on the findings of the research and the conclusion made the following recommendations are given:

- ✍ Since brand awareness has a positive and significant effect on brand equity, it is recommended to implement marketing strategies that increase Dashen Brewery's brand awareness among consumers in Debre Birhan Town. This could include advertising campaigns, social media presence, sponsorships, or collaborations with local events or organizations.
- ✍ The research findings indicate that brand associations have a positive and significant impact on brand equity. To capitalize on this, Dashen Brewery should focus on developing and

communicating clear and distinctive brand associations that resonate with the target consumers in Debre Birhan Town. This will be achieved through consistent messaging, emphasizing unique brand attributes, and creating memorable brand experiences.

- ✍ Brand loyalty has a strong positive effect on brand equity. Dashen Brewery should implement initiatives to cultivate and nurture customer loyalty. This is done by providing exceptional customer experiences, offering loyalty programs, personalized interactions, and maintaining consistent product quality and service excellence.
- ✍ Dashen Brewery should consistently focus on maintaining and improving the perceived quality of its products. This involves ensuring that the taste, packaging, and overall product experience meet or exceed customer expectations. Quality control measures should be in place to deliver consistent and reliable products to consumers.
- ✍ Dashen Brewery should focus on shaping a strong and positive brand image to influence brand equity. This involves developing a distinctive brand personality, leveraging storytelling and brand narratives, engaging in corporate social responsibility activities, and maintaining a positive brand reputation within the local community.

5.4. Suggestions for Future Research

Though, this research can be a valuable addition to developing an insight into the subject area it has its limitations. First, the study was limited geographically and data was collected from consumers found in Debre Birhan Town only and other researchers can include multiple cities to have a broader view of the subject matter. Second, the study only employed quantitative data approaches, it would be good if future research followed pragmatic approaches and included both qualitative and quantitative approaches to have a broadened understanding of the subject matter. Customer engagement refers to the active involvement, interactions, and emotional connection that consumers have with a brand. Investigating how customer engagement influences brand equity and how it interacts with the determinants identified in the current research can provide valuable insights into fostering stronger brand-consumer.

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Appendix A

DEBRE BERHAN UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT
QUESTIONNAIRE FOR DASHEN BEER CUSTOMERS

Dear respondent,

The study aimed to investigate the determinants of consumer-based brand equity for Dashen Brewery in Debre Birhan Town. The questionnaire contains general information and statements that are designed to Determine Determinants of on Consumer-Based Brand Equity. Please note that your participation in this questionnaire was voluntary. Any of your responses gathered through this questionnaire will only be used for academic purposes and kept confidential. Please kindly provide your honest responses for all the items in the questionnaires, as your genuine answers are very valuable for the success of the study. Lastly, I would like to thank you in advance for your participation, given your busy schedule. If you have any doubt, please do not hesitate to contact me at the following address.

Hana

Phone no +251-98 546 8556

GENERAL DIRECTIONS:

✍ This questionnaire focuses on Dashen Beer Customers Only.

✍ You do not need to write your Name.

You are kindly requested to attempt all the questions and to give genuine responses

Part One: Respondent's Personal Profile

Direction: Please make a “√” (tick mark) in the boxes provided below.

1. Gender Male:

Female

Total

2. Age: 21 - 30

31-45

46-60

Above 50

3. Academic qualification: Below High School
- Completed High School
- Diploma
- BA Degree and Above

Part Two: Questions Related to the Study

This section is looking for your opinion regarding to determinants of consumer-based brand equity (the Case of Dashen Brewer S.C In Debre Birhan Town). Please tick (√) the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree).

N.o	ITEM	1	2	3	4	5
CONSUMER-BASED BRAND EQUITY DIMENSIONS						
I.	Brand Awareness (BAW)					
1	Some characteristics of a beer from (insert brand name selected) Beer brands come to my mind quickly.					
2	I can quickly recall the symbol or logo of the (insert brand name selected) beer brand					
3	Dashen Brewery's advertisements and promotions catch my attention.					
4	Dashen Brewery consistently delivers high-quality beer products.					
5	Dashen Brewery stands out from its competitors in terms of brand					
6	I can easily recognize Dashen Brewery's logo and visual identity elements.					
II.	Brand Associations (BAS)					
1	In its status and style, (Insert brand name selected) brand matches my personality					
2	Dashen Brewery has a positive reputation for its beer taste and flavor.					
3	Dashen Brewery's brand image aligns with my values and lifestyle.					
4	Dashen Brewery consistently delivers on its promises and brand claims.					
5	Dashen Brewery's brand name is recognizable and memorable to me.					
6	Dashen Brewery is innovative and keeps up with the latest brewing trends.					
III.	Brand Loyalty					
1	Dashen Brewery's marketing efforts effectively communicate the brand's					

	value and offerings to me.					
2	I will keep on buying (Insert brand name selected) beer brands as long as its offering satisfies me.					
3	I purchase Dashen Brewery's products regularly.					
4	I believe Dashen Brewery is committed to meeting customer needs and preferences.					
5	I have a strong sense of loyalty towards Dashen Brewery.					
6	Overall, Dashen Brewery has a positive reputation in the market.					
7	I consider Myself Loyal to the brand (Insert brand name selected)					
IV.	Perceived Quality (PQ)					
1	Dashen Brewery's products offer superior quality compared to other beer brands.					
2	Dashen Brewery's products are reliable and dependable.					
3	Dashen Brewery's products consistently deliver a high level of quality.					
4	The quality of Dashen Brewery's products positively influences my perception of the brand.					
5	Dashen Brewery's products have a favorable reputation in terms of quality.					
	V. Brand Image					
1	Dashen Brewery's brand positioning is clear and distinct.					
2	Dashen Brewery's brand communicates a sense of quality.					
3	Dashen Brewery's brand is associated with positive emotions.					
4	Dashen Brewery's brand is consistent across different marketing channels.					
5	Dashen Brewery's brand resonates with the values and beliefs of its target audience.					
VI.	Overall Brand Equity					
1	Dashen Brewery's beer is consistently enjoyable and satisfying.					
2	Dashen Brewery effectively communicates its brand values and messages.					
3	Even if another brand has the same feature as this brand, I would prefer to buy (Insert brand name selected) beer brand.					
4	Dashen Brewery's beer packaging reflects its brand identity effectively.					
5	Dashen Brewery is committed to social responsibility and sustainability.					

Appendix B

ደብረ ብርሃን ዩኒቨርሲቲ

የቢዝነስና ኢኮኖሚክስ ኮሌጅ

ማርኬቲንግ የማኔጅመንት ት/ም ክፍል

የማኔጅመንት ትምህርት ክፍል

Appendix B: - Questionnaire in local language

ውድ ምላሽ ሰጭዎች

እርስዎ በዚህ ለአካዳሚክ ማሟያ በተዘጋጀ ጥናት ተሳታፊ እንዲሆኑ ተጋብዘዋል። ይህ መጠይቅ ማርኬቲንግ የማኔጅመንት ት/ም ክፍል የሁለተኛ ድግሪዬን ለማግኘት የሚጠበቅብኝን የመመረቂያ ጥናት ፅሁፍ ለማሟላት እንደ ግብዓት የሚያገለግለኝን መረጃ ለመሰብሰብ የተዘጋጀ መጠይቅ ነው። የጥናቱ ዓላማ ብራንዲንግ በሽማቾች ላይ የተመሰረተ የንግድ ምልክት ፍትሃዊነት ላይ ያለውን ተፅዕኖ በተለይም በደብረ ብርሃን ከተማ በዳሽን ቢራ አ.ማ. በመጠይቁ ውስጥ የተካተቱት አጠቃላይ መረጃዎች እና ሀሳቦች የዳሽን ቢራ ደንበኞችን እይታ ለመመዘን የታለሙ ናቸው።

መጠይቁ የሚሞላው በእርሶ ሙሉ ፍቃድኝነት ነው። በዚህ መጠይቅ የሚሰበሰብ ማንኛውም መረጃ ለትምህርት አላማ ብቻ የሚውልና በሚሰጥ የሚጠበቅ መሆኑን ላረጋግጥልዎ እወዳለሁ። የእርሶ ትክክለኛ ምላሽ ለጥናቱ መሳካት እጅግ አስፈላጊ ስለሆነ በመጠይቁ የተካተቱትን ጥያቄዎችን እውነተኛ ስሜትዎን በሚገልፅ ሁኔታ በመሙላት እንዲተባበሩኝ በትህትና እጠይቃለሁ።

በመጨረሻም ካሎት የተጣበበ ጊዜ ላይ ወስደው መጠይቁን ለመሙላት ፍቃደኛ ስለሆኑ ከፍተኛ ምስጋናዬን አቀርባለሁ። ማንኛውም ግልፅ ያልሆነ ነገር ካጋጠመዎት ከዚህ በታች በተገለፀው የስልክ አድራሻ ሊያገኙኝ ይችላሉ።

+251- 98 546 8556

ሀና

አመሰግናለሁ

ጠቅላላ መረጃ

ለሚከተሉት ጥያቄዎች የእርስዎን ወቅታዊ ሁኔታ የሚገልፀው አማራጭ ላይ (✓) ምልክት በማድረግ ምላሽዎን ይስጡ።

1 ያታ:

ወንድ

ሴት

2 ዕድሜ: 21 - 30

31-45

46-60

50

3. የአካዳሚክ ብቃት: ከሁለተኛ ደረጃ ትምህርት ሴት በታች

የተጠናቀቀ ሁለተኛ ደረጃ ትምህርት ሴት

ዲፕሎማ

የቢሌ ዲግሪ እና ከዚያ በላይ

ክፍልሁለት: የብራንድ እሴቶችን መለኪያ ጥያቄዎች

እባክዎ ከዚህ በታች በተጠቀሱት ሀሳቦች ላይ ምን ያህል እንደሚስማሙ ወይም እንደማይስሙ ለመግለጽ ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አቋም የሚገልጸው ላይ (✓) ምልክት ያድርጉ። 1) በጣም አልስማማም 2) አልስማማም 3) አልወሰንኩም 4) እስማማለሁ 5. በጣም አልስማማለሁ

አይ	ITEM	1	2	3	4	5
በሽማች ላይ የተመሰረተ የምርት ስም እኩልነት ልኬቶች						
I.	የምርት ስም ግንዛቤ (BAW)					
1	የቢራ አንዳንድ ባህሪያት ከ (የተመረጠውን የምርት ስም አስገባ) የቢራ ብራንዶች በፍጥነት ወደ አእምሮዬ ይመጣሉ።					
2	የ (ብራንድ ስም አስገባ) ምልክቱን ወይም አርማውን በፍጥነት አስታውሳለሁ። የተመረጠ) የቢራ ብራንድ					

3	የዳሽን ቢራ ፋብሪካ ማስታወቂያዎች እና ማስተዋወቂያዎች ትኩረትን ይስቡታል።					
4	ዳሽን ቢራ ፋብሪካ ከፍተኛ ጥራት ያላቸውን የቢራ ምርቶችን በተከታታይ ያቀርባል።					
5	ዳሽን ቢራ ፋብሪካ በብራንድ ከተወዳዳሪዎቹ ጎልቶ ይታያል					
6	የዳሽን ቢራ ፋብሪካን አርማ እና ምስላዊ ማንነትን በቀላሉ ማወቅ እችላለሁ።					
II.	የምርት ስም ማህበራት (ቢኤኤስ)					
1	በእሱ ሁኔታ እና ዘይቤ (የብራንድ ስም የተመረጠ) የምርት ስም ይዘመዳል የእኔ ስብዕና					
2	ዳሽን ቢራ ፋብሪካ በቢራ ጣዕምና ጣዕሙ መልካም ስም አለው።					
3	የዳሽን ቢራ ብራንድ ምስል ከእኔ እሴቶች እና አኗኗር ጋር ይጣጣማል።					
4	ዳሽን ቢራ ፋብሪካ የገባውን ቃል እና የምርት መጠየቂያ ጥያቄዎችን በተከታታይ ያቀርባል።					
5	የዳሽን ቢራ ብራንድ ስም ለእኔ የሚታወቅ እና የማይረገግ ነው።					
6	ዳሽን ቢራ ፋብሪካ ፈጠራ ያለው እና አዳዲስ የቢራ ጠመቃ አዝማሚያዎችን ይከታተላል።					
III.	የምርት ታማኝነት					
1	የዳሽን ቢራ ፋብሪካ የግብይት ጥረቶቹ የምርት ስሙን ዋጋ እና አቅርቦትን በብቃት ያሳውቁኛል።					
2	የቢራ ብራንዶችን መግዛቴን አቀጥላለሁ። መስዋዕቱ እስከሚያረካኝ ድረስ ።					
3	የዳሽን ቢራ ፋብሪካ ምርቶችን አዘውትራ እገዛለሁ።					
4	ዳሽን ቢራ ፋብሪካ የደንበኞችን ፍላጎትና ምርጫ ለማሟላት ቁርጠኛ ነው ብዬ አምናለሁ።					
5	ለዳሽን ቢራ ፋብሪካ ጠንካራ ታማኝነት አለኝ።					
6	በአጠቃላይ ዳሽን ቢራ ፋብሪካ በገበያ ላይ መልካም ስም አለው።					
7	እኔ ራሴን ለምርቱ ታማኝ ነኝ ብዬ እቆጥራለሁ (የተመረጠውን የምርት ስም አስገባ)					
IV.	የተገነዘበ ጥራት (PQ)					
1	የዳሽን ቢራ ፋብሪካ ምርቶች ከሌሎች የቢራ ብራንዶች ጋር ሲነፃፀሩ የላቀ ጥራት አላቸው።					
2	የዳሽን ቢራ ፋብሪካ ምርቶች አስተማማኝ እና አስተማማኝ ናቸው።					
3	የዳሽን ቢራ ፋብሪካ ምርቶች በቋሚነት ከፍተኛ ጥራት ያላቸውን ምርቶች ያቀርባሉ.					
4	የዳሽን ቢራ ፋብሪካ ምርቶች ጥራት ለብራንድ ባለኝ አመለካከት ላይ በጎ ተጽዕኖ ያሳድራል።					
5	የዳሽን ቢራ ፋብሪካ ምርቶች በጥራት ረገድ መልካም ስም አላቸው።					
	V. የምርት ስም ምስል					
1	የዳሽን ቢራ ብራንድ አቀማመጥ ግልጽ እና የተለየ ነው።					
2	የዳሽን ቢራ ብራንድ የጥራት ስሜት ያስተላልፋል።					

3	የዳሽን ቢራ ብራንድ ከአዎንታዊ ስሜቶች ጋር የተያያዘ ነው።					
4	የዳሽን ቢራ ብራንድ በተለያዩ የግብይት ቻናሎች ወጥነት ያለው ነው።					
5	የዳሽን ቢራ ብራንድ ለታላሚዎች ታዳሚዎች እሴት እና እምነት ያስተጋባል።					
VI.	አጠቃላይ የምርት ስም እኩልነት					
1	የዳሽን ቢራ ፋብሪካ ቢራ በቋሚነት አስደሳች እና አርኪ ነው።					
2	ዳሽን ቢራ ፋብሪካ የምርት እሴቶቹን እና መልእክቶቹን በብቃት ያስተላልፋል።					
3	ምንም እንኳን ሌላ የምርት ስም ከዚህ የምርት ስም ጋር ተመሳሳይ ባህሪ ቢኖረውም (የተመረጠውን የምርት ስም አስገባ) የቢራ ብራንድ መግዛት አመርጣለሁ።					
4	የዳሽን ቢራ ፋብሪካ የቢራ ማሸጊያ የምርት መለያውን በብቃት ያሳያል።					
5	ዳሽን ቢራ ፋብሪካ ለማህበራዊ ኃላፊነት እና ዘላቂነት ቁርጠኛ ነው።					

ለተደረገልኝ ትብብር አመሰግናለሁ።