



**SAINT MARY UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**Antecedents for Brand Preference on the Consumption of  
Electrical Material (The case of Excel Commerce Company)**

**Thesis Submitted in Partial Fulfillment of the Requirements  
for the Award of Master's Degree in Business  
Administration**

**By: Abay Tadesse**

**Addis Ababa, Ethiopia**

**July 2022**

## **Letter of Certification**

This is to certify that Abay Tadesse has carried out his thesis on the topic entitled: Analysis of the Antecedents of brand preference for Electrical Material in case of Excel Commerce Company in Addis Ababa. This work is original in nature and suitable for the award of Masters of Business Administration (MBA)

Dr.Mesfin Tesfaye

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July 2022

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**ANTECEDENTS FOR BRAND PREFERENCE ON THE CONSUMPTION  
OF ELECTRICAL MATERIAL**

**(THE CASE OF EXCEL COMMERCE COMPANY)**

**BY: Abay Tadesse**

**Approved by Board of Examiners**

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## **Declaration**

I, Abay Tadesse, hereby declare that this masters' thesis entitled “ Antecedents for brand preference on the consumption of electrical material (The case of excel commerce company) in Addis Ababa” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Abay Tadesse

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July 2022

## **Acknowledgement**

*First, I would like to thank God. I also would like to express my special thanks of gratitude to my advisor, Dr. Mesfin Abebe for his unreserved attention and support. Finally, I would like to extend appreciation to my family and friends Amanuel Seboka and Ermias Arega as well as the respondents for their kind co-operation and encouragement, which helped me for the completion of this research.*

## **Abstract**

*All Electrical material consumers have their own antecedent for brand preference. The objective of this study was to analyze the underlying Antecedent for electronics material in the Excel Company in Addis Ababa. The independent variables included in this study are price, product quality, advertisement, and brand name awareness; while Antecedent for brand preference is the dependent variable. A number of Excel commerce customers in Addis Ababa asked using questionnaire based on Likert type scale to collect information from the respondents in the city of Addis Ababa. The data analyzed using descriptive statistics, ANOVA, two tailed t- test and multiple regression. The findings of the study showed that among the independent variables only product quality and advertisement are significant in determining antecedent for brand preference of electrical material in excel company. Particularly Samsung, LG and Sony electronics brand found to be the most preferred brand among all electronics brands available in excel commerce. Antecedent for brand preference is important in the sector therefore the company should design their brand strategy by mainly focusing on product quality and advertisement.*

**Key Words:** *Antecedent for Brand preference, Brand Advertisement, Product Quality, Product Price, Brand Awareness*

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## **List of abbreviations and acronyms**

SOV: Share of Voice

SOM: Share of Market

SPSS: Statistical Packages for Social Science

ANOVA: Analyses of Variance

$\beta$ : Coefficient of an Equation

# CHAPTER ONE

## INTRODUCTION

### 1.1 Back ground of the Study

The world in which we live is far more complex today than it was just a few years ago because of a feverish and fascinating process of perpetual change. New technologies bursting onto the scene, social networks undergoing, extraordinary growth and expansion, huge amounts of information becoming available to consumers. The globalization of the economy and the accelerated development of the so-called emerging countries are some of the main phenomena that are changing the face of the competitive environment in which brands operate (Asker, 1996, 2010; Keller, 2003; Keller and Lehmann, 2006; Veloutsu, 2009), which in turn is posing stiff challenges for managers.

Branding began sometime around 1500 BC, when the ancient Greeks marked their cattle, a practice that still exists in the livestock industry. However, branding initiatives relevant to an institutional enterprise began in 1931, when Procter & Gamble started placing labels on its products to help consumers differentiate one product from another. Shortly after the Second World War, Ford and

General Motors engaged in heated advertising battles, which continue today, as a means of educating their audiences about the distinctive qualities of their respective products (Whisman: 2009).

Branding creates mental structures that help 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. Brand as a product can be expressed in terms of functional, descriptive, and emotional component parts that provide competitive advantage on the endowed goods and services (Kotler & Keller: 2009). The resource-based view within the strategy literature has argued that sustainable competitive advantage created primarily from intangible capabilities, including brands and reputations (Omar et al., 2009). Today's market place is fundamentally different from market places that existed earlier because of major societal forces that have resulted in many new consumer and company capabilities.

These forces have created new opportunities and challenges and changed marketing management significantly, as companies seek new ways to achieve marketing superiority (Kotler & Keller, 2012). Thus to win in this current market situation, companies must become clever not just in managing products but also building high degree of brand preference than competitors to create extending loyal customer lifetime value. According to Kotler and Keller (2012), a brand is a product or service whose dimension differentiates it in some way from other products or services designed to satisfy the same needs. These differences contain functional, rational, or tangible. They may also be more symbolic, emotional or intangible related to what the brand represents or means in a more abstract sense.

Regarding brand preference, the most recent definition was by Singh et al. (2008) where they described brand preference as the ordering of the brand or its hierarchical prioritization in the mind of the consumers based on their understanding of what the brand stands for and whether he supports it or not. Positive feelings towards a brand are found when positive preference is noticed and vice versa (Singh et al., 2008), and capitalizing on these positive feelings might lead to customer loyalty. Brand preference is a driver for higher sales and revenues. It can later yield a loyal consumer or customer (Bailey and Ball, 2006). Customers will always have more options to choose from due to the increase in competition, and hence their preference can change over time (Marthur et al., 2003). Branding is significant for the Electrical material mostly because of customer desires for a predictable product experience (Dev, 2009).

Overall, the tangible nature of product makes branding an important phenomenon in electrical material marketing. Brands form a set of expectations in the minds of consumers. Some brands are associated with high touch and high quality whereas some brands form reasonable prices, low levels of service expectations.

### **1.1.1 Organization Background**

Excel Commerce Company is the leading importer and distributor of electrical and electronic goods in Ethiopia. Founded in Nazareth Ethiopia. Where a semi-independent subsidiary branch still maintained, however the firm's headquarter is now in Addis Ababa, the national capital as well as its main commercial center.

The company has been in existence since 1988 but assumed its present form in 2004, after restructuring several times. What started in small partnership with very few employees and little gross revenue has expanded to a company with a staff of 240 times the initial total. Working capital now amounts to over 2000% of the starting outlay and annual turnover ratio exceeds 30. This represents growth of 333% over the past 20 years.

The business began through very small-scale distribution of electrical items and local music productions, importation of consumer electronics into a giant company. It becomes possible to move into this sector. Excel Commerce Company was one of the first movers and soon became a dominant player. This product category now provides the bulk of the company's revenue.

## **1.2 Statement of the Problem**

Brand preference has been an arguable concept in its conceptualization, measurement, and management for various authors whether it should be financial based or strategic based in positioning the level of brand market performance (Keller: 2003). Whether a company is selling products or services, a strong brand is the most important and sustainable asset that the company could have. A company's brand strategy should always be the guiding principle behind every decision and every action (Pfoertsch, 2007).

Brand preference in a given product category demands the application of proper marketing tools and techniques that go in line with the product nature. The underlying situation of product application (Product breadth & depth), consumer characteristics and the provision of the necessary logistics support, customer service, and promotional efforts. To maximize brand knowledge overtime which creates a differential effect to the marketing stimuli that result in strong, favorable, and unique associations of a given brand and consequently becoming a bonded customer having a largest product category expenditure (Kotler & Keller: 2009, Cooper M.B. & Bowersox D.J. 2004).

Consumer based brand preference is essential since financial measures tend to focus only on short term results, which can lead to brand building activities being reduced in order to obtain fast financial result in the short run. Especially, sales promotions, e.g. short term price reductions, are proved to diminish brand equity over time, even though it creates short term financial gains (Aaker, 1991) (Kotler and Keller 2012).

Previously researches tried to study factors influencing preference of a brand of mobile phone and its antecedents (Amadi and Ezekiel, 2013), antecedents of consumer brand preference in the context of telecommunications (Ahmed and Jennifer, 2011) and the level of brand awareness with regard to brand preference of dairy brands (Den ford and Edward, 2007).

This study tried to analyze how marketing factors affect specifically the consumer's antecedents for brand preference on consumption of electrical material. This is necessary due to many factors including product price, product quality, advertisement factors, and consumer awareness of the products. Based on the above gaps the researcher develop an interest in this area and examine the effect of some antecedent factors on electrical material brand preference.

### **1.3 Research Question**

The researcher was try to answer the following questions by the end of the study.

1. To what extent price influence electrical material brand preference in Addis Ababa?
2. How does product quality affect brand preferences for electrical material?
3. To what extent does advertising affect buyer brand preferences for electrical material?
4. To what extent does brand awareness affect buyers brand preferences for electrical material?

### **1.4 Research Objective**

This study has general and specific objectives as follows:

#### **1.4.1 General Objective**

Broadly, this study investigates the brand preference and its antecedents for the consumption of electrical material in the case of Excel Commerce Company in Addis Ababa city.

#### **1.4.2 Specific Objectives**

**The specific objectives of this study are:**

- ❖ To examine the effect of price on electrical material brand preference.
- ❖ To examine the effect of advertising on buyer antecedent for electrical material brand preference.

- ❖ To analyze the effect of brand awareness on antecedent for electrical material brand preference.
- ❖ To provide how product quality and price is helpful in their marketing operations.
- ❖ To investigate the effect of brand availability on electrical material brand preference

## **1.5 Hypothesis of the study**

Based on the literature review to examine factors which influence antecedents for brand preference for the consumption of electrical material the following four hypotheses have been developed

*H0: Brand awareness has no significant influence on brand preference for electrical material.*

*H1: Brand awareness has significant influence on brand preference for electrical material.*

*H0: Brand Advertisement has no significant influence on brand preference for electrical material.*

*H2: Brand Advertisement has significant influence on brand preference for electrical material.*

*H0: Product Quality has no significant influence on brand preference for electrical material.*

*H3: Product Quality has significant influence on brand preference for electrical material*

*H0: Price has no significant influence on brand preference for electrical material.*

*H4: Price has significant influence on brand preference for electrical material*

## **1.6 Significance of the Study**

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

- ✚ The result of the study will contribute to the awareness of the relationship between the factors or antecedents for brand preference
- ✚ The result is helpful for electrical materials traders to reflect in their marketing strategies and compete effectively in the brand preference competition that arise in the electrical material
- ✚ The findings of the study were useful and important for traders and academicians as input for doing similar research in this field in the future



- ✚ Due to the high growth in brand preference especially in the growth of market around the city and the trader plan to engage in the antecedents of brand preference for customers in the city

### **1.7 Scope of the study**

This research is concentrated on the brand preference and its antecedents given for electrical products due to high degree of homogeneity of brand preference with antecedents. It is obvious that there are significant variables that affect consumer brand preference however; this study covers only four marketing factors, which are price, product quality, advertisement and brand name awareness. It should also be note that the research only encompasses in Excel commerce company customers.

In Addis Ababa, there are more than hundreds of electronics material markets to provide equipment for resident and nonresident of city. Therefore, it is difficult to study all of these providers due to time, finance and other related. By these reasons, this study was emphasis on the representation of sample from Excel Commerce Company customers.

### **1.8 Limitation of the Study**

One of the major limitations of this study is the sample coverage. The population of the study is on selected company customers in Addis Ababa (Excel Commerce Company). However, the study is limited by the fact that a small sample of participants would be selected it may not fully represent the attribute for brand preference of the entire population. Besides, convenience sampling used and bias may exist. Moreover, since the majority of the respondents have good knowledge and familiar with the antecedents for preference the generalization to other groups might not be applicable.

### **1.9 Definition of Terms**

- **Antecedents:** An antecedent thing or event happened or existed before another related thing or event (Collins Dictionary)
- **Brand:** name, term, symbol, or design or a combination of them intended to identify the goods or differentiate them from those of competitors. (AMA, 2014)

- **Brand awareness:** ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Asker, 1991)
- **Brand preference:** a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available (www.businessdictionary.com).
- **Price:** the one element of the marketing mix that produces revenue (Kotler & Keller, 2012)
- **Product quality:** the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers expressed or latent needs (Kotler, 2006)

### **1.10 Organization of the research**

This research organized into five chapters. The first chapter is introduction, which addresses background of the study, statement of the problem, research questions, and objective of the study, research hypotheses, and significance of the study, methodology, scope and delimitations of the study. The second chapter covers review of related literature. The third chapter presents the research design and methodology. The fourth chapter was include results, discussions and findings of the study and the last chapter will contains summary, conclusions and recommendations

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Literature Review**

##### **2.1.1 Concept of Branding**

Brands are not new to marketing. Historically, the concept of brand used first by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands also found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the middle Ages, artisans marked their goods with stamps as a trademark by which to differentiate their skills. The purpose of brands evolved into a valuable intangible asset and important resource serving the strategic reference point and contributing to greater value and market success (Wong and Merciless, 2007). Brand management given a high priority and the spectrum of brand have been broadened beyond marketing communication and the resource-based theory of marketing strategy.

The approach of brand orientation places consumers and brand at the pivotal point of company strategy (Wong and Merciless, 2007). Kay (2006) reports that building a successful brand achieves a high market share and increases profitability. He defined successful brands as the associated elements that cannot be copy by competitors, enhancing consumer preferences over competing brands. Evidence of brand strength is its success, illustrating its ability to win consumer preferences and construct long-lasting relationships.

The brand history tells us how people have used the brand as a mark of identification. In earlier times, the brand mark was use to differentiate the goods from one producer to another. Now a day's brand is not only used for differentiation but also used to justify the purchase decision. Brands play a very important role in consumer decision-making processes. Companies need to find out customer's decision-making process and identify the conditions, which customers apply while making a decision (Cravens and Piercy, 2003)

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been broadened beyond marketing communication and the resource-based theory of marketing strategy. The approach of brand orientation places consumers and brands at the pivotal point of company strategy (Wong and Merrilees, 2007). Kay (2006), reports that building a successful brand achieves a high market share and increases profitability. He defined successful brands as the associated elements that can not be copied by competitors, enhancing consumer preferences over competing brands. Evidence of brand strength is its success, illustrating its ability to win consumer preferences and construct long-lasting relationships.

There are many definitions of the brand according to different authors to provide their explanation towards the meaning of a brand. According to Hansen (2003), the original meaning of the word 'brand' derived from the Old Norse word brand, which means 'Go burn' (Inter brand Group, 1992). It defined in the Oxford English Dictionary as "a permanent marker placed intentionally or a trademark". What it describes is an identification of goods and services of one to distinguish them from those of competitors. The American Marketing Association defined a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to distinguish them from those of competitors." These differences may be functional, rational, or concrete. They may also be more symbolic and emotional concerning what the brand represents (Kotler and Keller, 2009; Crane, 2010).

These varying definitions are useful for the understanding of the complete picture regarding what a brand is. According to Kotler (2012), a brand is a product or service whose dimensions differentiate it in some way or from other products or services designed to satisfy the same needs. These differences may be functional, rational, or tangible. They may also be more symbolic, emotional, or intangible related to what the brand represents or means in a more abstract sense (Kotler & Keller, 2012).

A successful brand is an identifiable product, service, person, or place, augmented in such a way that the buyer or user perceives relevant, unique benefits that match their needs most closely. Furthermore, its success results from being able to sustain those benefits in the face of competition (De Chernatory & McDonald, 2003).

According to Keller (2004), brands use to identify the source of a product & allow consumers to assign responsibility to a particular manufacturer or distributor. Brands play a significant role by signaling quality and other important characteristics of a product. In effect, they can reduce the risk associated with a product purchase decision.

### 2.1.2 What is a brand?

It is hard in marketing literature to find a single and concise definition of brand. L.Rogers, Bernd H. Schimtt and David (2008) believed that term 'brand' used broadly to refer to a "branded product. (For example, Diet Coke), service (for example, UPS), consumer (for example, Gap Kids), company (for example, IBM), person (for example, a politician, celebrity), organization (for example, the Boy Scouts), group (for example, a sports team), or place (for example, a city brand)".

A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it. A brand can deliver the following meaning (KotlerP, 1999)

- ✚ **Attributes-** A brand first brings to mind certain product attributes. For example, Mercedes suggests such attributes as 'well engineered', 'well built', 'durable', 'high prestige', 'fast', 'expensive' and 'high resale value'. The company may use one or more of these attributes in its advertising for the car. For years, Mercedes advertised 'Engineered like no other car in the world'. This provided a positioning platform for other attributes of the car.
- ✚ **Benefits-** Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. For example, the attribute 'durable' could translate into the functional benefit, 'I won't have to buy a new car every few years.' The attribute 'expensive' might translate into the emotional benefit, 'The car makes me feel important and admired.' The attribute 'well built' might translate into the functional and emotional benefit; I am safe in the event of an accident.'
- ✚ **Values-** A brand also says something about the buyers' values. Thus, Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered benefit package.

**Personality-** A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a Mercedes automobile as being a wealthy, middle-aged business executive.

The brand will attract people whose actual or desired self-images match the brand's image. A brand is a product or service whose dimensions differentiate it in some way or from other products or services designed to satisfy the same needs. These differences may be functional, rational, or tangible. They may also be more symbolic, emotional or intangible related to what the brand represents or means in a more abstract sense (Kotler & Keller, 2012).

In other words, the scope of branding is so widening and includes the role of consumer and stakeholders than the sole brand ownership claimed by firms. Brands here, must address multiple audiences, brand values must be lived from within and brands are currently built on via interactive relationship with the customer due to information communication technology developments.

As per Vallaster, Dr Claudia Fisher-Buttinger and Dr Christine (2008) a brand is the sum total of relationships among stakeholders, or the medium through which stakeholders interact and exchange with each other. According to Kermally, Sultan (2003) a brand is considered to be a legal instrument, a logo, a company, an identity, a consumer perception, a personality, or a relationship. It, therefore, has many perspectives.

According to Ellwood, Iain (2003) Brands acts as a kind of flag, waving to consumers, creating awareness of the product and differentiating it from other competitors. Tilde Heeding, Charlotte F. Knudsen and MogensBjerre (2009) forward a more broad definition of brands from seven different approaches. The seven approaches are:

1. **The economic approach:** the brand as part of the traditional marketing mix. This approach assumed that, the consumers to make primarily rational decisions and the interactions with the consumer are standalone isolated rather than ongoing relationship.

These premises make the utility attributes as the brand has to offer judged against its price relative to competitors, level of awareness and recognition, and the accessibility of brand.

The attributes related to the four P's are the main mechanisms behind the creation and management of brand equity.

2. **The identity approach:** the brand as linked to corporate identity. It brings into focus the creation of a unified visual and behavioral identity. It assumed that consumers attribute theory. Identity characteristics to companies and that people form images of companies based on total experience of the company. This places the corporation and its employees at the center of brand equity creation.

3. **The consumer-based approach:** the brand as linked to consumer associations. In this approach, the brand analyzed as a cognitive construal. The two priory approaches the internal formation strategy in contrary CBA introduces an outside- is approach to a brand management. Brand value creation talks place by molding the brand associations held in the consumers' minds, understanding the consumer is hence central in this take on brand value creation; but it is important to notice that the approach implies a specific view on the consumer. The consumer analyzed by means of theories adopted from cognitive psychology and the information processing theory of consumer choice

4. **The personality approach:** the brand as a human-like character. This approach in brand management focuses on how and why people choose brands with certain personalities and how imbuing brands with personality thus can be a powerful tool to create and enhance brand equity.

5. **The relational approach:** the brand as a viable relationship partner. The brand relationship theory based on a 'dyadic' brand-consumer relationship, implying an equal exchange between brand and consumer. Both parties contribute to brand value creation, which takes place in an ongoing meaning-based exchange.

6. **The community approach:** the brand as the pivotal point of social interaction. Consumers form communities around brands. In brand communities, a brand is a focal point of social interaction among passionate consumers.

Marketers can benefit from a brand community in many ways. The marketer can reap benefits either by observing brand communities and extracting brand meaning or by facilitating consumer's interaction through a brand community.

7. **The cultural approach:** This approach emphasizes the cultural forces in society and how these can be used to build iconic brands as well as the impact of branding practices on the globalized culture and market place

### **2.1.3 Brand Preference**

The term “Brand Preference” means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2001).

Brand preference features in all of the major texts on brands and brand strategy. It has also been considered by different authors; however, there is a lack of consensus on the definition of brand preference among these authors. In marketing literature, there are numerous definitions of brand preference. D'Souza. And Rao (1995), defines brand preference as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time

According to Wu, (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition, Hillier et al., (2003) define it as the extent to which a consumer favors one brand over another. These authors agree that brand preference created from consumers' differentiation and comparisons between various alternatives of brands considered by them. Although, Anselmsson et al., (2008) define brand preference as the sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer. Further, Chang and Liu, (2009) defined this concept as the consumer's business toward a certain brand.

### **2.1.4 Antecedents of Brand Preference**

A brand has many functions, which can facilitate the choice for consumers. Kapferer (1997) enumerates the functions of a brand for a consumer. The consumers can have many reasons for buying a given brand. The reasons could be rational, emotional or self-expressive or the combination of three (Ugla, 2001).



In comparison, Williams (2002) concluded that the criteria for brand/product choice may relate to either utilitarian criteria (objective, economic, rational and functional) or Hedonic criteria (subjective, emotional, irrational and symbolic). Examples of utilitarian criteria are low price, warranty, product features and well-known brand name.

Hedonic criteria include prestige, quality etc. (Balta's, 2003. Hedonistic Satisfaction linked with the attractiveness of the brand, to its logo, to its communication.

Functional Customer benefits are linked with: identification (to be clearly seen, to quickly identify the sought- after products), practicality (to allow savings of time and energy through identical repurchasing and loyalty), guarantee (to be sure of finding the same quality no matter where or when you buy the best products or service), optimization (to be sure of buying the best product in its category, the best performer for particular purpose), characterization (to have confirmation of yourself-image on the that you present too there), continuity and satisfaction.

Factors of brand preference and its antecedents for electrical material (Independent variables)

#### **2.1.4.1 Price**

Price is one of the most investigated elements to generate revenue to organizations (Keller, 2004); represents what consumers to obtain a product (Zeithaml, 1988) sacrifice. Dodds and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated before purchase, and when there is some degree of risk inherent in making wrong choice; a key variable that influences consumers' purchase intention (Zeinab&Seyedeh, 2012).

Generally, consumers are willing to pay higher prices for brands that they perceive to have high value as the brand reflects the product/service quality (Erdem&Swait, 1998). As a result, it could be concluded that the price of the brand represents a source of information about the product/service; hence, it affects and simplifies the consumer's brand selection process (Teas & Grape tine, 1996).

Price is one element of the marketing mix that produces revenue (Kotler & Keller, 2012). Dodd's and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated before purchase.

When there is some degree of risk inherent in making wrong choice; a key variable that influences consumers' purchase intention (Zineb & Seyedeh, 2012)

According 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 of high 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 customers use price information in choosing among alternative brands helps to evaluate it and know the intensity as compared to other factors or reasons. McDonald and Sharp (2000) stated that price can be used as a reason for brand choice 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.

#### **2.1.4.2 Product Quality**

Product quality has a significant impact towards the product or service performance, thus it is linked to a customer's value and satisfaction (Kotler & Armstrong, 2010). Kotler et al. (2006) define quality as "the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers' expressed or latent needs". It can also be determined by the way customers perceive product quality in the market.

Product quality has a significant impact towards the product or service performance, thus it is linked to customers value and satisfaction (Kotler & Armstrong, 2010). Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and McInnis, 2008).

#### **2.1.4.3 Advertisement**

Traditionally, advertising appears to be one of the genuine tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education.

According to Shrimp (2000), there is positive correlation between a brand's share of voice (SOV) and share of market (SOM). A share of voice may be described as a firm's advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period of time in a given locality. Perhaps, brands that dominate or have higher SOV may most likely control higher SOM. A share of voice may be described as a firm's advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period in a given locality.

Perhaps, brands that dominate or have higher SOV may most likely control higher SOM. Clark, Ulrich & Draganska (2009) state that firms can use advertising spending to maintain or destabilize demand equilibrium in a market; influence brand awareness and consumer traffic towards a brand.

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004).

#### **2.1.4.4 Brand Name Awareness**

Researchers such as Narthex et al (2012) and Jiang (2004) agree that brand awareness is an element that plays a vital role in consumer brand choice. Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narthex et al., 2012). Kotler (2009) states that brand awareness comprises brand recall and brand recognition. Brand recall is defined as consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a signal. Regarding brand recognition, he defined it as consumers' ability to confirm prior exposure to the brand when given the brand as a cue (Keller, 2008, 2009).

The research was used to test the following hypotheses Brand awareness is the first dimension of brand. It refers to the customer's ability to recall and recognize the brand, as reflected by their ability to identify the brand under different Conditions (Keller, 2003).

It can be an anchor to which other associations can be attached, familiarity and liking can be created, a signal of commitment in considering the brand both to product category and purchase (Asker, 1991) (Keller, 2003)

Esch et al. (2006) assert that customer - based brand equity occurs when the consumer is aware and familiar with the brand and holds positive associations about the brand in memory. Keller (2009) extends this argument by stating that consumers attribute certain associations with a brand only when they have high level of brand awareness and familiarity with the brand.

According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is the more a consumer experiences the brand by seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory.

The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays and outdoor advertising. However, as Sunder and Pandey (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness

### **2.1.5 Brand Preference and Brand Choice**

Choice is the process of preference consolidation facilitating the choice task (Beach, 1993). Brand choice is concerned with the selection and consumption of the brand (Batman et al., 1998). Brand preference can be viewed as a motivator of brand choice. Consumer choices are based on well-defined preferences through which consumers can determine the set of alternatives from which they will make their choices (Louviere, 2000). Consumer preferences and choices tend to be more consistent; therefore, preference provides a more accurate prediction of consumer choices comparing to attitude (Bather and Wright, 1977). Economically, the main target of the consumer in the choice task is to satisfy his preference and select the alternative with maximum utility (Rizvi, 2001). If a consumer does not select the optimal alternative to maximize his utility, he is compromised by conflicting preferences (Yoon and Simonson, 2008).

Sag off (2003) suggests that the relationship between brand choice and brand preference is subject to market conditions. In perfect market conditions, consumers will choose from their preferred alternatives. While in the imperfect market, choice is subject to situational factors, such as availability; whereby, consumers' brand choices can be inconsistent with their preferences. Surprisingly, marketing managers are more interested in brand preference than brand choice to signal repeated purchases, since consumer preferences tend to be constant across the different contexts, rather than choice-limited to a specific context (Amir and Leva, 2008).

### **2.1.6 Brand Preference and Brand Attachment**

Brand attachment exists at a higher level of emotional response than brand preference; including passion, connection and affection. It measures the strength of the bond between the consumer and the brand (Thompson et al., 2005). Therefore, brand attachment reflects the long-term relationship and predicts current and future purchases based on past purchases (Esch et al, 2006).

### **2.1.7 Underlying Factors of Brand Preference**

Although, many studies have been conducted in various product categories, literature on factors that influence brand preference in the electronics product category is relatively insignificant. Thus, the above studies conducted in different product categories are considered for the selection of relevant variables/factors for this research.

### **2.1.8 Brand Preference and Purchase Intention**

Purchase intention is the willingness of a consumer to buy a particular product (Dodos et al.). Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Lin y Chen, 2006). Social psychology suggests that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer's own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (Young et al., 1998).

Researchers have largely employed this variable as an antecedent of behavior because it simplifies the measurement of behavior, especially if we bear in mind the difficulties of observing the real purchasing process of each person (Chanson et al., 2005); nevertheless, any prediction of consumer behavior based on purchase intentions is far from perfect.

Several investigations have noted discrepancies between intentions and behaviors (Newberry et al., 2003). Consumers in different countries give dissimilar priorities to the factors that affected their purchase intentions (Lee and Green, 1991). A more recent study by Chanson et al. (2005) measures consumer purchase intentions towards groceries, automobiles and laptops. Their conclusions provide evidence to suggest that the stronger the consumer purchase intention, the greater the probability of the consumer buying the products being evaluated.

The term “Brand Preference” means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2001).

### **2.1.9 Understanding Consumer Behavior**

Consumer behavior is the study of when, why, how and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology, marketing and economics. Consumer behavior attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand peoples’ wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. Consumer behavior is deeply influenced by the demographics and household structures, needs, emotions, values and personality, group influences, information processing and decision making along with purchase behavior. That has a great effect on the regulatory policies made to protect customers and the marketing strategies made to satisfy target consumer needs.

Furthermore, it also sheds light on how the consumers appraise the products after the purchase and the effect of evaluations on their future purchases. Consumer’s purchases are strongly influenced by cultural, social, personal and psychological characteristics. Understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers’ actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors.

Unable to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially the antecedents of brand preference has to be a critical issue and concern for strategic developers.

#### **2.1.10 Consumer Perception of Foreign and Local Brands**

During the recent years, there has been a great shift from local brands to global or foreign brands due to the display of similar needs and preferences by the consumers. As the world is shrinking in to a global market place; it is increasingly significant to understand the consumers' perception of foreign brands to local brands. Studying consumer preferences towards foreign and local brands and the underlying reasons behind theirs, election has substantial implications in marketing.

There would also be several reasons for consumers' perceptions and attitude towards the brand. Thus there is also a need to uncover the reasons for consumers' preference for global brands over local brand

The concept called globalization has leaded various firms to operate on a global level, which has brought changes in consumer buying behavior and his knowledge. Consumers are now more aware of other cultures, lifestyles and brands due to international travel and satellite television. It has now been observed that consumers buy foreign brands more frequently than the local ones. They feel proud in purchasing imported goods, which has increased the power of global brands.

Asker (1991, 1992) labeled brand loyalty is prime enduring dimension of brand equity. Contrary to the brand awareness and brand association brand loyalty may resulted from a perpetual purchase of the brands by the same consumer over time. Brand loyalty is resistance to switch the brand, rather, consumers continue to buy the brand even in the face of competitors with superior features, and price, and convenience, substantial value exists in the brand and perhaps in its symbol and slogans. According to Aaker's brand equity model Asker (1991) brand loyalty reduce marketing costs, boost trade leverage, attract new customers and offer time to respond to competitive threats.

It is evident in different studies that attracting new customer is more costly than retaining new customers Asker (1992). First, new customers may lack initiation to change their brand and shift to the new one.

Second, customers may have high shifting cost to move from one brand to another brand. Third, it will be still costly to contact new customers because they are not interested to go for searching new substitutable brands. On the other hand, the competitor brand may obtain some time to react to the company offer.

Thus, it is advisable for any company, which is customer focused, to die hard to minimize the outflow of loyal customer by addressing their issue at different contexts.

Lancaster (2009) believed that trade advantage is another value obtained from loyal customers. Strong loyalty will create a pressure up on traders to display or avail the brands that the loyal customers intended to purchase.

This commands brand owners to distribute easily and command shelf space for the existing brands up on traders. In addition to this, the command may also goes on even when the company introduces new sizes, new varieties, variations, or brand extensions. Asker (1991) described loyal customer as a base also create value for the brand via attracting new customers.

New customer perceived risk would minimized because their colleague or other customer already experienced bought ideas, services or products that the new ones are trying to acquire especially for high involvement products.

On top of this, personal observation, the loyal customer may act as an opinion leader and able to influence others in their sphere to buy experience the brand that they consumed. Moreover, a relatively large satisfied customer base provide a base of an image of the brand as an accepted, successful product. Which will be around and will be able to afford service back up and product improvements Asker identified different levels of loyalty (Asker, 1992) the level of loyalty of customers may vary and may imply different meaning for marketers about a given brand.

The level will goes up from the lowest of switchers price sensitive, those are indifferent-no brand loyalty, then to satisfied habitual buyer but with no reason to change, to satisfied buyer with switching costs, to those who like brand and considers it a friend and finally a committed buyer. Loyalty Status Marketers usually envision four groups based on brand loyalty status. Kotler and Keller (2012) classified loyal customers in to four. One, hard-core loyal, consumers who buy only one brand all the time.



Second, Split loyal s, consumers who are loyal to two or three brands. Third, shifting loyal are consumers who shift loyalty from one brand to another. Finally, switchers are consumers who show no loyalty to any brand.

It is a general perception that consumers consider “made in” factor while purchasing a foreign brand. Studies show that consumers of developing countries prefer foreign brands, especially from the west, for reasons not only of perceived quality but also of social status and others. Thus, brand’s country of origin serves as a “quality halo” or summary of product quality (cf. Han, 1989), and people buy such brands for status-enhancing reasons. Quality is conceptualized in terms of the “superiority or excellence” of product’s performance (Zeithmal, 1988).

## **2.2 Empirical Literature Review**

### **2.2.1 Factors Affecting electrical material brand preference**

Every individual is different in terms of his/her preferences and tastes .These preferences are results of many factors like background, upbringing, values, attitudes, cultures, etc. Depending upon the factors individuals indulge in diverse set of activities. Li and Houston (2001) documented that price level, product variety, and marketing communications are the important factor acting as promoters of brand preference.

Rundle-Thiele and Mackay (2001) noted that brand preference is important for business as a component of brand loyalty and it is a way to enhance sales. Keller (1993) views, brand knowledge is not the facts about the brand, it is all the thoughts, feelings, perceptions, images, experiences, etc. That become linked to the brand in the minds of customers and two important components of brand knowledge are brand awareness and brand image. Where brand awareness is related to the strength of the brand node or trace in memory as reflected by customers’ ability to recall or recognize the brand under different conditions and brand image is Kumar defined as customer perceptions of and preferences for a brand, as reflected by the various types of brand associations held in customers’ memory. Mathura et al. (2003) noted that from a business standpoint, the challenge is that customers could change their favorite brands by trying products of other brands because they are exposed to a variety of attractive brands.

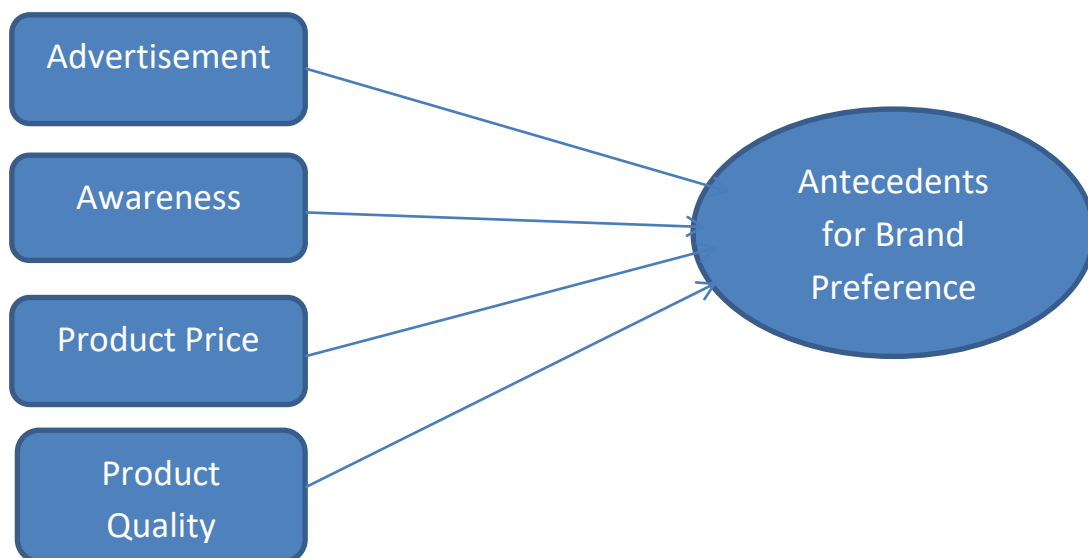
That is, customers tend to seek better brands of products or services, so their brand preference can change. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference.

Dinlersoz and Pereira (2007) documented that consumers have a brand preference toward an established brand during the firm's long presence in the market and they tend to show little brand preference toward a particular brand when they are exposed to a new or unfamiliar product category

### 2.3 Conceptual Framework

The main purpose of this study is to assess the brand preference and its antecedent for electrical material in selected market. Based on the related literature review the conceptual framework was developed which includes price, product quality, advertisement, brand name awareness and other major factor as the independent variables and antecedent for electrical material brand preference (dependent variable)

Figure 1. Conceptual framework Source: Adapted from (Cynthia Ratna Santoso, 2014)



## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

This chapter covers the road map of conducting the paper. It covers the research design, the population and sampling technique, instruments for data collection, and data analysis among others.

#### **3.1 Research Approach**

According to Creswell (2009), there are three research approaches, which involve quantitative, qualitative and combination of the two. Quantitative research approach examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). According to Cooper et.al (2003) as cited by Faradic (2009), quantitative research helps to determine the relationship between an independent variable and a dependent variable in a population. It is also used to explain causal relationships to facilitate generalization and to predict the future whereas qualitative research approach provides a complete picture of the situation by increasing the understanding of social process and interrelations.

The inductive approach builds on the specific phenomenon to generalize while deductive approach studies phenomena based on generic theory deductive approach is applied to develop hypotheses based on what is theoretically known about the research. This study is quantitative research approach, which is deductive in nature.

#### **3.2 Research Design**

Saunders, Lewis and Thorn Hill (2000) as cited by Faradic (2009), broadly classified the research design as exploratory, descriptive, and explanatory. The authors further defined descriptive research as a type of a research design that has a purpose to describe something. In addition, a research concerned with learning of why (i.e. how one variable produces changes in another) is said to be explanatory.

This study use both descriptive and explanatory research designs. Explanatory studies are studies that show relationships between variables to explain certain problems or events (Saunders, et al., 2007). Descriptive studies, on the other hand, aim to describe persons, occurrences, and situations. Descriptive analysis and inferential statistics were also employed to see the effect of the independent variables.

### **3.3 Population and sampling Techniques**

The target population for the study consists of various levels customers of Excel Commerce Company in Addis Ababa. Sample determination used for this study is based on the method developed by Carballo (1984). The total sample size is comprised of 265 customer participated from many levels. A convenience sampling technique was used, which is a sample of participants that are readily available.

#### **3.4.1 Target Population**

Since the study undertaken is in Addis Ababa the target, population of this study is customers of Excel Commerce Company in Addis Ababa. The target population for the study consists of various levels consumer in Addis Ababa city and the total population size is about 7,000 customers. Sample determination used for this study was based on the method developed by Carballo (1984).

#### **3.4.2 Sampling techniques**

The sampling method that was used in this research is convenience sampling, in which respondents were selected based on their availability or ease of access. The reason for selecting a convenient sampling is that the target population is large which is difficult to determine the actual population number plus the availability and the quickness with which data can be gathered

#### **3.4.3 Sample Size**

The study was taken in to account different factors that determine the sample size. Because determine sample size has its own systematic and scientific approach, among the factors the study will take in to account accessibility and availability of appropriate respondent, research

cost, time, sample size of previous and other's experience. Therefore, the total sample size is comprised of 265 customers was participated from various levels of potential consumers. A convenience sampling technique was used, which is according to Leary (2004) refers to a sample of participants that are readily available.

**Table 3.1. Sample size determination**

Population size	small	medium	large
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
<b>3201-10,000</b>	<b>80</b>	<b>200</b>	<b>315</b>
10,001-35,000	125	315	500
35,000-150,000	200	500	800

Source: Carballo (1984)

### 3.5 Data Type and measurement Scale

There are two main sources/procedures to collect relevant data, primary and secondary data. Since the research aim is to measure respondent attitudes or opinions, this study used primary data for analysis purpose.

The source of data in this research is comprised of both primary and secondary data. The researcher for the specific problem at hand collects according to (William, 1991) primary data. In this research, primary data were gathered through standardized questionnaires.

Examination of secondary data is pre-requisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns (Malhotra, 2006).

For this particular research, secondary data were collected from books, marketing journals, company publication, and governmental agencies. The secondary data assisted the researcher as specific reference and to explore different construct important to this study.

### **3.6 Method of Data Collection**

A questionnaire is the main data collection instrument that was used for this quantitative study method. Moreover, this method is relatively cost effective and can be carried out by the researcher or by any number of people with limited affect to its validity and reliability

Several studies in marketing research studying consumer brand preference use the survey method (Jamal and Al-Mari, 2007). Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. For this research cross sectional survey design with questionnaire technique used to collect data at a single point in order to collect quantitative data and examine the pattern of association of variables. There are many techniques used to conduct survey. However, questionnaire is common technique for survey (Saunders, 2012); therefore, for this questionnaire technique of data collection method used in the research.

### **3.7 Data Analysis**

Before the analysis of the primary data is collected through close-ended questionnaires, analysis of the variables' reliability and validity of the constructs is verified. This implies that other researchers to arrive at the same findings can conduct the research study. The validity of the research is concerned with the measurement of the data collection process implemented regarding the quality of the study. It outlines the quality evaluation of both the primary and secondary data used in the research.

To ensure the validity of this study, each question in the questionnaire is designed to represent the concepts that are used in the conceptual framework of the study. The data collected using the questionnaire are coded and processed. During data editing process, the questionnaires are checked for errors and incomplete questionnaires are eliminated.

The data collected using the questionnaire were coded and processed. During data editing process, the questionnaires were checked for errors and incomplete questionnaires were eliminated. The findings of the study were then analyzed by SPSS using descriptive statistics such as mean, standard deviation and frequency. In addition inferential data analysis methods such as two-tailed t-test, Anova, Karl Pierson correlation and multiple regression analysis were used. Correlation and regression analysis were applied to test hypothesized relationships between variables.

The research tried to examine the relationship between antecedent for brand preference and the four independent variables to analyze the electrical consumers in excel commerce in Addis Ababa.

### **3.8 Ethical Consideration**

There are certain ethical protocols that have been followed by the researcher. The first is soliciting explicit consent from the respondents. This ensures that their participation to the study is not out of their own volition. The researcher also ensured that the respondents were aware of the objectives of the research and their contribution to its completion. One other ethical measure exercised by researcher is treating the respondents with respect and courtesy (Schutt, 2006). This was done so that the respondents will be at ease and are more likely to give candid responses to the questionnaire.

Ethical considerations are made relating to the progress of the research. Permission letter is required from Saint Mary University to get access to the Excel Company and to stand with the Company on keeping confidential issues of the subjects. The potential subjects were informed to voluntarily participate. Besides, Information given by the respondents was treated confidentially and used only for academic purposes and the identity of the respondents will not be revealed to anyone.

## CHAPTER FOUR: ANALYSIS AND DISCUSSION

This chapter covers the data analysis and finding part of the study. It encompasses the general information analysis of the respondents and the basic questions result analysis. Reliability and validity analysis based on confirmatory factor analysis also presented here. Besides, the structural equation analysis as well portrayed. The discussion of findings still presented at the end.

### 4.1 Respondents Profile

The first part of the questionnaire consist general information of respondents. This part of the questionnaire requested a limited amount of information related to general and personal status of the respondents.

The researcher distributed 265 questionnaires and 248 valid responses were taken for analysis purpose. The response rate is 93.58% after the data is being screened from 265 respondents. Faulty 17 responses were excluded from the analysis. A percentage and frequency characteristic of the respondents is presented in the following. Accordingly, the following variables were summarized and described in the subsequent tables. These variables include; the respondent's income and age status, how many brand do they know in the electrical material and, which brand do they prefer.

**Table 4.1 Age and gender of the respondents**

Age of the respondents	Age	frequency	percent	Cumulative percent
	Below 30	32	12.90	12.90
	31-45	129	52.01	64.91
	46-60	69	27.82	92.73
	Above 61	18	07.25	100
	<b>Total</b>	248	100	
Gender of the	Gender	frequency	percent	Cumulative



respondents				percent
	Male	104	41.93	41.93
	Female	144	58.06	100
	<b>Total</b>	248	100	

(Source own survey 2022)

In table 4.1 the age of respondents are found to be 12.9% (32) below 30, 52.01 % (129) were 31-45, 27.82 % ( 69) of them were 46-60, 7.25% (18) were above the age of 61. In this table it can be observed that the maximum percentage of the respondents 51.01 % ( 129) were between 31-45 years of age where as the minimum age range lies above 61 years of old with 7.25 % ( 18). In the same table the number of male respondents was 41.93 % ( 104) and the remaining 58.06 % (144) were female respondents. That is, in this investigation the numbers of female consumers are exceeding than male consumers.

**Table 4.2 Monthly incomes of the respondents**

Monthly Income level	Income	frequency	percent	Cumulative percentage
	Under 4,000	45	18.14	18.14
	4,001-7,000	61	24.59	42.73
	7,001-10,000	64	25.80	68.53
	Above 10,000	78	31.45	100

(Source own survey 2022)

In table 4.2 it is found that 18.14%( 45) of respondents earn up to 4,000 monthly income, 24.59 % ( 61) respondents earn between 4,001 and 7,000, 25.80 % (64) respondents make between 7,001-10,000, and the remaining 31.45% (78) earned a monthly income of more than 10,000 birr. Most electrical material consumers lay in the above of 10,000 monthly incomes.

**Table 4.3 How many brand do you know?**

<b>How many brand did they know</b>	No .of brand	frequency	percent	Cumulative percent
Less than 3	23		09.27	09.27
4-6	98		39.51	48.78
7-10	78		31.45	80.23
More than 10	49		19.75	100
	248		100	

(Source own survey 2022)

As you can see from table 4.3 from brand perspective 9.27% of the respondents know less than three brands followed by 39.51% respondents were know between 4-6 brands and 31.45% (78) were know about 7-10 brands and more than 10 brands identified by 19.75% (49) of the respondents. These indicate that most of the consumer knows between 4-6 brands.

**Table 4.4 which brand do you prefer from electronic material.**

<b>Brand</b>	frequency	percent	Cumulative percent
Samsung	47	18.95	18.95
SONY	41	16.53	35.48
LG	39	15.73	51.21
Apple	38	15.32	66.53
Dell	27	10.89	77.42
Philips	21	8.47	85.89
Huwawei	21	8.47	94.35
Techno	9	3.63	97.98
Link rich	2	0.81	98.79
synex	2	0.81	99.60
HP	1	0.40	100

(Source own survey 2022)

As shown in table 4.4 above the majority of the respondents (18.95%) prefer Samsung brand followed by SONY 16.53%, LG 15.73% and Apple 15.53 % ( 38). The rest seven brands are preferred only by 33% of respondent's electrical brand consumption. Electrical consumer prefers the four brands because these are mostly have different type of products and have better quality.

## **4.2 Descriptive Analysis**

This study used a structured questionnaire to collect attitudinal data of the respondents about the antecedent for brand preference for electrical materials with four independent variables and one dependent variable.

### **4.2.1 Responses on antecedent for electrical material brand preference**

In order to analyze the respondents overall antecedent for brand preference, nineteen questions grouped into four sections which are price, product quality, advertisement, and brand name awareness.

In order to compare the respondent's antecedent for brand preference descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response.

#### **4.2.1.1 Brand Name Awareness**

Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narhex et al., 2012).

Interval scale is best suited in survey where respondents are responding their agreeableness or not agreeableness depending on their preferences.

### Interval Scale

Likert scale	Interval	Difference	Description
1	1.00-1.79	.79	Strongly Disagree
2	1.80-2.59	.79	Disagree
3	2.60-3.39	.79	Neutral
4	3.40-4.19	.79	Agree
5	3.20-5.00	.79	Strongly Agree

**Table 4.5 brand name awareness**

Variable	Mean	Standard Deviation
Some features of my preferable brand come to my mind quickly	2.935	1.028
I know the symbol or logo of my preferred brand	3.286	.954
I can recognize my preference brand quickly among other competing brands	2.935	.766
I am familiar with preferred brand	3.04	1.190
Grand mean for Brand Awareness	3.049	.4823

**Source: survey result 2022**

Table 4.5 shows that the respondents scored the highest for the item " I know the symbol or logo of my preferred brand" with a mean score of 3.286, followed by "I am familiar with preferred brand" with a mean of 3.04, while the lowest went to the item which states " Some features of my preferable brand come to my mind quickly " and "I can recognize my preference brand quickly among other competing brands" with the same score of a mean 2.935. As over all, this implies that the respondents are neutral with the above statements.

### 4.2.1.2 Brand Advertisement

Traditionally, advertising appears to be one of the genuine tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler& Keller, 2006); and the need to enhance customer traffic towards a brand (Clark, Ulrich, & Draganska, 2009).

**Table 4.6 brand advertisement**

Variables	Mean	Standard Deviation
I prefer an electrical material brand with creative advertisement	3.782	.882
I prefer an electrical material brand with original advertisement	3.105	.640
I prefer an electrical material brand with a different advert than competing brands	4.093	.988
Grand Mean for Advertisement	3.661	.5158

**Source: survey result 2022**

Table 4.6 shows that the respondents scored the highest for the item “I prefer an electrical material brand with a different advert than competing brands ” with a mean score of 4.093, followed by “I prefer an electrical material brand with creative advertisement” with a mean of 3.782, while the lowest went to the item which states. “I prefer an electrical material brand with original advertisement. “. The overall advertisement mean score of 3.66 imply that the respondents agree with the above statements.

### 4.2.1.3 Product Quality

Product quality has a significant impact towards the product or service performance, thus it is linked to a customer’s value and satisfaction (Kotler& Armstrong, 2010).

Kotler et al. (2006) define quality as “the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers” expressed or latent needs”. It can also be determined by the way customers perceive product quality in the market.

**Table 4.7 product quality**

Variable	Mean	Standard deviation
My preferred electrical material brand is well made	4.101	.860
My preferred electrical material has an acceptable standard of quality	3.214	.642
My preferred electrical material brand has consistent quality	3.649	1.157
Grand Mean for Product Quality	3.655	.5276

**Source: survey result 2022**

As illustrated on Table 4.7 on average the variables of “My preferred electrical material brand has consistent quality” scored a mean score of 3.649. The respondents also gave the highest mean score to " My preferred electrical material brand is well made" a mean score of 3.53 while they gave a low mean score of 3.24 to the item “My preferred electrical material has an acceptable standard of quality." The results indicate that the respondents are agreeing regarding the above statements with mean of 3.655. Quality is a personal judgmental up on the heart and mind of the consumers. Quality significantly vary among groups of brand preference, thus, there is a significant evidence to conclude that the consumers preferred electrical material brand is well made.

**4.2.1.4 Product Price**

Price is one of the most investigated elements of the traditional marketing largely because it generates revenue to organizations (Keller, 2004); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Accordingly, the respondents asked four questions related to price. Table 4.8 presents respondents result of price with mean and standard deviation of values for each variable.

**Table 4.8 Product price**

Variable	Mean	Standard deviation
My preferred electrical material brand is reasonably priced	3.149	1.144
My preferred electrical material brand offers value for money	3.649	.927
My preferred electrical material brand is very economical	2.464	1.021
My preferred electrical material brand is a good product for the price	3.464	1.316
Grand Mean for Product price	3.182	.5173

**Source: survey result 2022**

As per table 4.8, the list of items comprising of price, the mean score for the item “My preferred electrical material brand offers value for money” Scored the highest with a mean score of 3.649 while the item “My preferred electrical material brand is very economical” scored the lowest with a mean score of 2.464. The overall mean score for price is 3.18, which indicate that the respondents are brand offers value regarding the above statements.

**4.2.1.5 Overall antecedents for brand preference**

In order to test the respondents overall antecedents for brand preference, two items were given for the respondents to answer. Table 4.9 shows the analysis regarding the overall antecedent for brand preference of the respondents.

**Table 4.9: Overall antecedents for brand preference**

Variable	Mean	St.Dev.
I prefer the above mentioned brand to other competing brands	3.57	1.136
The above mentioned brand is always my first electronics brand choice	3.59	1.197
Grand Mean Antecedents for Brand Preference	3.581	.8366

**Source: survey analyses 2022**

As can be seen from Table 4.9, the respondents gave low mean score of 3.57 to the item “I prefer the above mentioned brand to other competing brands “.and the respondents also gave a relatively higher mean score of 3.59 to the item. “The above mentioned brand is always my first electronics brand choice” which means that even though they have a limit on the emotional attachment, they would not want to replace their chosen brand with others.

#### 4.2.1.5 Summary of the Results of All the Four Determinants of Brand Preference

**Table 4.10: Summary of overall antecedent for brand preference determinants**

Variable	Mean	Standard deviation
Awareness	3.049	.4823
Advertisement	3.661	.5158
Product Quality	3.655	.5276
Product price	3.182	.5173
Antecedent for Brand Preference	3.581	.8366

**Source: survey analyses 2022**

Table 4.10 shows that in summary advertisement, brand name awareness, product price, product quality and the overall antecedents for brand preference.

Relatively the higher statements mean scores are Advertisement and product Quality compared with Awareness and Product Price statements.

### 4.3 Inferential Statistics

#### 4.3.1 Correlation Analysis

According to (Erika FH Saunders, 2009) a correlation analysis used to identify the direction and relationship between variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).



General guidelines correlations of .10 to .30 considered as small, correlations of .31 to .70 considered as moderate correlations of .71 to .90 considered as large, and correlations of .91 to 1.00 considered as very large.

This study employed correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

**Table 4.11 Correlation Analyses**

		<b>Awareness</b>	<b>Advertisement</b>	<b>Quality</b>	<b>Price</b>	<b>Antecedent for Brand Preference</b>
<b>Awareness</b>	Pearson Correlation Sig. (2-tailed)	1				
<b>Advertisement</b>	Pearson Correlation Sig. (2-tailed)	-.012	1			
<b>Product Quality</b>	Pearson Correlation Sig. (2-tailed)	-.053	.063	1		
<b>Product Price</b>	Pearson Correlation Sig. (2-tailed)	-.005	.129*	.054	1	
<b>Antecedent for Brand Preference</b>	Pearson Correlation Sig. (2-tailed)	.258** .581	.433** .312	.589** .001	.173* .395	1

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

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

**Source: survey result 2022**

As per table 4.11 above, the coefficients show that from the four factors measuring antecedent for electrical material preference “ Antecedent for brand preference” all are positively related with the overall brand preference range of 0.173 to 0.589. This means that there is significant positive correlation between overall independent variable with antecedent for brand preference according to the data collected.

### **Product price versus overall antecedent for brand preference**

Regarding price, suggest that it is the basic variable in determination of overall antecedent for brand preference. Similarly, there is a small positive relationship between price and overall brand preference in this study. ( $r=0.173^*$ ).

Which means that the respondent for this study more or less not influenced by price for antecedent of brand preference to consume electrical materials

### **Brand name awareness Versus Overall antecedent for brand preference**

There is a low positive relationship between brand awareness and overall antecedent for brand preference ( $r=0.258$ ). This implies that a moderate degree of electrical material brand awareness will most likely guarantee a reasonable degree of overall antecedent for brand preference.

### **Product quality and advertisement versus antecedent for brand preference**

Two independent variables product quality and advertisement show high positive and relation (0.589 and 0.433 respectively). Table 4.11 also shows the correlation of the independent variables within themselves. It can be noted that some variables are positively correlated where the strongest correlation goes to the one between quality and advertisement (0.129, .054). Some other independent variables are negatively correlated with each other, product quality and brand advertisement with awareness (-0.53) and (-.12).

### 4.3.2 Test for Linear Regression Model Assumptions

#### 4.3.2.1 Normality Assumption

Several assumptions need to be met before we can use regression analysis with confidence. The important assumptions that are to be tested in this section are; independent variables should not be too strongly correlated to one another (Multicollinearity), the value of residuals to be independent of one another and the residuals should be normally distributed. The following tests performed to check whether the data fit the assumptions of linear regression to conclude the analysis results are valid and reliable.

Normality of the data should be tested before running the regression analysis because multiple regressions require that the independent variables in the analysis be normally distributed. This study uses Skewness and kurtosis to show normality of the data

**Table 4.12 Skewness and Kurtosis**

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Awareness	.024	.155	-.167	.308
Advertisement	-.330	.155	1.139	.308
Quality	-.434	.155	.233	.308
Price	-.049	.155	.029	.308
Antecedent for Brand Preference	-.305	.155	-.287	.308

**Source: survey result 2022**

Skewness measures a symmetry or lack of symmetry. It is a degree of distortion from symmetrical bell curve or the normal distribution. If the skewness is between -0.5 and 0.5, the data are fairly symmetry, which is between -.434 and .024. Our skewness analyses are perfectly symmetry.

All items show close to normal distribution considering the criteria proposed by George and Mallery (2010) of Skewness and kurtosis values within an absolute value of Skewness less than two. Therefore, the data used in this study is normally distributed.

Kurtosis is measure weather the data are heavy tailed or light tailed relative to normal distribution. Kurtosis between -2 and +2 are considered acceptable to prove distribution, which is seen in our data analyses (between -.287 and +1.139).

#### **4.3.2.2 Independence of Residuals Assumption**

Multiple regressions assume that the residuals are independent. The Durbin-Watson statistics is used to test for the presence of serial correlation or autocorrelation among the residuals. The value of the Durbin –Watson statistic ranges from 0 to 4. As a rule, the residuals are not correlated if the Durbin- Watson statistic is approximately 2, and an acceptable range is 1.5 to 2.5. In this case, as it can be refereed from table 15 Durbin Watson is 1.975 within the acceptable range.

#### **4.3.2.3 Multi collinearity Test Assumption**

In regression, multi collinearity occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable. Hair et al. (2006) argued that correlation coefficient below 0.90 may not cause serious multicollinearity problem, as cited by Muhammed (2012). Multicollinearity can also be detected using tolerance value and variance inflator factor (VIF) value.

As you can see from table 4.11 below Multicollinearity does not exist among all the independent variables provided that the tolerance value of all the independent variables are greater than 0.1 and the VIF values of all the independent variables are less than 10

**Table 4.13 Multi collinearity**

<b>Model</b>		<b>Collinearity Statistics</b>	
		<b>Tolerance</b>	<b>VIF</b>
1	(Constant)		
	Awareness	.997	1.003
	Advertisement	.980	1.020
	Quality	.991	1.009
	Price	.981	1.019

a. Dependent Variable: Antecedent for Brand Preference

**Source: survey result 2022**

### **4.3.3 Regression Analyses**

Regression analysis is a statistical technique that can be used to analyze and measure a relationship between two or more variables (Erika FH Saunders, 2009). This technique implemented to explore the most sophisticated interrelationship among variables, for instance, the technique uses to identify which Independent variable element is the best predictor of antecedents for brand preference.

Generally, this method enables the researcher to make stronger causal inferences from observed interrelationships among variables and to predict a dependent variable based on the values of several independent variables. Multiple R is a correlation between the observed values of y, the values of y predicted by multiple regression models. Therefore, large values of the multiple R represent a large correlation between the predicted and observed values of the outcome. The model summary table reports the strength of the relationship between the independent and the dependent variable.

## Model summary

Table 4.14 model summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.720 <sup>a</sup>	.518	.510	1.95

a. Predictors: (Constant), Price, Awareness, Quality, Advertisement

b. Dependent Variable: Antecedent for Brand Preference

**Source: survey result 2022**

The model or the predictor variables have accounted for 51% having an adjusted R-square value of .510. The remaining 48.2% are explained by other variables out of this model.

Table 4.15 ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.20	4	33.55	65.412	.000 <sup>b</sup>
	Residual	124.648	243	.51295		
	Total	258.849	247			

a. Dependent Variable: Antecedent for Brand Preference

b. Predictors: (Constant), Price, Awareness, Quality, Advertisement

**Source: survey result 2022**

Similarly, the Anova table 4.15 shows the overall significance/ acceptability of the model from a statistical perspective.

As the significance value of F statistics shows a value of (.000), which is less than  $p < 0.05$ . Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

## Regression analysis of Antecedents for brand preference

In order to see the effect of Antecedents of brand preference for electrical materials in Excel Company, multiple linear regression analysis was employed.

Overall antecedent for brand preference used as the dependent variable while the underlying variables of electronics material (Advert, Awareness, product, quality and product price) were used as the independent variables. Table 4.16 provides the results of the multiple regression analysis.

**Table 4.16: Regression analysis of brand Preference**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.237	.516		.460	.646
	Awareness	.039	.054	.046	.728	.584
	Advertisement	.328	.075	.289	4.374	.000
	Quality	.219	.066	.207	3.303	.001
	Price	.044	.051	.054	.856	.844

a. Dependent Variable: Antecedent for Brand Preference

**Source: survey result 2022**

In the previous correlation analysis, the association between the variables has been estimated. In effect, two variables (advertisement and quality) showed a statistically significant correlated ( $P < 0.05$ ). and two variables (Product price and awareness) were showed low significant with dependent variables it is of interest in this study to further distinguish the combined effect of these independent variables on the dependent variable using multiple regression analysis As stated earlier, this study aims to analyze the most influencing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta coefficient.

The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta coefficient an independent variable has, the more support to the independent variable and the more important determinant in predicting the dependent variable.

The result of the analysis showed that product quality and advertisement are positively and significantly ( $\beta = 0.207$ ,  $p < 0.05$ ), ( $\beta = .289$ ,  $p < 0.05$ ) respectively influence the antecedents for brand preference for electronics material consumption in excel commerce company.

The remaining two variables are brand awareness ( $\beta = 0.046$ ,  $p > 0.05$ ) and price ( $\beta = 0.054$ ,  $p > 0.05$ ) are insignificant. Accordingly, the relationship between product quality, product advertisement and antecedents for brand preference can be represented as Antecedent for Brand preference =  $0.237 + 0.289 \text{ product quality} + 0.207 \text{ product advertisement}$

This implies that every unit (promotion) increase in product advertisement will increase the associated antecedents for brand preference by 0.207 times and accepted the second Hypothesis (H2) and every unit increase in product quality (related with other product) will increase the associated antecedents for brand preference by 0.289 times and accepted the third Hypothesis (H4).

**Table 4.17: Summary of the overall outcome of the Research Hypotheses**

<b><i>HYPHOTHESIS</i></b>	<b><i>RESULT</i></b>
<p><b><i>H0: Brand awareness has no significant influence on brand preference for electrical material.</i></b></p> <p><b><i>H1: Brand awareness has significant influence on brand preference for electrical material</i></b></p>	<p><b><i>H0: Supported</i></b></p> <p><b><i>H1: Rejected</i></b></p>
<p><b><i>H0: Brand Advertisement has no significant influence on brand preference for electrical material.</i></b></p> <p><b><i>H2: Brand Advertisement has significant influence on brand preference for electrical material.</i></b></p>	<p><b><i>H0: Rejected</i></b></p> <p><b><i>H1: Supported</i></b></p>
<p><b><i>H0: Product Quality has no significant influence on brand preference for electrical material.</i></b></p> <p><b><i>H3: Product Quality has significant influence on brand preference for electrical material</i></b></p>	<p><b><i>H0: Rejected</i></b></p> <p><b><i>H1: Supported</i></b></p>
<p><b><i>H0: Price has no significant influence on brand preference for electrical material.</i></b></p> <p><b><i>H4: Price has significant influence on brand preference for electrical material</i></b></p>	<p><b><i>H0: Supported</i></b></p> <p><b><i>H1: Rejected</i></b></p>

**Source: survey result 2022**



Based on the above mentioned results the coefficients of the two predictor variables (product quality and advertisement) are statistically significant at less than five percent therefore the hypotheses related to the two variables of antecedent for brand preference were accepted. The rest two predictor variables (awareness and product price) are statistically insignificant at greater than five percent consequently alternative hypothesis related to the two variables of antecedent for brand preference were rejected. Here, brand awareness and price have an inverse relationship with antecedent for electronics brand preference in the Excel commerce company, especially that of Addis Ababa.

#### **4.4 Discussion**

In this section, the major findings will be laid out and the results of this research will be further elaborated. About the antecedent for preference of electronics brands Samsung, Sony and LG is the major player in the Excel commerce company. A majority of the respondents stated that Samsung, Sony and LG are by far their preferred electronics brand (51%). This implies that even if the new brand products are entering into the market the product still the major player because of its strong brand.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for the entire antecedent for brand preference variables, questions relating to advertisement and product quality received the highest mean scores while the lowest went to price and awareness.

From the four independent variables all are positively related with the overall antecedent for brand preference within the range of 0.173 to 0.589. This study was designed and carried out in order to analyze the antecedents for electronics brand preference in the Excel commerce company in Addis Ababa.

In regression analyses according to the study's findings, there is a significant relationship only between the two independent variables (product quality and advertisement) with the dependent one. The remaining two variables: Awareness and product price are insignificant. While, in the correlation analyses all variables are positively correlated.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

In this section, the main findings of the research are summarized and conclusions on major findings are presented. Recommendations are given based on the research findings and the limitation of the study is mentioned. Finally, the study forwarded some suggestions for further investigations.

#### **5.1 Summary of Findings**

The main objective of this study was to examine the antecedent on the brand preference for electronics material with a particular emphasis on Addis Ababa. This study tried to identify to what extent these marketing factors influence antecedent for electronics brand preference in Addis Ababa. In addition, this study also tried to answer the four research questions it started with in the introduction.

In order to measure the consumer antecedents for brand preference in Addis Ababa, the study considered four marketing factors namely price, product quality, advertisement and brand name awareness. A census was conducted, as the target population is small. Based on the theoretical frame work and objectives of the study 21 dependent and independent items were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed using descriptive and inferential statistics

The findings indicate that Samsung, Sony and LG were by far most preferred brand that is preferred by more than half of the respondents followed by Apple (15.32) and Dell (12.89). From revenue level respondents earn up to 4,000 monthly incomes, 24.59 % respondents earn between 4,001 and 7,000, 25.80 % respondents make between 7,001-10,000, and the remaining 31.45% earned a monthly income of more than 10,000 birr. From brand perspective 9.27% of the respondents know less than three brands followed by 39.51% respondents were know between 4-6 brands and 31.45% (78) were know about 7-10 brands and more than 10 brands identified by 19.75% (49) of the respondents.

The results of marketing factors antecedent for electronics material brand preference indicate that product quality has the most significant impact on the overall antecedent for brand preference of electronics material followed by advertisement while the other two variables namely product awareness and price have insignificant impact on overall antecedent for brand preference.

## **5.2 Conclusion**

According to Wu (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition, Hillier et al. (2003), define it as the extent to which a consumer favors one brand over another.

An electrical material consumers decision is frequently prefer one product over another depends on many factors. This study analyzed the effect of some marketing factors such as price, product quality, advertisement and brand name awareness of the antecedent for brand preference.

The main objective of this study was to find out to what extent marketing factors that influence the antecedent for electrical material brand preference. The results of the analyzed questionnaires revealed that product quality and advertisement are the significant variables affecting the consumer's antecedent for brand preference. The other remaining variables have insignificant impact on the antecedent of electronics material brand preference. The study recognized that the most popular electronics brand is Samsung, Sony and LG brands.

At the beginning of the study, it was hypothesized that all four marketing factors have a significance influence on the antecedents of brand preference of electronics material. After the analysis was done, the findings revealed that only two of the variables have a significant influence. Therefore the two alternative hypothesis drawn (H2 and H3) were accepted as the remaining three alternative hypothesis (H1 and H4) were rejected. In conclusion, according to this study product quality and advertisement are the major players in deciding consumer's antecedent for brand preference.

### **5.3 Recommendations**

The consumer must be aware of their antecedent in the market. They must check the health of their brand preference in the commerce, which will help them to see whether the antecedent for brand preference is right or wrong. After checking these situations, they can decide what kind of measure they can take. Wholesalers/sales provider in the electronics business should design their brand strategy by mainly focusing on product quality and advertisement. They should seriously consider their product quality as it greatly affects the antecedent for brand preference and make sure that they have a good product advertisement of their brand.

### **5.4 Limitations and Suggestions for Further Study**

The study has limitations because it only considers four marketing factors of antecedent for brand preference (Product quality, price, advertisement and awareness). The research would have been more conclusive if it had considered more variables of marketing and other factors of antecedent for brand preference. This study only covered electronics market in the Excel commerce in Addis Ababa. Future researches should include consumer from other major companies of the country to make it more representative.

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## **Appendix**

### **A Questionnaire on the assessment of customers Antecedent for Brand preference on Electrical Material consumption**

#### **Dear Respondent**

I would like to express my deep gratitude for your cooperation to express your real feeling in a questionnaire. This questionnaire developed and availed to you to examine your perception, knowledge, feelings and attitudes towards antecedent for electrical material brands preference. My name is Abay Tadesse, conducting a research entitled analysis of Antecedents for Brand Preference on the Consumption of Electrical Material as a partial fulfillment for my MBA Degree. I assure you that responses will be kept confidential and the data will be used for intended purpose only.

**For more information, you can contact me by phone: 0920167015, [Email.abytadd2007@gmail.com](mailto:Email.abytadd2007@gmail.com)**

**Thank you in advance for your utmost cooperation.**

#### **Part I**

**General information questions please insert a tick mark in the space next to your answer (for question 1, 2, 3 and 4) and write your answer on the space available (for question # 5).**

**1. Age A. Below 30 B. 31-45 C. 46-60 D. above 61 2. Gender A. Female B. Male**

**3. Monthly Income level. A Below 4,000 B. 4,001-7000 C. 7001-10,000 D. above 10,001**

**4. How many brands do you know? A. less than 3 B. 4-6 C. 7-10 D. more than 11**

**5. Which brand do you prefer from electronics material? \_\_\_\_\_**

#### **Part II**

**Basic research questions please reply to the following statements by showing your level of agreement/disagreement on each by putting a “v” mark.**

Item	Dimension	Rating Scale				
		Strongly disagree(1)	Disagree (2)	Neutral (3)	Agee (4)	Strongly agree(5)
	<b>A. Awareness</b>					
AW1	Some features of my preferable brand come to my mind quickly					
AW2	I know the symbol or logo of my preferred brand					
AW3	I can recognize my preference brand quickly among other competing brands					
AW4	I am familiar with preferred brand					
	<b>B. Advertisement</b>					
AD1	I prefer an electrical material brand with creative advertisement					
AD2	I prefer an electrical material brand with original advertisement					
AD3	I prefer an electrical material brand with a different advert than competing brands					
	<b>C. Brand Quality</b>					
Q1	My preferred electrical material brand is well made					
Q2	My preferred electrical material has an acceptable standard of quality					
Q3	My preferred electrical material brand has consistent quality					
	<b>D. Price</b>					
P1	My preferred electrical material brand is					

	reasonably priced					
P2	My preferred electrical material brand offers value for money					
P3	My preferred electrical material brand is very economical					
P4	My preferred electrical material brand is a good product for the price					
	<b>E. Antecedents for Brand preference</b>	<b>Strongly disagree(1</b>	<b>Disagree (2)</b>	<b>Neutral (3)</b>	<b>Agee (4)</b>	<b>Strongly agree(5)</b>
E1	I prefer the above mentioned brand to other competing brands					
E2	The above mentioned brand is always MY first Electronics brand choice					

