ST. MARY'S UNIVERSITY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

MA THESIS ON

FACTORS AFFECTING BRAND CHOICE OF EDIBLE OIL: A CASE STUDY ON TENA OIL ADDIS ABABA

By

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DECLARATION

I hereby declare that the thesis entitled factors affecting brand choice of edible oil**:** a case study on Tena oil Addis Ababa is original and has not been submitted for other degrees or the like in this University College or any other institutes. It does not contain any material, partly or wholly, published or written by others, except those references quoted in the text.

Nardos Mesfin   _____

 Student Name   **Student Signature and date**

CERTIFICATION

This is to certify that Nardos Mesfin has carried out her thesis work on the topic entitled factors affecting brand choice of edible oil**:** a case study on Tena oil Addis Ababa under my guidance and supervision. Accordingly, I hereby assure that her work is appropriate and standard enough to be submitted for the award of Master of Arts degree in Marketing Management.

Temesgen Belayneh (PhD)   _____   _____

Advisor   Signature   Date

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ABSTRACT

The purpose of the study was to investigate on the factors affecting brand choice of edible oil in case of Tena oil in Addis Ababa, Ethiopia. The study identified four factors that affect brand choice of edible oil in case of Tena oil. The study was guided by the following research objectives: to identify factors affecting the brand choice of edible oil in Addis Ababa in case of Tena oil, to evaluate the effects of labels, price, individual attitude and advertisement on consumers 'brand choice of Tena oils. This research adopted explanatory or casual research design and descriptive research design. The total population of the study was consumers around Abado condominium, Addis Ababa, Ethiopia. This study adopted random sampling technique and employed primary data collection. For primary data, personally administrated questionnaires and structured and semi structured interviews were made to collect more qualitative information. Structured linkert scale data collection instruments were also used. 160 questionnaires were distributed to the respondents and 130 were filled and returned. It shows a response rate of 81.25%.To analyze quantitative data obtained through questionnaires, inferential and descriptive statistics were used using SPSS version 21 software. This study used descriptive statistics such as mean and standard deviation of each variable. The findings established that the price of edible oils was a significant factor in its brand choice with a relatively small variation of data. Majority of the respondents claimed that lowering the price may encourage people to brand choice of Tena oil as compared to when it is increased with a relatively small variation of data. The findings shows that individual attitude make the respondents to decided influenced decision on the type of Tena oil that they were about to choice with a relatively medium variation of data. The study recommends that the price of Tena oil should continuously be considered in the brand choice of the product. The individual attitude should enable consumers make reasonable decision on the brand choice of edible oil that they are about to choice and use. Lowering the price may encourage people to choice brand of Tena oil as compared to when it is increased.

Key Words*: Brand choice, Tena oil, factors affecting brand choice of edible oil*

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ACRONYMS AND ABBREVIATIONS

BCEO - Brand choice of edible oil

PR- PRICE

LB- Label

IA- Individual Attitude

AD- Advertisement

CHAPTER ONE

1. Introduction

This chapter includes background of the study, statement of the problem, research questions, objectives of the study, significances of the study, limitation of the study, delimitation of the study, and organization of the study.

1.1 Background of the Study

The American Marketing Association in the 1960's , "A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors" (Hedging et al.,2009).

According to Kotler and Keller (2005) 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.

Given the importance of brands, branding is a goal for marketers. The current market situation makes building a brand significant because of different usage and development in the media, as well as globalization, fragmentation and transformation of markets, and increasing numbers of available products (Kathman, 2002).

Oil seeds are the third most important commodity in terms of production and export in Ethiopia. According to the Central Statistical Agency of Ethiopia, oil crops are currently competitive both domestically and internationally given the domestic base of the raw material, oil seeds, and integration with the local economy. Elias G. (2005)

Nwagu A. (2004) Edible vegetable oils are triglycerides of plant origin that include olive, palm, soybean, canola, and sunflower oil. Endo Y. (2013) Oil and fat are important nutritional components with variety of functions in our body as an energy source, membrane structures, regulating body temperature and insulate organs.

Rancidity of vegetable oils may pose health risks including cancer and inflammation because of the formation of toxic and reactive oxidation products. For healthy consumption, unsaturated oils are better than the saturated. Consumption of palmitic oil (highly saturated) is associated with an

increased risk of developing cardiovascular diseases. In contrast, edible vegetable oils such as sunflower, olive, canola and Niger-seed oils contain high levels of polyunsaturated fats which make them susceptible for rancidity, Federation AO. (2011).

J. H. V yas, I. N. Siddiqui and J. K. Dewagan, (2017), have conducted a survey study to understand the factors affecting the purchase decisions for edible oils by consumers. Through the study authors are also highlighted the consumption patterns of families. Authors have analyzed the preferences of demographic clusters. Through the study authors have found that, health factor plays an important role in choosing the edible oil brands. Authors have pointed out that, majority of the consumers change their edible oil for better health. Authors have also found that, there is no strong loyalty displayed among the consumers.

According to Kotler& Keller (2012), "A brand is a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of a seller and differentiate them from competitors."

Researchers have been trying to indicate the influential factors that shape peoples" choice of brands. This study is inspired by the academic demand of underscoring factors affecting brand choice of edible oil in Addis Ababa market. In case of Tena oil market seems in its explosion state where both domestic and global of edible oil companies are rooting their products.

Although considerable research has been performed regarding brand choice in Ethiopia. However, little detailed research has been addressed to edible oil industries because it's only in recent years that the market began to experience a stiff competition among a number of edible oil brands that were formed in Ethiopia. According to a recent study the edible oil industry has shown a significant growth because of the rapid population growth, ongoing urbanization, rising disposable incomes and a general shift towards Western consumption trends.

1.2 Statement of the Problem

The manufacturers of the edible oil bring the different brands in the same commodities with some added features and hence the several brands of edible oils are being marketed since there are several brands that exist in the market an attempt is made to know the success of marketing in each brand and its effect on consumers and also to identify the brand which is more popular

choice and purchased by the consumers. Hence the research is made on the topic factors affecting brand choice of edible oil in the case of Tena oil in Addis Ababa.

Not only competitors are the problem also consumers attitude to Ethiopian products of edible oil.

This lead the consumers want to buy edible oils imported from different country with high cost, low quality and some may be expired soon and importers stamped again in their warehouse as new product because consumers thought that imported oils were brand and high quality.

In most product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer`s existing preference set.

There are minimum number of international journals and studies in Ethiopia that`s try to show the factors affecting brand choice of edible oil .According to (Negash *et al.,2019)* Assessment of quality of edible vegetable oils accessed in Gondar City, Northwest Ethiopia show specific place produced edible oil quality it does not address the factors affecting brand choice of edible oil in Ethiopia and also Mr. Chepkwony Kipkorir Sammy studied a survey of factors influencing consumers choice of edible oil in Buruburu area, Nairobi Kenya, Observed that it is found to be an initiation to conduct the study lack of theoretical evidence that can be used as an insight to understand customers" perception towards building a brand through the use of brand equity dimensions.

Thus from the above ground this study is conducted to identify the underlying factors of consumers brand choice it will lead them to formulate a better marketing programs.

1.3 Research Question

The research questions that need to be addressed include the following:

1.3.1 GENERAL RESEARCH QUESTIONS

- What are the factors that affect the brand choice of edible oil in case of Tena oil in Addis Ababa?

- How does individual attitude affect the brand choice of edible oil in the case of Tena oil?
- What is the effect of price on the brand choice of edible oil in the case of Tena oil in Addis Ababa?
- What is the effect of label on the brand choice of edible oil in the case of Tena oil in Addis Ababa?
- How does advertisement affect the brand choice of edible oil in the case of Tena oil in Addis Ababa?

1.4 Objectives of the Study

1.4.1 GENERAL OBJECTIVE

The general objective of the study is to identify factors affecting the brand choice of edible oil in Addis Ababa in case of Tena oil.

1.4.2 SPECIFIC OBJECTIVES

The specific objectives of the study are:

1. To investigate how individual attitude affect the brand choice of edible oil in the case of Tena oil in Addis Ababa.

2. To evaluate label effect on the brand choice of edible oil in the case of Tena oil in Addis Ababa.

3. To examine price effect on the brand choice of edible oil in the case of Tena oil in Addis Ababa.

4. To assess how advertisement affect the brand choice of edible oil in the case of Tena oil in Addis Ababa.

1.5 Limitation of the Study

Because of the limited time and resources, questionnaire and interview were used to get responses of the consumers. In addition to this, information regarding producers in this industry

was obtained from consumers due to the limitation of contact with producers. According to this response the researcher was tried to work hard for the validity of the research.

1.6 Delimitation of the study

This study will try to show the main factors that determine the buyers brand choice in edible oil. To achieve this aim, the scope of the study is to identify different factors, i.e. label, Price, individual attitude and advertisement that influence a brand choice of edible oil in case of Tena oil in Addis Ababa.

The scope of the study is limited to Addis Ababa Yeka sub city. This geographical limitation is only chosen because of time, access and cost restriction. More specifically data will be collected from the consumers of edible oil specially tena oil consumers by distributing structured questioners that are related with the main variables the researcher wants to touch within convenient time for the respondents.

1.7 Significance of the Study

Edible oil market in Ethiopia is growing rapidly. Different edible brands are introducing to the market and at the same time, demand is increasing. The introduction of various brands will lead to tight competition, which in turn make consumers to face brand choice decision in the market. In such a situation, it becomes necessary for producers to understand the major factors attracting buyers to one's own brand, so that they can succeed in the market and win the competition. A clear understanding of the factors that influence brand choice is critical to ensure that a company's branding and marketing efforts are matched with the needs of buyers. Therefore, this study can help marketers to design a better marketing strategy by identifying the factors that determine buyers brand choice Thus; the study will have a theoretical contribution in the area of product purchase decision and buyers brand choice criteria in the context of Ethiopian market specifically in Addis Ababa. Furthermore, the study will give insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.8 Organization of the study

The content of this research would have five chapters. The first chapter includes the research background, statement of problem and research questions, objective of the study and significance of the study and organization of the report and followed by the discussion of concepts and theories related to the area of study (chapter two, literature review) and also empirical reviews.

   The third chapter describes the research design, participants of the study, the data type and source, data collection and analysis techniques and procedures.

The fourth chapter deals with data presentation, analysis and discussion and the fifth chapter includes summary, conclusion and recommendation and finally the reference.

CHAPTER TWO

2. Review of Related Literature

2.1 Introduction

This chapter provides an insight to readers about the theoretical reviews, empirical reviews and the conceptual framework of the study is presented at the end of this chapter.

2.2 Theoretical reviews

Concept of Brand

The word brand comes from the old Norse word" brandr" which means "to burn" as brands were and still are the means by which owners of livestock mark their animals to identify them Keller, Parameswaran & Jacob (2011). Historically, brands were created to defend producers from theft. A cattle brand, a sign burned into the animal''s hide, identified the owner and made it apparent if the animal had been stolen. „Brands‟ or trademarks also identified the source of the olive oil or wine contained in ancient Greek amphora''s, and created value in the eyes of the buyers by building a reputation for the producer or distributor of the oil or wine Kapferer (2008).

Keller (2004), define brand as a perceptual entity rooted in reality, but it is also more than that reflecting the perceptions and perhaps even the idiosyncrasies of consumers. This definition states that brand is what resides in the minds of consumers and the ultimate goal of all efforts in creating a brand is creating a perceived value of products and services in the minds of consumers.

DeChernatory and McDonald (2003).offer a definition that incorporates many scholars view. ―A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition. According to Keller (2004), brands used to identify the source of a product and allow consumers to assign responsibility to a particular manufacturer or distributor.

2.2.1BRAND PREFERENCE

Because brand preference is indispensable in highly competitive businesses, practitioners and researchers have long spotlighted the concept. The term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb et al., 2006). Customers form brand preferences to reduce the complexity of the purchase decision process (Gensch, 1987).

2.2.2 BRAND IDENTITY

Brand identity is the representation of the company's reputation through the conveyance of attributes, values, purpose, strength and passion. It is the aggregation of what the organization does. Brand identity is an organization's mission, personality, promise to the consumers and competitive advantages. It is a basic means of consumer recognition and represents the brand's distinction from its competitors (Brand identity and brand building concept. 2010. Drypen.in internet site. Referred to10.10.2011. http://drypen.in/branding/brand-identity-a-brand-buildingconcept.html).

2.2.3. CONSUMERS' BRAND CHOICE

Understanding and predicting brand choice decisions by consumers has been a topic of interest to both marketers and researchers. Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories (Bentz and Merunka, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne et al. 2006). Much of brand choice research has been through probability models to test the impact of marketing mix variables as a predictor of brand choice (Wagner and Taudes, 1986; Chib et al.2004; Bentz and Merunka, 2000).When used in probability modeling, marketing mix variables are considered non stationary and heterogeneous among the population (Wagner and Taudes, 1986).

There are other areas that have been researched with brand choice as well. Researchers have examined the casual effects of brand related variables on brand choice. These variables include

Situational factors, consumer personality, social benefits, emotions, quality, brand credibility, product attributes, seasonality, and trends. The studies used within brand choice researches have involved experiments and surveys of key marketing variables to measure impact on brand choice (Charlton and Ehrenberg, 1973; Simonson et al. 1994; Erdem and Swait, 2004; Wagner and Taudes, 1986; Orth, 2005).

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category (Singh et al. 2005; Papatla and Krishnamurthi, 1996; Wagner and Taudes, 1986; Orth, 2005). In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies (Chib et al. 2004; Papatla and Krishnamurthi, 1996; Alvarez and Casielles, 2005).

2.3 Empirical reviews

Underlying factors of Customer Brand choice

Brands must be developed and maintained constantly in order to secure a set of loyal consumers. Keller et al. (1996) stated the loyalty of consumer's lies with brands, rather than the products. There were several researches done on the Customer Based Brand Equity of different products.

Sarwade and Ambedkar (2011) study brand preferences and consumption pattern of edible oils in Maharashtra state, India. Through quantitative research (survey with 1000 respondents) and use of percentile, average, simple correlation, and regression for data analysis, the researchers Find out health consciousness and quality of a particular brand as important factors in decision-making.

Chepkwony Kipkorir Sammy (2011) studied a survey of factors influencing consumers' choice of edible oils in Buruburu area, Nairobi Kenya. Through descriptive research design (120 respondents) and research find out the price of edible oils was a significant factor in its

consumption with a relatively small variation of data. This was followed by the quality of the edible oil and the ease of pouring it when using it for cooking. The least driver for the consumption of edible oil was on the label of the product and re-usage of the container after the edible oil is finished with a relatively high variation of data.

Mulushewa Gulilat (2019) studied customers brand preference: in case of soft drink brands in Addis Ababa. Through descriptive research design (384 respondents) From this Finding, it can be concluded that perceived quality is the most important element, which highly influence consumers,, preference of soft drink brands. This Finding is in line with many other researches done before. Moreover, since most consumers purchase soft drink for its fun factor, the perceived quality of the product can determine their brand preference.

2.4 Conceptual Framework

2.4.1. PRICE EFFECTS ON CONSUMERS' BRAND CHOICE OF EDIBLE OIL

McDonald and Sharp (2000) stated that price can be used as a reason for brand preference in two ways; either by going for the lowest price in order to escape Financial risk or the highest price in order to achieve product quality. Cadogan and Foster (2000) argued that price is probably the most important consideration for the average consumer. And to Peter and Donnelly (2007), the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are highly quality or more prestigious. However, many of today's quality conscious consumers may buy products based on price than other attributes. Therefore, a better understanding of how consumers use price information in choosing among alternative brands within frequently bought product categories helps to evaluate it and knowing the intensity as compare to other factors or reasons.

2.4.2 LABEL EFFECTS ON CONSUMERS' BRAND CHOICE OF EDIBLE OIL

A label is the part of a product that carries information about the product and the seller. A label may be part of a package, or it may be a tag attached to the product (Bloch et al., 2006). Labeling is essential so everything around us takes on its unique character, distinct from the rest.

According to Bloch et al. (2006), labels provide consumers with adequate information to make a reasonable decision in buying a product.

2.4.3 ADVERTISEMENT EFFECTS ON CONSUMERS' BRAND CHOICE OF EDIBLE OIL

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Etzel 1997).

Today, definitions of advertising abound. It might be defined as communication process, a marketing process, an economic and social process, a public relations process or an information and persuasion process (Arens, 1996). Dunn et al. (1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

2.4.4 INDIVIDUAL ATTITUDE EFFECTS ON CONSUMERS' BRAND CHOICE OF EDIBLE OIL

The individual values and attributes associated with the product appear as key determinants underpinning consumer attitudes (Bell and Rolls, 2001). Risk and benefit perceptions towards a product are found to be conditioned to what is known as "individual values" such as environmentalism, conservationism, materialism, equity etc.

Moreover, the stronger this association - determining the strength of the trade-off perception vs. values the more pervasive becomes the influence of underlying individual attitudes (Lin et al., 2006). On the other hand, the less important the role of values the more important it becomes the role of new information in order so as to shift consumer behavior (Bell and Rolls, 2001).

Based on the related literature review the conceptual frame work had developed which includes label, price, individual attitude and advertisement as independent variable that influence a brand choice(dependent variable) particular brand of edible oil Tena oil.
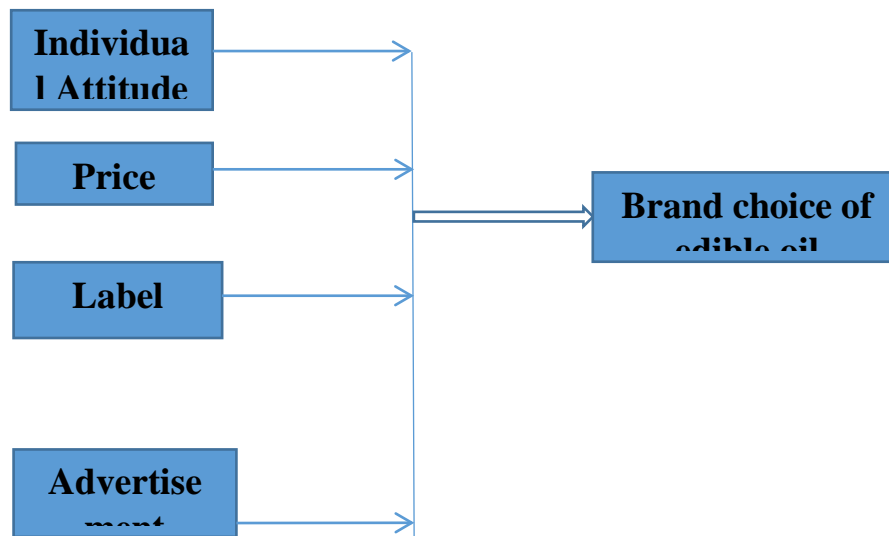
Figure 2. 1 Conceptual Framework

Source: Adapted from (Kinage, 2013) and modified by author 2021

CHAPTER-THREE

3. Research Methodology

This chapter deals with the research design, data type and source of data, data collection method, sampling method and sample size, methods of data analysis and validity & reliability.

3.1 Research Approach

Researchers apply two types of research approaches, namely qualitative and quantitative approach (Saunders et.al, 2007). Most researchers argue that, the best method to use for a study depends on the purpose of the research, research data and the accompanying research questions. In this regard, the purpose of this research to assess the factors affecting brand choice of edible oil in case of Tena oil; hence the study has employed quantitative approach and qualitative approaches Collected quantitative and qualitative data through self-developed questionnaire and interview. Questions and interviews are designed to be understood and interpreted the same way by all respondents; having this the researcher find out and analyzed the factors affecting brand choice of edible oil in case of Tena oil.

3.2 Research Design

In order to address factors that affect brand choice of edible oil in case of Tena oil, the research design to be used mainly explanatory or casual research design and descriptive . This study was carried out to ascertain the implication of each independent variable such as price, individual attitude, labels and advertisement in edible oil consumers in Addis Ababa.

3.3 Data Type and Source of Data

Saunders et al. (2007) define two types of data, namely primary and secondary data. According to them, a study might use either both or one of the types of data depending on the research type and data collected by the researcher. For the purpose of this research primary data were collected through standardized structured questionnaire and structured and semi-structured interview. Primary data were originated by a researcher for the specific purpose of addressing the problem at hand (Malhotra and Birks, 2006). Primary data of this research were both quantitative and

qualitative types. The study used quantitative data in order to make correlation analysis and tests of significance for the effect of factors affecting brand choice of edible oil in case of Tena oil using numerical data statistical analysis. Moreover, primary qualitative were collected using structured and semi-structured interview. The content of the interview questions were grounded in the type of information and the results of the quantitative parts. Questionnaires were designed to consumers of Tena oil of wered 14 of Addis Ababa and interview were designed to retailer of different commodity.

3.4 Data Collection Method and Tools

Both structured and semi-structured interview and personally administered questionnaire were disseminated to gather primary data that used to address relevant consumers. Closed-ended questionnaire and open-ended interview questions were distributed to respondents. Primary data were gathered through the use of highly structured self-administrative questionnaires. The reason why self-administered questionnaire were used to help as a prompt and relatively low cost strategy for obtaining information in the context that were likely to establish a good rapport with respondents and easier to answer for the respondents. In addition to this self-administrative questionnaire, interview questions were used.

Open ended interview questionnaires were used to interview retailers of edible oil. Structured questionnaires were designed in five level likert scales to assess the level of factors affecting brand choice of edible oil. And, structured questionnaires with grouped scale were designed to measure effect of factors on brand choice of consumers of Abado consumers.

3.5 Sampling Technique and Sample Size

3.5.1 POPULATION OF THE STUDY

The full set of cases from which a sample is taken is called the population (Saunders et.al, 2007). There were eleven sub cities and 118 werad, as a general population all over Addis Ababa.
The total target population for the study was 20,000 Yeka sub city of woreda 14.

3.4.2. SAMPLING TECHNIQUES AND SIZE

Sampling is related with the selection of a subset of individuals from within a population to estimate the characteristics of whole population. The two main advantages of sampling are the faster data collection and lower cost (Kish, 1965 and Robert, 2004). Each observation measures one or more properties of observable subjects distinguished as independent individuals. In business research, medical research, agriculture research, sampling is widely used for gathering information about a population. A sample is part of the universe of interest. Sampling is used to gain an understanding about some features or attributes of the whole population based on the characteristics of the sample. For this study, the researcher used simple random (Probability) sampling method to administer questionnaires. The primary benefit of this method was each unit included in the sample had certain pre assigned chance of inclusion in the sample. This sampling provides the better estimate of parameters in the studies in comparison to purposive sampling (Singh &Masuku, 2006). The every single individual in the sampling frame had known and equal chance of being selected into the sample. It was the ideal and recognized single stage random sampling.

Determining sample size varies for various types of research designs and there are several approaches in practice. A general rule, one can say that the sample must be of an optimum size i.e., it should neither be excessively large nor too small (Kothari, 2004).

The researcher has taken Zikmund and Babin (2010) sampling technique by determining the sample proportion success and not success based on the experience from previous survey research response rate. Saunders, Lewis and Thornhill (2012) state that the likely response rate shall be reasonable 50% or moderately high, while Patrick (2003) referring Babie (1979), the return or success rate 50% is 'adequate'; 60% response rate is 'good' and 70% rate or higher is 'very good'. Having this experience, for this research purpose confidence of successfully collected or returned rate was 81.25% and sample size was determined at 95% confidence level. Determine the size of the sample size for population (Kothari, 2004):

$$n = \frac{z^2 * p * q * N}{e^2(N-1) + z^2 * p * q}$$

Where:

- **z = z score level of confidence of the estimate (in the case of 95% = 1.96);**
- **e = marginal error, 5%**

- **P = proportion of the sample successfully collected (p=0.88)**
- **q = failure of sample (1-0.88= 0.12)**
- **N = population of the sample (20,000)**

$$n = \frac{1.96*1.96 * 0.88 * 0.12 * 20,000}{0.05*0.05 \,(20,000-1) + 1.96*1.96 * 0.88 * 0.12}$$

n = 160

Therefore, based on the above given information and sample size formula, the sample size for this study was 160.

3.6. Methods of Data Analysis

Statistical analysis was used mainly inferential statistics by using statistical package of social sciences (SPSS) version 21 software to analyze data. In addition to inferential statistics, descriptive statistics techniques also used to analyze. The data were analyzed using quantitative techniques, whereby the findings were presented in the form of frequency distribution, percentage tables, and graphs gathered by using questionnaire. Qualitative techniques were incorporated in the study to facilitate description and explanation of the study findings. By doing so, the researcher has tried to create a good understanding of the study findings. The study variables were price, label, individual attitude and advertisement that used to determine factors affecting brand choice of edible oil in case of Tena oil and the mathematical model formed was the following form:

Brand choice of edible oil (BCEO) = f [Price (PR), Label (LB), Individual Attitude (IA), Advertisement (AD)]. Symbolically this mathematical model expressed as:

BCEO = β0 + β1*PR + β2*LB + β3*IA + β4*AD.

Where: β0 is the constant term which is the intercept of Brand choice of edible oil (Y-intercept) and β1, β2, β3 and β4 are the regression coefficients of Price, Label , Individual Attitude and Advertisement respectively.

3.7 Ethical Considerations

The primary responsibility of the researcher was insuring its confidentiality and securing their privacy during treating the information given by respondents. The researcher also has kept anonymity of the respondents (i.e. protecting the identity of specific individuals from being known). The detail purpose of the research was explained to respondents before conducting the research. It was also more concerned not to violate the self-esteem and self-respect of the subject as well. Data and study results are confidential, secured, not disclosed to any one; it is solely used for academic purpose.

3.8 VALIDITY AND RELIABILITY

The study first tried to address related and extensive literature to have complete data on the research topics. This comprehensive approach helps to ensure face and content validity of the survey instrument. Extensive literature was reviewed to develop questions for the survey. A pilot test was also conducted on survey instrument (questionnaire) to check the questionnaire is complete, free from any biased and confusion word to selected few respondents. The instrument and research method also revised and commented by professional advisor before going to data collection.

This study used the most popular test of inter-item consistency reliability that is the Cronbach‚s coefficient alpha, to identify the validity of items used in the survey. Calculating Cronbach"s alpha ($\propto$) has become a common practice when a multiple-item measurement of a concept or construct are employed because it is easier to use in comparison to another estimate (Willson, 2003).

Cronbach's alpha measure falls between the range of 0 and 1, Sekaran (2000) the Cronbach's alpha value less than 0.6 is considered to be poor; if it is above 0.7 it is acceptable, and those over 0.8 are good.

The Cronbach"s alpha value of each dimension of independent variables (factors affecting Brand choice) and dependent variable (Brand choice) is listed in below table 3.1 indicate all Cronbanch"s alpha value is greater than 0.6, which means all items are reliable and data has internal consistency and able to accepted for further analysis.

Table 3. 1 Cronbach's Alpha Summary

S.No.	Dimension	Alpha Cronbach's Value	Items Cronbach's Alpha	Result
1	Lables	0.849	4	Accepted
2	Price	0.669	4	Accepted
3	Individual attitude	0.809	4	Accepted
4	Advertisement	0.894	4	Accepted
5	Brand choice	0.833	4	Accepted

Total of dependent and independent cronbach alpha

The Cronbach"s alpha coefficient is an indicator of internal consistency of the scale. A high value of the Cronbach"s alpha coefficient suggests that the items that make up the scale "hang together" and measure the same underlying construct. A value of Cronbach"s alpha above 0.70 can be used as a reasonable test of scale reliability (Gaur A. and Gaur S., 2009).and between 0.6 and 0.7 moderatly reasonable test of reliability.

CHAPTER FOUR

4. Data Presentation, Analysis and Discussion

The main objective of this study was to assess the factors that affect the brand choice of edible oil in case of Tena oil in Addis Ababa. In this regard, this chapter reveals the results and findings of the study as collected from the sample population. The data have been presented by tabulation and some figures. The chapter covers respondents" general information based on demographic information, and findings based on how the research questions/objectives affect factors that affect the brand choice of edible oil in case of Tena oil in Addis Ababa and the results are presented and interpreted.

4.1 Demographic Information of the Respondents

In this section, the researcher analyzed and discussed Demographic information of the respondents which are relevant to the study is summarized on the table here below and the frequencies and percentages are calculated and described. Accordingly, the variables (sex, age, the academic qualification achieved, Status, Occupational status and Monthly income in ETB about the respondents) were summarized and described in table 4.1 below. The first part of the questionnaire consists of the demographic information of the respondents. Out of the total 160 questionnaires distributed to the respondents 130 (81.25%) were filled out properly and returned.

Table 4. 1demographic Background Of Respondents

Variables	Responses	Frequency	Percentage	Cumulative Percent
Sex	Male	54	41.5	41.5
	Female	76	58.5	100.0
	Total	130	100.0	
Age	18-25	16	12.3	12.3
	26-35	50	38.5	50.8
	36-45	51	39.2	90.0
	46 and above	13	10.0	100.0
	Total	130	100.0	

Academic Qualification	Below high school	7	5.4	5.4
	High school	24	18.5	23.8
	Diploma	43	33.1	56.9
	First degree	49	37.7	94.6
	Second degree and above	7	5.4	100.0
	Total	130	100.0	
Status	Married	62	47.7	47.7
	Divorced	19	14.6	62.3
	Single	49	37.7	100.0
	Total	130	100.0	
Occupational status	Student	5	3.8	3.8
	Private Business	47	36.2	40.0
	Government employee	66	50.8	90.8
	NGO employee	12	9.2	100.0
	Total	130	100.0	
Monthly income in ETH birr	less than 1500	28	21.5	21.5
	1600-2500	44	33.8	55.4
	2600-5000	41	31.5	86.9
	more than 5100	17	13.1	100.0
	Total	130	100.0	

Source: Own survey 2021

As it is shown in table 4.1 above, in terms of sex, male 54(41.5%) and female 76(58.5%), majority of the respondents were female who response the questionnaire requested by the researcher. Regarding the age of the respondents, majority of the respondents are under age 36-45 which is 38(39.2%), and 26-35(38.5%) and the remaining 18-25(12.3%) and above age

46(10%). This implies that ages of the respondents were young enough which is on productive age.

Regarding academic qualification of the respondents about 49(37.7%) were 1stdegree, Diploma 43(33.1%) , High school 24 (18.5%) , Below high school 7(5.4%) and Second degree and above 7 (5.4%) .Majority of the respondents 'qualification was 1st degree and diploma. This implies that the respondents were highly qualified and knowledgeable in their use of Tena oil. In terms of status 62 (47.7%) married, 49 (37.7%) Single and divorced 19 (14.6%) of the respondents. In terms of Occupational status, Government employee 66 (50.8%), Private Business 47(36.2%), NGO employee 12(9.2%) and student 5 (3.8%) of respondents. In terms of Monthly income in ETH birr**,** less than 1500ETH birr 28(21.5%),1600-2500 ETH birr 44(33.8%) , 2600-5000 ETH birr 41(31.5%) and more than 5100 ETH birr 17(13.1%) of respondents.

This implies that majority of the respondents were highly experienced in use of different edible oil that helps them to differentiate brands from brands. These groups of respondents have direct relationship with the edible oil.

4.2 General brand choice issues

Graph 4. 1 what is the first brand that comes to your mind when you think of edible oil

	Omaar	sunflower	Tena oil	Palm oil
Frequency	52	39	28	11
percent	40	30	21.5	8.5
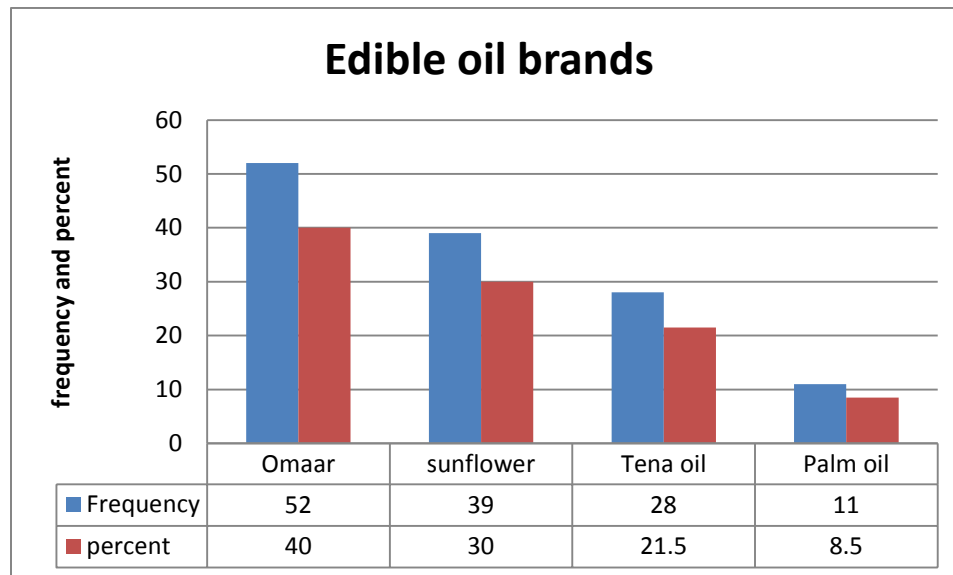
Source: Own survey 2020

Graph 4.1 above shows that majority of the respondents 50(40%) are omaar oil,39(30%) sunflower , 28(21.5%) Tena oil and 11(8.5%)Palm oil,. This implies that for most of the respondents' first brand that comes to their mind were Omaar, Sunflower and Tena oil.

Graph 4. 2 Which Brand Of Edible Oil Do You Usually Prefer To Use

	Omaar	Tena oil	Palm oil	sunflower
■ Frequency	32	22	34	42
■ Percent	24.6	16.9	26.2	32.3
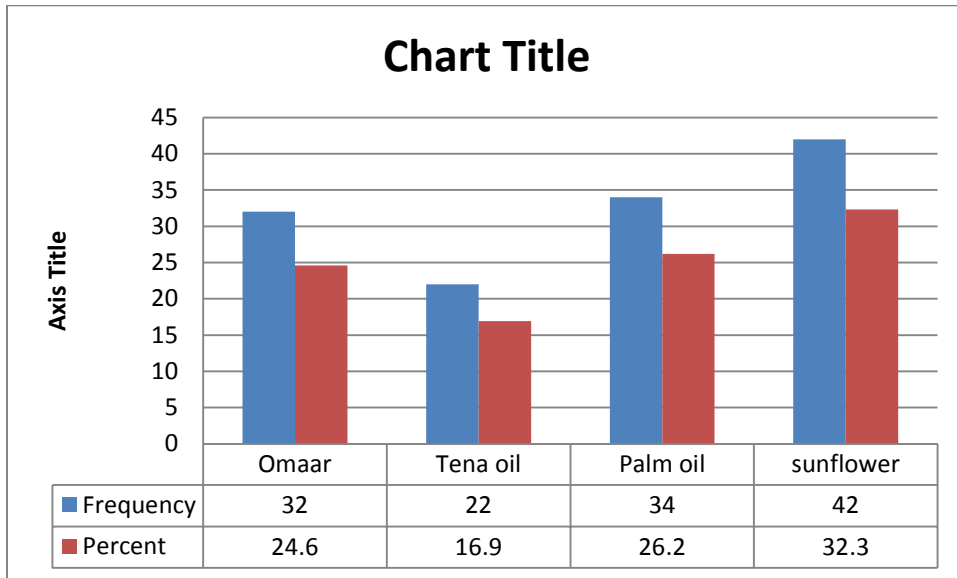
Source: Own survey 2021

Graph 4.2 above shows that majority of the respondents prefer 42(32.3%) sunflower oil,34(26.2%) palm oil , 32(24.6%) Omaar oil and 22(16.9%)Tena oil,. This implies that most of the respondents prefer brand to use was Sunflower, Palm oil and Omaar oil. The list one is Tena oil.

Graph 4. 3 How Do You Differentiate Tena Oil Brand From Other Brands

Differentiate Tena oil

	by comparing with other brands	by searching information	by looking people who use it	by family choice
■ Frequency	31	29	30	40
■ percent	23.8	22.3	23.1	30.8
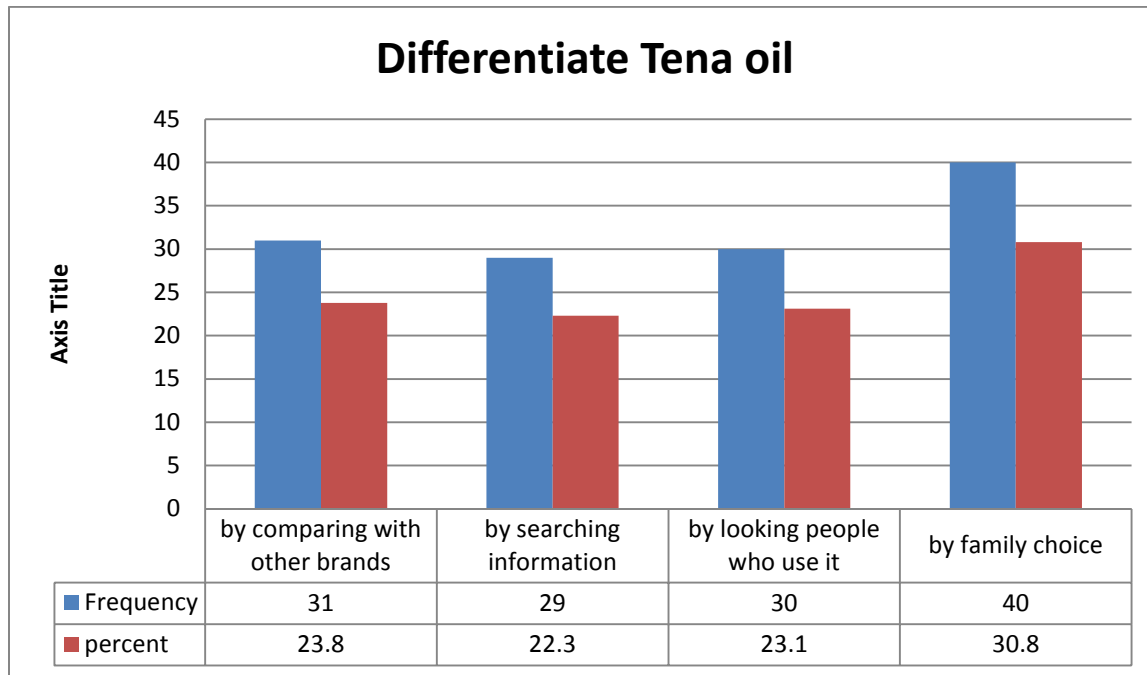
Graph 4.3 above shows that majority of the respondents differentiate brand to brand 40(30.8%) by family choice, 31(23.8%) by comparing with other brands, 30(23.1%) by looking people who use it, by searching information 29(22.3%), This implies that most of the respondents differentiate Tena oil brand from other brands by Family choice, comparing with other brands, by looking people who use it and by searching information .Most of the respondents brand choice of oil by family choice and comparing with other brands.

4.3 Analysis of Descriptive Statistics of variable

In this section, based on the information gathered from respondents on the issues of factors that affect the brand choice of edible oil in case of Tena oil in Addis Ababa, the researcher tried to discuss on the variables such as labels, price, individual attitude and advertisement.

The questionnaires were designed using Likert five point scale where almost all the statements were measured on a five point scale with 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; and 5 = Strongly Agree (Sharma, R. 2000 & Kumar, Y.S. 2007).

Table 4. 2 Descriptive Statistics Of Factors Affecting Brand Choice Of Edible Oil In Case Of Tena Oil

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Labels	130	4.00	1.00	5.00	2.4635	.09938	1.13315	1.284
Price	130	3.75	1.25	5.00	2.6731	.07779	.88695	.787
Individual attitude	130	3.75	1.25	5.00	2.7231	.08695	.99136	.983
Advertisement	130	3.75	1.00	4.75	2.2788	.09989	1.13891	1.297
Brand choice	130	3.75	1.25	5.00	2.8173	.09710	1.10705	1.226
Valid N (list wise)	130							

Source: Own survey, 2021

1. Labels

This implies from the respondents (N=130) the range of mean score of likert scale anchored by 5= strongly agree and 1=strongly disagree was 4, the maximum and minimum mean score were 5(strongly agree) and 1 (strongly disagree), respectively. The grand mean was 2.4635 at a standard error of 0.09938 and SD 1.13315 (Table 4.2 above). This shows that the Labels had affected the brand choice, the grand mean likert score 2.4635 is the third factor which affected the brand choice of Tena oil.

2. Price

From the respondents (N=130) the range of mean score of likert scale anchored by 5= strongly agree and 1=strongly disagree was 3.75, the maximum and minimum mean score were

5(strongly agree) and 1.25 (strongly disagree), respectively. The grand mean was 2.6731at a standard error of .07779and SD .88695 (Table 4.2 above). This shows that the price had affected the brand choice, the grand mean likert score 2.6731 is the second factor which affected brand choice of Tena oil.

3. **Individual attitude**

From the respondents (N=130) the range of mean score of likert scale anchored by 5= strongly agree and 1 =strongly disagree was 3.75, the maximum and minimum mean score were 5(strongly agree) and 1.25 (strongly disagree), respectively. The grand mean was 2.7231at a standard error of .08695 and SD .99136 (Table 4.2 above). This shows that the individual attitude had affected the brand choice, the grand mean likert score 2.7231 is the first factor which affected brand choice of Tena oil.

4. **Advertisement**

From the respondents (N=130) the range of mean score of likert scale anchored by 5= strongly agree and 1=strongly disagree was 3.75, the maximum and minimum mean score were 4.75(strongly agree) and 1 (strongly disagree), respectively. The grand mean was 2.2788 at a standard error of .09989and SD 1.13891 (Table 4.2 above). This shows that advertisement had affected the brand choice, the grand mean likert score 2.2788 is the fourth factor which affected brand choice of Tena oil.

5. **Brand choice**

From the respondents (N=130) the range of mean score of likert scale anchored by 5= strongly agree and 1 =strongly disagree was 3.75, the maximum and minimum mean score were 5.00(strongly agree) and 1.250(disagree), respectively. The grand mean was 2.8173at a standard error of.09710 and SD 1.10705 (Table 4.2 above).

4.4 Inferential Statistics Analysis

4.4.1 CORRELATION RELATION

The correlation of the variables is measured by Pearson correlation coefficient(r). The result of the Pearson correlation is presented in the following table and interpreted by the guide line

suggested by Field (2006); he mentioned that the Pearson correlation coefficient shows the relationship and direction between the predictor and outcome variable. Accordingly, if the relationship is measured in the range of 0.1 to 0.29 it is a weak relationship, 0.30 to 0.49 is moderate, above 0.50 shows strong relationship; while the positive and negative sign tell us the direction of their relationship.

Table 4. 3Pearson'S Correlation Coefficient Matrix

Correlations

		Labels	Price	Individual attitude	Advertisement	Brand choice
Labels	Pearson Correlation	1	.717[**]	.792[**]	.626[**]	.818[**]
	Sig. (2-tailed)		.000	.000	.000	.000
	N	130	130	130	130	130
Price	Pearson Correlation	.717[**]	1	.741[**]	.655[**]	.874[**]
	Sig. (2-tailed)	.000		.000	.000	.000
	N	130	130	130	130	130
Individual attitude	Pearson Correlation	.792[**]	.741[**]	1	.676[**]	.870[**]
	Sig. (2-tailed)	.000	.000		.000	.000
	N	130	130	130	130	130
Advertisement	Pearson Correlation	.626[**]	.655[**]	.676[**]	1	.748[**]
	Sig. (2-tailed)	.000	.000	.000		.000
	N	130	130	130	130	130
Brand choice	Pearson Correlation	.818[**]	.874[**]	.870[**]	.748[**]	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	130	130	130	130	130

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

Source: Own survey, 2021

Pearson correlation coefficient analysis revealed that there was a strong positive correlation between Brand choice and labels (r=0.818, p=0.000), Brand choice and price (r=0.874, p=0.000), Brand choice and Individual attitude (r=0.870, p=0.000), and finally Brand choice and Advertisement (r=0.748, p=0.000). Overall, the correlations between dependent variable (Brand choice) and independent variables were statistically significant at p < 0.01, two tailed and N=130 (table 4.4 above).

The above correlation table shows that the correlation relationship between predictor variables (i.e. labels, price, Individual attitude and advertisement) and dependent variables (brand choice).

Accordingly, Brand choice has a strong and positive correlation with all Brand choice factors at Pearson correlation (r) value of 0.818, 0.874, 0.870 and 0.748 respectively as Labels, price, Individual attitude and Advertisement with the significant value of P<0.01.

4.4.2 ASSUMPTION TEST

4.4.2.1 Test of normality of the Data

Among the others, one of the assumptions was normality of the data should be tested before running the analysis of the data using skwness and Kurtosis. According to Fieled (2005), normally distributed data assumed that the data are from one or more normally distributed populations. The rationale behind hypotheses testing relies on having normally distributed populations and so if these assumptions are not met then the logic behind hypothesis testing is flawed.

Therefore, value of S (Skewness) and K (Kurtosis) and their respective standard errors were computed. An absolute value greater than 1.96 Z-score for Skewness and less than 3.29 for Kurtosis is expected to be significant at p< 0.05. Large sample will give rise to small standard errors and so when sample sizes are big, significant values arise from even small deviations from normality for both skewness and Kurtosis (Fieled, 2005).

Table 4. 4 Skewness And Kurtosis Descriptive Statics

Descriptive Statistics

	N	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Labels	130	1.13315	.183	.212	-1.263	.422
Price	130	.88695	.436	.212	-.860	.422
Individual attitude	130	.99136	.287	.212	-1.223	.422
Advertisement	130	1.13891	.464	.212	-1.070	.422
Brand choice	130	1.10705	.164	.212	-1.245	.422
Valid N (list wise)	130					

Survey result, 2021

As we can see from table 4.4 above the absolute value of the Z-scores of all variables in this study were greater than1.96 in skwness and the absolute value of kurtosis was same- how deviated from the standard of the Z –scores which means brand choice and overall brand choice of the variables scored less than 3.29 Z –sore value. Hence data was normally distributed I Skwness Z-score however in Kurtosis have some deviations.

4.4.2.2 Multicollinearity Assumption

Multicollinearity exists when there is a strong correlation between two or more predictors in a regression model (Saunders et.al.2007). There should be no perfect linear relationship between two or more of the predictors. So the predictor variables should not correlate too highly (Ho, 2006). If there is perfect collinearity between predictors, it becomes impossible to obtain unique estimates of the regression coefficients because there are an infinite number of combinations of

coefficients that would work equally well. Perfect collinearity is rare in real-life data, but less than perfect collinearity is virtually unavoidable (Field, 2006).

If there is a high degree of correlation between independent variables, we have a problem of what is commonly described as the problem of multicollinearity (Kothari, 2004; Field, 2006). This research data multi-collinearity assumption is checked by the Person Correlation Coefficient and Collinearity Statistics.

4.4.2.2.1 Assumption Test using Pearson Correlation Coefficient

The first assumption is checking the value of Pearson correlation coefficient among predictor's variables. If Pearson correlation coefficient (r) value among predictors is below0.9, there is no substantial correlation between predictor variables so there is no multicollinearity problem (Field,2006). As shown in table 4.3 above, all the Pearson correlation coefficient values (r) between predictors are below 0.90. Therefore, it has satisfied multicollinearity assumption and doesn't have collinearity problem so that it is able to obtain unique estimates of the regression coefficient.

4.4.2.2.2 Assumption Test using Collinearity Statistics

The other way of checking the multicollinearity assumption is that by looking SPSS analysis output correlation table of collinearity statistics value of Tolerance and Variance Inflation Factor (VIF) (Field, 2006). The Tolerance column value below 0.02 and VIF value above 10 pose a multicollinearity problem. Having this, the Tolerance and VIF value is shown in the regression coefficients table 4.7 below and the analysis indicates that there is the minimum tolerance value of 0.289 which is above 0.02 and the maximum VIF value is 3.461 , which is below 10. Hence there is no multicolllinarity problem.

4.4.2.3 Auto-correlation Assumption /Durbin–Watson test/

It is the assumption of independent error tenable or reasonable test. Durbin-Watson used to test for serial correlation between errors. The test statistic can vary between 0 and 4, with a value of 2 meaning the residuals are uncorrelated (Field, 2006). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. Similarly, Ott and Longnecker (2001) defines when there is no serial correlation, the expected value of the Durbin–Watson test statistic d is approximately 2.0; positive serial correlation makes

d < 2.0 and negative serial correlation makes d > 2.0. Although, values of d less than approximately 1.5 (or greater than approximately 2.5) lead one to suspect positive (or negative) serial correlation. If serial correlation is suspected, then the proposed multiple regression models are inappropriate and some alternative must be sought. Referring this and the model summary table 4.6, the Durbin-Watson value of this research is1.656. Therefore, the auto-correlation assumption has almost certainly met, since it falls between 1.5 and 2.5. Furthermore, the correlation relation between the variables also is positive correlation since Durbin-Watson value is below 2.0 (Ott and Longnecker, 2001).

4.4.3 REGRESSION RESULTS

4.4.3.1 Analysis of Variance /ANOVA/ Test

Regarding ANOVA test Saunders et al., (2012) discussed that a very low significance value (usually less than 0.05) means that your coefficient is unlikely to have occurred by chance alone. Therefore, the ANOVA table and test results are presented and discussed below.

Table 4. 5 Anovaa Table

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.682	4	35.420	269.693	.000[b]
	Residual	16.417	125	.131		
	Total	158.099	129			

 a. Dependent Variable: Brand choice

 b. Predictors: (Constant), Advertisement, Lables, Price, Individual attitude

The ANOVA test result of brand choice is indicated on above table 4.5, it is noticed that F value 269.693 is significant at P<0.001 levels. Therefore, from the result, it can be concluded that with 89.6% of the variance (R square) in Brand choice is significant and the model appropriately measure the dependent variables. Furthermore, the significant value P is very low or less than 0.01 means that the coefficient value is unlikely to have occurred by chance alone.

4.4.3.2 INTERPRETATION OF MODEL SUMMARY

Model summary table 4.6 describes the overall model whether the model is successful in predicting dependent variables. It gives a value of R square, which measures how much of the variability in the outcome is accounted for the predictors. Under this section, the researcher explains coefficient of determination, model generalization, model change statistics and auto correlation assumption of each dependent variables and predictor variables.

Table 4. 6 Model Summary Tables

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.947^a	.896	.893	.36240	.896	269.693	4	125	.000	1.656

a. Predictors: (Constant), Advertisement, Labels, Price, Individual attitude

b. Dependent Variable: Brand choice

R square tells us how much of the variance in dependent variable is accounted for by the regression model from our sample, the adjusted value tells us how much variance in dependent variable would be accounted for if the model had been derived from the population from which the sample was taken (Field, 2006). Coefficients (R) and R Square of the research are discussed below.

In the table 4.6 above, the multiple correlation coefficients R of 0.947 indicates that the correlation among the independent and dependent variables is a strong positive correlation; as a result working on those selected factors have positive effect on the Brand choice. The coefficient of determination, R square is interpreted as 89.6% of the variation in the dependent variable (Brand choice) is explained by the independent variables (i.e. Labels, Price, Individual attitude and Advertisement) and the remaining percent (10.4 %) will be explained by other dimensions.

4.4.3.3 Model Generalization

Generalization is a critical additional step and if we find that our model is not generalizable, and then we must restrict any conclusions based on the model to the sample used (Field, 2006).The adjusted R square gives some idea of how well the model generalizes and ideally it would like its value to be the same or close to, the value of R square. In addition, the adjusted value tells us how much variance in a dependent variable would be accounted for if the model had been derived from the population from which the sample was taken.

The model generalization value is calculated by the difference between R square and adjusted R square (Field, 2006). As a result model generalization summary of Brand choice is calculated as the difference between adjusted R square and R square. Referring table 4.6 above, value of adjusted R square and R square is 0. 893 and 0.896 respectively. Hence the difference between R square and adjusted R square gives the shrinkage value 0.896 - 0.893 = 0.03, about 3%. This shrinkage means that if the model was derived from the population rather than a sample, it would account for approximately3% less variance in the outcome. Therefore, we can conclude that if this model is applied on the total population, only 3%of variance occurs on the result.

4.4.3.4 Regression coefficient

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent variable(s) (Kothari, 2004). Multiple regression models often are used to develop some proposed theoretical model(William and Barry, 2010). Multiple regression analysis is used to know how much the independent variable(s) explain or influences the dependent variable performance. In this study, multiple regression analysis is conducted to test the effect of independent variables or factors affecting brand choice (i.e. Labels, Price, Individual attitude and Advertisement) on the dependent variable or Brand choice.

A multiple linear regression was calculated to predict effect of factors on brand choice based on predictor variables; labels, price, individual attitude and advertisement. A significant regression equation was found ($F_{(4, 125)}$ =269.693, $p < 0.001$), with an R^2 of 0.896 and adjusted R^2 of

0.893. This indicates that the regression model was accounted for 89.6% of the variations of brand choice (Table 4.6 above).

Table 4. 3 Regression Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.294	.106		-2.783	.006		
	Labels	.165	.049	.169	3.369	.001	.331	3.021
	Price	.511	.059	.410	8.716	.000	.376	2.658
	Individual attitude	.369	.060	.330	6.160	.000	.289	3.461
	Advertisement	.147	.040	.151	3.643	.000	.484	2.064

a. Dependent Variable: Brand choice

Respondents 'predicted brand choice (Table 4.7 above) is equal to -0.294+ 0.165**Labels + 0.511*Price + 0.369*Individual attitude + 0.147*Advertisement, where predictor/explanatory and dependent variables were coded or measured 5=strongly agree to 1=strongly disagree and mean of likert items score were taken.

The Brand choice measurement increased by 0.165 for each Labels likert items mean score, 0.511 for each price likert items mean score, 0.369 for each individual attitude likert items mean score, 0.147 for each advertisement likert items mean score.

By examining the regression coefficient (ß) for each of the predictor variables, the result found that Labels (ß = 0.165, p <0.001), price (ß = 0.511, p <0.000), individual attitude (ß = 0.369, p < 0.000) and advertisement (ß = 0.147, p < 0.000) show significant effect on brand choice.

According to Ho (2006), multiple regression equation:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots\ldots + \beta_n X_n$

Where: Y = dependent variable

β_0 = constant

β_n = Unstandardized regression coefficient

X_n = Value of the predictor coefficient

The researcher has discovered the degree that affect Brand choice by those identified brand choice factors. The researcher developed below regression model:

Brand choice $= \beta_0 + \beta_1$*Labels $+ \beta_2$*price $+ \beta_3$*individual attitude $+ \beta_4$*Advertisement

Where:

β_0 = Constant

β_n = Unstandardized regression coefficient

Brand choice = -0.294+ 0.165*Labels + 0.511*price + 0.369*individual attitude + 0.147*Advertisement. This shows the predicted change or any improvement in the brand choice for every unit increase in the predictor/explanatory variables, while other variables being held constant.

Standardized regression coefficient (Beta) is the estimated coefficient indicating the strength of the relationship between an independent variable and dependent variable expressed on a standardized scale where higher absolute values indicate stronger relationships (range is from-1 to 1) (William and Barry, 2010). Beta (standardized regression coefficients) is a measure of how strongly each predictor variables such as Labels, Price, Individual attitude and Advertisement influences the dependent variable i.e. Brand choice. It is used to comparing the effects of predictor variables on dependent variables (Lin Lin, 2007). The beta is measured in units of standard deviation. A change in one standard deviation (SD) in the Labels, Price, and individual attitude and Advertisement variables results in a change of 0.169, 0.410, 0.330 and 0.151 in brand choice respectively. The higher the beta value the greater the impact of the predictor variable on the criterion variable. (Table 4.7 above)

This indicates that price is the most influential predictor variable for brand choice followed by individual attitude. Labels and advertisement are at the third and fourth position respectively in terms of its strength in influencing Brand choice of Tena oil.

4.5 Summary of Qualitative Responses

The researcher has developed interview questions for the retailers of commodity and posed these questions to the selected retailers of commodity who have extensive knowledge in the edible oil market area based on the methodology suggested in this study. The qualitative responses are summarized in the paragraphs below.

About labels

According to the respondents, labels of the Tena oil is a standard now days' consumers want to use liquid oil than palm oil because of health issue .and also people wants to choice Tena oil they have very good quality of oil in Ethiopia.but this doesnt mean that label give good information well and helps to brand choice.people doesn't use see labels to get information, retailers told us that there are few people who saw expire date but know one look label to get information about the product.

About price

According to the respondents, price is main thing in Tena oil market because the company sale to the wholesales then those whole wholesalers put it until the price increases this makes the oil costly as imported one too, this makes consumers to choice imported brand.

About individual attitude

According to the respondents, individual attitude of consumers in Abado condominium Tena oil is not bad but there is a big high positive attitude towards imported edible oil brands.

About Advertisement

According to the respondents, there is recognizable advertisement but the repetition is small and it is not influential to customers, consumers more influenced by family and people's choice

around them this indicate that Tena oil company have to do on consumers to consumers advertisement that one more grants the advertisement

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter the findings are summarized, conclusion drawn and recommendations made based on the data observed from the questionnaires and interview.

5.1 Summary of Findings

The primary objective of this study was to determine the factors that affect brand choice of edible oil in Addis Ababa in case of Tena oil. Nowadays the Ethiopian edible oil market is getting in to stiff computation through providing different brand of edible oil within almost similar quality. Hence, this study tries to identify which determinant has the highest influence on the Tena oil brand choice. In addition, this study also tries to answer the five research questions it started with in the introduction.

- ❖ Among the variables affecting the brand choice of edible oil in case of Tena oil in Addis Ababa, Abdo wereda 14 are labels, price, individual attitude and Advertisement is the major one. The study used both descriptive and inferential statistical analysis.

- ❖ In order to determine the factors that influence the brand choice of Tena oil in a city the researcher test four independent variables like Labels, price, Individual attitude and Advertisement. By distributing 160 questioners to selected respondent through random sampled respondents. From the total distributed questioner 130(81.3%) of them completed correctly and return within a time. Based on the conceptual frame work and objectives of the study 20 questions were provided in a 5 point Likert scale to the respondents. The gathered data has analyzed by means of descriptive and inferential statistics using SPSS version 21 software.

- ❖ From the descriptive analysis of the study regarding the age of respondents38.5% are under age 26-35 and 39.2% are under age 36-45which is young enough on productive age. Regarding academic qualification of the respondents33.1% and 37.7% are diploma and degree which is highly qualified and knowledgeable in their use of edible oil. Regarding status 47.7% of the respondents are married that consumers of edible oil which help to know different brand choice of family and best brand.

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❖ Regard to first brand comes to their mind omaar 40 % and sunflower 39% of the edible oil types. Regarding to the consumption of edible oil now day's sunflower oil 32.3% and palm oil 26.2 % this implies that almost half respondents use sunflower and palm oil.

❖ Regard to independent variables from the respondents (N=130), the grand mean of this independent variables indicate that price and individual attitude had affected the brand choice of Tena oil .Price and individual attitude were among the main constraints to the brand choice of Tena oil..

❖ From the inferential analysis, the study showed that the relationship between the brand choice factors (independent variables) and brand choice (dependent variable) the correlation relation shows that they have a strong and positive correlation at Pearson correlation(r) value of 0.84, 0.936, 0.878 and 0.754 respectively of as Labels, price, individual attitude and advertisement with significant value of $P < 0.000$.

❖ The findings established that the price of Tena oils was a significant factor in its consumption with a relatively small variation of data. This was followed by the individual attitude of the consumers and the labels. The least driver for the brand choice of Tena oil was on the advertisement of the Tena oil. The study used both descriptive and inferential statistical analysis.

❖ The study revealed that majority of the respondents claimed that lowering the price may encourage people to buy edible oil as compared to when it is increased with a relatively small variation of data. Lowering the price may encourage people to buy edible oil as compared to when it is increased. In addition, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004). Hence, price is used to eliminate or confirm brand choices.

❖ The findings established that the individual attitude influence brand choice of Tena oil. Respondents agree that people around them and family choice or attitude towards Tena oil is weak as other imported brands .

❖ The findings established that the labels rarely helped them to make informed decision on the type of edible oil that they were about to brand choice with a relatively large variation of data. The findings agree to Bell and Rolls (2001) argument that labeling does not

supply sufficient information to a buyer. For this case, the labels provided the product necessarily needed or desired by a consumer in making a brand choice.

❖ Advertisement rarely helping as we expect for brand choice, respondents on this research get information from family, people around them and by comparing brand to brand which they get in retailers shop. This doesn't mean that there is no people or respondent influenced by advertisement, what we are saying is it doesn't answer expect.

❖ Summary of qualitative responses tell us that price and individual attitude have influential on brand choice of Tena oil. These two variables are the main issue in brand choice.

In the inferential statistics part the following results were achieved.

➢ The findings indicate that price was the first most significant variable than other by resulting beta value of ($ß = 0.511$, $p < 0.000$), and significantly related with dependent with value of $p < 0.000$ and the second one individual attitude ($ß = 0.369$, $p < 0.000$) and third and fourth one is Labels ($ß = 0.165$, $p < 0.001$) and advertisement ($ß = 0.147$, $p < 0.000$)

➢ The results indicates that although all four variables(Labels, price, individual attitude, advertisement) had a positive and significant influence on the brand choice of tena oil brands

5.2 Conclusion

The primary purpose of this study was to investigate the factors affecting brand choice of edible oil in Addis Ababa. More specifically, in this study the brand choice of consumers, most popular brand in Abado condominium and the most significant determinant would also identified in the study.

The brand choice is affected by many factors such as labels, price, individual attitude and advertisement. Among these price is the most influential predictor variable.

One of the objectives of this study was to find out which factor affects more around Abado condominium. The data we collected show us the most affecting factor price and individual attitude around Abado condominium.

The results of regression analysis indicated that there is a positive effect of price and individual attitude from this finding; I can conclude that these two variables are influential factors for dependent variable that is brand choice.

The other main issue we read from the results of inferential statistics is that two variables like labels and advertisement has less influential effects on dependent variable that is brand choice in Tena oil market so, we can conclude that these factors are less influences on Tena oil consumers in Abado condominium, Addis Ababa.

5.3 Recommendations

Based on the findings of the study and conclusions made, the following possible recommendations are drawn:

- ❖ From different prior researches we know that consumers are unable to identify their brand choice of Tena oil in blind. Perception of buyers therefore comes from the extrinsic marketing communication and suppliers should use different positioning strategies that put their brand unique in the eyes of the consumer or creates the point of difference.
- ❖ Tena Oil Company have to have repetition of advertisement on TV, on retailers shop, social media is much productive for the brand choice of Tena oil.
- ❖ Labels of Tena oil should have full information, production date, expire date ,ingridents ,cholesterol free like this labels should have and make difference to other brands.
- ❖ Because of our country economy become above people's budget so reducing the cost of Tena oil with good quality to become dominant in market.
- ❖ Individual attitude of respondents dominated by imported brands ,so Tena oil company have to do on individual attitude of consumers.
- ❖ As the finding of the research there are four influential factors having influences on brand choice of Tena oil. So the companies and suppliers of Tenal oil must identify need of their customer related with the influential factors like price, individual attitude, labels and advertisement of the brand through different method.

5.4 Recommendations for Future Research

The present study was conducted to investigate the underlying factors affecting of edible oil brand choice in case of Tena oil in Abado condominium, Addis Ababa, Ethiopia. Therefore, there is scope for other researchers to study consumers brand choice in other product categories and in the context of other cities in the country where consumers may have different characteristics. Similarly, future researcher may use more time, resource and sample size in order to make all-round assessment in this area. Besides that, this study used the four variables that are labels, price, individual attitude and advertisement which explain or influence 89.6% of the variance in consumers brand choice. Therefore, future researcher may investigate other variables which have a potential to influence the variance in Tena oil brand choice.

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APPENDICES

Appendix I

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St. MARRY UNIVERSITY

SCHOOL OF BUSINESS

Department of Marketing Management

Post Graduate Program

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Questionnaire to be filled by consumers of Tena oil in Addis Ababa who live in Yeka Abado condominium

This questionnaire is prepared to conduct a study in the partial fulfillment of a Master's Degree in Marketing Management (MM) program entitled with **"FACTORS AFFECTING BRAND CHOICE OF EDIBLE OIL; a case study on Tena oil in Addis Ababa."** Hence you are kindly requested to give the necessary information for the research questions.

Aim of the questionnaire; this questionnaire is developed to assess the views of consumers of Tena oil in Addis Ababa who live in Yeka Abado condominium to assess some of the factors affecting brand choice of edible oil; a case study on Tena oil in Addis Ababa.

Dear Respondent; There is no need to write your name and address. The research is purely for academic purpose; thus any response given will be kept confidential. The accuracy, honesty, and timely of your response will have a great impact on the outcome of the research.

If you have any question, please don't hesitate to ask me; Nardos Mesfin, cell phone; 0940136006, e-mail; nardosmesfin297@gmail.com

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Thanks in advance for your cooperation

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General guidelines

Please read each question carefully and put (√) under each value and you can write your opinion on the remark section.

Section1. Personal profile

1. Sex :- 1 . Male ☐   2. Female   ☐

2. Age: 1.18-25 ☐   2. 26-35 ☐   3.36-45 ☐   4. 46 and above ☐

3. Academic Qualification

   1. below high school ☐   2. High school ☐

   3. Diploma   ☐   4. First Degree   ☐

   5. Second Degree and above   ☐

4. Status: - 1.Married ☐   2.Divorced ☐   3.Single ☐

5. Occupational status

  1. Student   ☐   2. Private Business ☐   3.Government employee ☐   4.NGO employee ☐

6. Monthly income in ETH birr: -

  1. Less than 1500 ☐   2. 1600-2500 ☐   3.2600-5000 ☐   4.More than 5100 ☐

Section 2:Question about general information brand choice of edible oil

1. What is the first brand that comes to your mind when you think of edible oil? 1.Omaar ☐ 2.sunflower ☐ 3.Tena oil ☐ 4.Palm oil ☐

2. Which brand of edible oil do you usually prefer to use? 1. Omaar ☐ 2.Tena oil ☐   3.Palm oil ☐ 4.sunflower ☐

3. How do you differentiate Tena oil brand from other brands?

      ☐   46

1. by comparing with other brands

☐ 2. by searching information

☐ 3. by looking people who use it

☐ 4. by family choice

Section 3: Determinants of brand choice of Tena oil

1. To what extent do you agree labels of edible oil affects brand choice of Tena oil?

Strongly disagree=1, disagree=2, neither agree nor disagree=3, Agree=4, Strongly Agree=5

Please put "√" sign for each of the following statements as appropriate

	Labels	1	2	3	4	5
1	Labels of edible oil helps me to make informed brand choice of Tena oil that I am to use					
2	Labels differentiate edible oils from brand to brand.					
3	Labels give information on the product's performance, use, storages, production date and expire date of Tena oil brand					
4	I am likely to use the brand of Tena oil if It has consistent quality.					

2. To what extent price affects the brand choice of Tena oil?

Strongly disagree=1, disagree=2, neither agree nor disagree=3, Agree=4, Strongly Agree=5

Please put "√" sign for each of the following statements as appropriate

	Price	1	2	3	4	5
1	The price of Tena oils is a major consideration in my preference.					
2	I am likely to prefer the brand of Tena oil if It is reasonably priced.					
3	I am willing to pay a higher price for my preferred brand.					

| 4 | My monthly income affects my Tena oil brand choice while choosing. | | | | | |

3. To what magnitude do you think individual Attitude affects brand choice of Tena oil?

Strongly disagree=1, disagree=2, neither agree nor disagree=3, Agree=4, Strongly Agree=5

Please put "√" sign for each of the following statements as appropriate

	Individual attitude	**1**	**2**	**3**	**4**	**5**
1	I prefer brand of Tena oils that match my tastes rather than just the price					
2	I choice what is preferred brand by people around me					
3	I prefer made in Ethiopia brands than imported					
4	Nutritional information of brand of Tena oils strongly influence my brand choice					

4. To what extent advertisement affect the brand choice of Tena oil?

Strongly disagree=1, disagree=2, neither agree nor disagree=3, Agree=4, Strongly Agree=5

Please put "√" sign for each of the following statements as appropriate

	Advertisement	1	2	3	4	5
1	I want to choice the brand of Tena oil if the advertisement is attractive, repeatedly advertised, recallable and recognizable.					
2	I want to choice that brand of Tena oil if the advertisement is influential to me and attention getting.					
3	I want to prefer that brand of Tena oil if the advertisement creates a good image in my mind.					
4	I want to prefer that brand of Tena oil if the advertisement message is easy to understand.					

Section 4.Brand Choice

1. What are the factors that affect the brand choice of edible oil in case of Tena oil in Addis Ababa?

Strongly disagree=1, disagree=2, neither agree nor disagree=3, Agree=4, Strongly Agree=5

Please put "√" sign for each of the following statements as appropriate

	Brand choice	1	2	3	4	5
1	Price of Tena oil is reasonably priced					
2	Label of Tena oil indicate full information and differenation of Tena oil from other brands					
3	Individual Attitude to choice made in Ethiopia brand oil (like Tena oil) is weak.					
4	Advertisement of Tena oil brand is recallable and recognized.					

-------------------Thanks a lot for your precious time in advance---------------------

Appendix II

Question for selected retailers around Yeka Abado condominium Addis Ababa

1Which factor affect more for your brand choice of Tena oil to supply to your shop?

2. Does your customers consider label as a standard to the brand choice of Tena oil to choice from other brands?

3. How much your customers affected by price to choice Tena oil brand?

4. How much advertisement influences you customers brand choice of Tena oil do you think?

5. What is your customer's attitude towards Ethiopian made Tena oil brand, either positive or negative?

6. Which factor more affects brand choice of your customers to choice Tena oil?

-------------------Thanks a lot for your precious time in advance----------------------