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ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

DETERMINANTS OF CUSTOMER-BASED BRAND EQUITY
(THE CASE OF NYALA MOTORS S.C.)

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ADDIS ABEBA, ETHIOPIA

**DETERMINANTS OF CUSTOMER BASED BRAND EQUITY IN THE
CASE OF NYALA MOTORS S.C.**

By: - Abeba Worku

**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL GRADUATE
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June, 2021

ADDIS ABEBA, ETHIOPIA

DECLARATION

I the undersigned, declare that this thesis is my original work, prepared under the guidance of Mohammed Mohammednur (Assistant Professor). All sources of material used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning my degree.

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ENDORSEMENT

This thesis has been submitted to St. Mary's University School of Graduate Studies for examination with my approval as a university advisor.

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June, 2021

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Acronyms/abbreviations

CBBE- Consumer Based Brand Equity

CSR- Corporate social responsibility

SPSS- Statistical Package for Social Sciences

ANOVA- Analysis of Variance

VIF-Variance Inflation Factor

Abstract

Brand equity is a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Customer based brand equity used to show how a brand's success can be directly attributed to customers' attitudes towards that brand. The study was aimed to determine the effect of brand equity of Nyala Motors S.C by utilizing Aaker's (1991) Customer-based brand equity model. Four dimensions (brand awareness, brand association, perceived quality, and brand loyalty) used in order to conduct the study. Quantitative research approach implemented, where descriptive and explanatory research design was applied. A sample of 362 Nyala Motor buyer respondents from the company head office Addis Ababa were selected by a convenience sampling method and data was collected through a structured questionnaire intending to identify their perception towards the vehicles brand (Nissan vehicle, UD trucks and Eicher vehicle). Out of 362 structured questionnaires distributed to respondents 323 were collected, which maintained 89.2% response rate. The data were analyzed using descriptive and inferential statistics (correlation and regression) analysis. The results of correlation analysis demonstrate that all the predictors of overall brand equity considered in this study had a positive significant relationship with CBBE as well as within themselves at significance level of 0.05. The results of multiple regression analysis discovered that brand awareness and brand loyalty have a positive & significant influence on Nyala Motor while the influence of perceived quality and brand association was found to be significant but their intensity is medium. Among independent variables, brand awareness had the strongest positive significant influence on Nyala Motor followed by brand loyalty, perceive quality and brand association. Thus, Nyala Motor brand managers should exert their efforts to increase brand awareness, first along with brand loyalty of their customers so that the Overall brand equity would accordingly increase.

Key Words: *Customer-Based Brand Equity, Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Over the last 100 years, the process of marketing has been evolved from exchange orientation to today's modern marketing concept through product, production and sales orientation. Technology enabled the production in mass quantity and led excess supply of goods in market. This increased the severe competition in market place requiring business firms to differentiate their own products from the competitor's products. As a result, business firms started to create the different identity of their own product. Branding has existed for centuries as a way of distinguishing the goods of one producer from those of another, while modern branding finds its origins in the 19th century (Room, 1992). According to this, a brand can be treated as a legal instrument, logo, company, identity system, image, personality, relationship, and/or as adding value. Branding plays many roles for companies. According to Kotler (2009), Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its" rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of data accumulated over time about the corporate and its products or brands. Kotler (2009).

Brand equity is a marketing term that describes a brand's value. That value is determined by consumer perception of and experiences with the brand. Brand equity plays a strategic role in helping automotive brand managers to gain competitive advantage and make wise management decisions. Unfortunately brand equity, as enterprise important intangible asset, lacks accurate measurement standards. Further, it has no quantitative measure indicators. Further, automobile industry collects characteristics both from manufacturing and service industry, which makes the customer experience become an important dimensions for building brand equity of automobile industry. Thus, level of brand equity could be one measuring tool to understand customer perceptions that motivates them to the value of brad automobiles, the main purpose of this study. As per (Tong and Hawley, 2009), if brand equity correctly measured it would be appropriate tool for evaluating the long-term impact of marketing decisions. Addressing consumer perceptions in relation to the value of car brands and then seek to effectively meet their consumer needs to gain many advantages like long term revenues, customers' willingness to seek out for themselves new

channels of distribution, the ability of firms to command higher prices and the effectiveness of marketing communications (Keller, 2003).

Keller (2003) describes that customer-based brand equity is mainly manifested by the customers' response to marketing activities done by many brands and the differential effect of one brand from the others. Aaker hypothesized the determinants of customer-based brand equity as five elements namely Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and other proprietary rights. While, Keller (2003) recognizes Brand Awareness and Brand Image to be the key elements in building brand equity Leiser (2004). According to Yoo, B. et al (2000), customer-based brand equity is considered as the driving force of increased market share and profitability of the brand.

In contrast to the situation with other consumer goods, in which equity is created substantially through advertising, automotive brand perceptions change primarily through consistent and sustained changes in the underlying product portfolio (Hirsh, et al., 2018). Moreover, value of automobiles is not clearly visible in automobile brands hence, strong brand value are more successful at leveraging their brand. Thus, the impact is a competitive difference over other market offerings that can sustain, build, and aid in uncovering relationship opportunities if managed correctly (Atwal, 2018).

Many automobile brands build brand equity through the benefits of the vehicle itself, in addition, to non-vehicle related means. By understanding customer desires and creating a relevant image around their vehicles, automobile brands are committing to their future success. The overall impact of those activities is toward brand development, which is created through persuasive and consistent communication that leads to purchase, repurchase, and customer loyalty (Atwal, H. 2018).

In order to determine the level and strength of a given brand from the customers' perspective in the Nyala Motors, the concept of customer-based brand equity is an essential tool. However, this study by utilize the Aaker's model (1991) to determine customer based brand equity in the vehicles brand that supplied by Nyala Motors.

1.2. Background of the Organization

Since Ethiopia doesn't manufacture automotive, automotive importing companies in Ethiopia are importing different types of vehicles to the country's vehicle market. Ethiopian government direction to support local manufactures to become competitive and be able to substitute import.

Nissan Motors vehicles were imported officially to Ethiopian by Nyala Motors Share Company from April 1973 started importing and selling Nissan brands of vehicles by five founding members with a registered capital of birr 50,000. When the company was setup it began its operation with the sales of Datsun automobiles. Today Nyala Motors S.C is the current exclusives distributor of Nissan vehicles, UD trucks, VE commercial vehicles (Eicher Busses & Trucks), unicarrier forklifts and Mac power battery for Ethiopian market. The company main aim is not only the sale of Nissan vehicles but to be one of the market leader by increasing the market share of the company and also to provide quality after sales service to its valued Nyalas customers. In order to achieve this aim, it is currently operating Nyala Motors Head quarter is located in Addis Ababa, Megeenagna Airport ring road. In addition, the company is operating 6 branch offices (Lideta, Hawassa, Bahir Dar, Diredawa, Mekelle, and Jimma) in the major cities of the country and also organized in four divisions and eight departments.

The sole importer and distributor of Japanese made vehicles. The partnership of Nyala Motors with Nissan Motors Co.Ltd started with the import of Datsun automobile back in 1973 with which Nyala started its import and distribution business in its first small facility located around Somale-Tera in current compound of Paul Ries and Sons (Ethiopia) Ltd. In the process expanding its product range, the cooperation with UD Trucks Corporation (the Nissan Diesel Corporation) started in 1987 with the import and distribution of Nissan Diesel Trucks and Buses. Today Nyala Motors S.C is the current exclusives distributor of

i.Nissan Vehicles:- Nissan Motor Automobiles, Patrol, Pick Ups, and Minibus/van.

ii.UD Trucks:- Dump Trucks, Cargo Trucks, Tanker Trucks, Mixer Trucks, Asphalt Distributing Trucks and Tractor.

iii.Eicher Vehicles:- 2008 Eicher Trucks and Buses become part of VE Commercial Vehicles Ltd,50:50 joint venture between Eicher Motot and Volvo Group manufacture with a wide range

in India, has become valuable input to Nyala Motors to lead for local dealership agreement signed. Nyala Motors S.C is an exclusive importer and distributor of Eicher Trucks and Buses.

1.3. Statement of the Problem

An automobile is no more considered as luxury once, now occupies a part of day-to-day life and has become a necessity. Customers have now changed their attitude that yesterday's luxuries are today's necessities. To be a successful marketer it is crucial that marketers tailor their brand equity building efforts and brand designs according to consumers' needs and wants. The understanding and analysis of customer perception especially in automotive, are very insightful in promoting brands and build brand value to show their goods and be able to stay in the market in the competitive environment. Brand equity plays a strategic role in helping automotive brand managers to gain competitive advantage and make wise management decisions (Keller, 2013).

Nyala Motors S.C started importing and selling Nissan vehicles, UD trucks, Eicher Busses & Trucks and unicarrier forklifts for 48 years in the Ethiopian market. In terms of being a sole distributor in its brand or getting stiff in competition and to be better in the marketing position, need to have a clear understanding of consumer perceptions of their brands value and the dimension that the most significant in determining the customer based brand equity to enhancing the brand image, creating brand loyalty among customers and consequently increasing their consumer-based brand equity, this will assist the company to increase their sales volume and market share in this very competitive market.

Employing the concept of customer-based brand equity (CBBE) to address their customers' needs will in turn increase their sales volume and market share in this very competitive market (Fiseha, 2019).

Although some previous researches tried to analyze customer based brand equity models in different industries such as chocolate industry (Hossien, 2012), Computer, cellphone and beverages (Ulla et al., 2012), sportswear brands (Tong and Hawley, 2009) and banking sector (Abad, 2012), Furthermore, no research were concerned about Measuring the effects of Aaker's CBBE model in the automobile market in developing countries like Ethiopia, which is appeared to be with the fastest growing potential market for such products. This study tried to bridge the gap that exists due to the lack of theoretical evidence that links the effect of the major brand

equity dimensions on customer's overall brand equity, in such a way that it could give an insight to the major determinants that have an effect on the brand equity of the Nyala Motor.

On the other hand, the motivation behind this study was the fact that the automobile market in Ethiopia is currently composed of several brands which are in stiff competition with each other to take a larger share of the market by providing consumers with a wide range of brands to choose from. Consumers are faced with the task of differentiating and choosing among products and brands.

According to Wu, (2001) the preferred brand is the chosen brand among several brands of the same quality. Authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. However, it has not been clear which factors of brand equity have a strong influence on the customer's brand preference. Thus, this study attempted to measure the four determinants of Brand Equity (BE) in the vehicle brands supplied by Nyala Motors and find out the most customers preferred brand in the vehicle brands supplied by Nyala Motors.

1.4. Research Questions

To specify the research the following are stated as the research questions.

- To what extent Perceived Quality, affects brand equity in the Nyala Motors S.C?
- To what extent Brand Awareness determines brand equity in the Nyala Motors S.C?
- How does Brand Association, have an effect on brand equity in the Nyala Motors S.C?
- How does Brand Loyalty affect customer based brand equity in the Nyala Motors S.C?
- Among the four which one is the most significant Brand Equity dimension from the customers' perspective in the vehicle brands supplied by Nyala Motors S.C?

1.5. Objectives of the Study

1.5.1. General Objective

The general objective of this study is to investigate the determinants of customer based brand equity in the vehicle brands supplied by Nyala Motors.

1.5.2. Specific Objectives

- To determine whether Perceived Quality, has a significant effect on brand equity in the Nyala Motors S.C.
- To evaluate whether Brand Awareness, has a significant effect on brand equity in the Nyala Motors S.C.
- To analyze whether Brand Association, has a significant effect on brand equity in the Nyala Motors S.C.
- To investigate whether Brand Loyalty, has a significant effect on brand equity in the Nyala Motors S.C.
- To identify the most significant Brand Equity dimension in the Nyala Motors S.C. from the customers' perspective.

1.6. Significance of the Study

The study of customer-based brand equity was very essential for the following reasons.

Finding of this study is useful and very important for students as an input for embarking upon similar researches in the future and also the research findings also are helpful literature reference for automobile importers who wants to formulate a new branding strategy.

Ethiopia automobile importer can make use of brand equity determinants to effectively build a strong brand and thus increase their market share as well as add value. And also based on the findings of this research, help the brand managers/marketers of make use to know what customers thinks of the brand or used to help marketers develop effective strategy to understand, meet, and influence consumer behavior to satisfying company's customers preference better than competitors, the marketing/brand managers often have limited resources (e.g. money, time, and manpower) to implement CBBE, can help them prioritize and allocate resources across the brand equity dimensions and the ability to measure individual components of brand equity from customer perspective, hence will help managers identify problems that result in lower levels of brand equity.

1.7. Scope of the Study

This study mainly concentrated on examine the determinants of customer-based brand equity in the vehicles brand that supplied by Nyala Motors S.C, around the company head office found in Megenagna Airport ring road Addis Ababa. Among several brand equity models in the literature, this study used the one constructed by Aaker (1991), which is the most commonly cited.

1.8. Limitation of the Study

The sampling was done only in the company head office found in Megenagna Airport ring road Addis Ababa, but to make the research more representative, samples should be collected from all branches of the company. The study among different 5 brand equity measuring models only consider widely used Aaker model (Aaker, 1991) however, only the first four Aaker's brand equity dimensions (brand awareness, brand association, perceived quality and brand loyalty) considered in this study. The last Aaker's brand equity asset 'other proprietary assets' is omitted because other proprietary assets do not measure brand equity from the customer's perspective; instead it measures brand equity from company side.

1.9. Definitions of Key Terms

Brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller from among a group of sellers.

Branding is a primary function of advertising through which a company tries to reach its target audience.

Brand Equity is as favorable beliefs and behavior of customers that provide competitive advantage to the brand in market.

Customer-Based Brand Equity (CBBE) is the differential effect of brand knowledge on consumer response to the marketing of the brand.

Brand Associations contains all brand-related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes:

Brand Loyalty provides predictability and security of demand for the firm and when customers are engaged, or willing to invest time, energy, money, or other resources in the brand.

Perceived Quality is usually at the heart of what customers are buying and is often used to differentiate or position brands against others.

Brand Awareness Is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category.

Automobile A usually four-wheeled automotive vehicle designed for transport people and items from one location to another location.

1.10. Organization of the study

This thesis consists of five chapters. The chapters are comprised of Introduction, Review of Related Literature, Research Design and Methodology, Data Analysis, and Summary of findings, Conclusions and Recommendations. The First chapter includes a general introduction of the study including background of the study, Statement of the problem, Research questions, Objectives of the study, Significance of the study, Scope and limitation of the study, Definition of key Terms and organization of the study. Chapter Two gives the definition of a branding and what meant. Then it continued with the different dimensions of customer brand determinant theoretical review. This review follows by empirical review, which gives rise to the conceptual framework that gives the basis for the hypotheses proposed by this study. Chapter Three deal with research design and methodology: the type and design of the study. It included research method sampling technique, data collection method and method of data analysis that has been used in the study reliability, validity tests and Ethical considerations also included. Chapter Four consists of the major presentation, analysis and interpretation of the data collected and Discussion of the findings in a more analytical manner. Finally in chapter five summery, conclusions, recommendation, Limitation and direction of future areas of study has been made.

CHAPTER TWO

2. REVIEW OF RELATED LITRATURE

This chapter provides an insight to the readers about theoretical review, empirical review, hypotheses and conceptual framework of the topic under the study. In line with the objectives of the study, this chapter covered topics related to branding concept, brand equity, brand equity perspectives, customer based brand equity, customer based brand equity model, relationships of brand equity and customer equity, relationships of brand equity and brand equity dimensions for the topic under study.

2.1. Theoretical Review

2.1.1. Concept of Branding

Branding has existed for centuries as a way of distinguishing the goods of one producer from those of another, while modern branding finds its origins in the 19th century (Room, 1992). According to this, a brand can be treated as a legal instrument, logo, company, identity system, image, personality, relationship, and/or as adding value. A successful brand to ‘an identifiable product, service, person, or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely and its success results from being able to sustain these added values in the face of competition.’

According to the American Marketing Association cited in (Keller, 2013,p.31), “A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product or service, he or she has created a brand (Keller, 2013).

Branding is extremely important in the auto market. Some consumers in this market are completely brand loyal to one company. A strong car brand can create significant value in the automotive. Positive thoughts or experiences with a brand often lead to brand loyalty which frequently results in an increase in sales. In this increasingly competitive auto market, fight for customers’ attention (Autojini 2017).

Park et al. (1986) have suggested that the long-term success of a brand depends on selecting a brand concept prior to market entry. These authors define brand concept in terms of firm selected brand meaning derived from consumer needs. Specially, a brand concept consists of an aesthetic, functional and symbolic brand (Park et al., 2013), which represent distinct constructs the aesthetic brands are designed to fulfill consumer's needs for sensory pleasure (Jeon and Lee, 2016).

The functional brands should emphasize the functional performance. Prior research has defined functional value as the ability to perform functions in the everyday life of a consumer (Hirschman and Holbrook, 1982). Functional needs are defined as those that motivate the search for products that solve consumption-related problems (Park et al., 1986; Park et al., 2013). These needs are linked to basic motivations and are met by products with functional performance.

The symbolic brands should emphasize the relationship between brand and self identification. These brands can reflect a part of consumer's identities. Park et al. (2013) defined self expressiveness brand as the brand with symbolic concept. A symbolic brand benefit is one that is designed to associate the individual with a desired group, role or self-image (Park et al., 1986). Consumers may value the prestige, exclusivity or fissionability of a brand because it relates positively to their self-concept.

2.1.2. Brand Equity

Brand equity is very important to companies for their existence in the contemporary business environment (Raja et al., 2017). Aaker (1991) has discussed the role of customer commitment in brand equity management and has specifically noted that strong commitment leads to competitive advantages such as reduced marketing costs and attracting new customers. A thorough understanding of brand equity from the customer's point of view is essential for successful brand management. As Keller's (1993) pioneering work explains, positive customer-based brand equity "can lead to greater revenue lower cost, and higher profit; it has direct implications for the firm's ability to command higher prices, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities."

Aaker (1991) believed that “brand equity is a set of brand assets and liabilities linked to a brand; its name and symbol, which add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. By this definition brand equity divided into four aspects, which are brand awareness, brand association, perceived quality and brand loyalty.

Brand equity generates value for the company and the consumers. It creates value to the consumers by giving information to consumers, giving confidence in making decision, reinforcing buying, and contributing to self-esteem, such as confidence in using the brands. Brand equity gives value to companies by increasing marketing efficiency and effectiveness, creating brand loyalty, increasing profit margins and winning over the competition (Santoso & Cahyadi, 2014). Although there are various definitions with different views of brand equity, all researchers mostly agree with the term “added value”.

2.1.3. Brand Equity Perspectives

There is a lot of literature about brand equity all with their differences and similarities. According to Kapferer (2008), there are two principal and distinct perspectives that have been taken by academics from which brand equity can be viewed. The first perspective of brand equity is from a financial market’s point of view where the asset value of a brand is appraised (Farquhar et al., 1991; Simon & Sullivan, 1990); while the second perspective of brand equity is customer-based perspective which is evaluating the customer’s response to a brand name (Aaker, 1991; Keller, 1993). Based on their perspective their definition for brand equity is also different but complimentary and both are useful in managing brand equity.

- **Financial perspective**

The financial perspective evaluates the asset value of a brand name that creates to the business (Farquhar et al., 1991). The financial perspective of brand equity focuses on measuring the added value in terms of cash flows, revenues, market share, or similar measures. According to Simon and Sullivan (1990), the financial perspective is a top-down approach for measuring brand equity. It uses the information that encompasses the total performance of a company, such as the firm’s historical income statements, balance sheets and statements of cash flows. A top-down approach of this nature assumes a direct relationship between the firm’s profitability and brand equity.

- **Customer based perspective**

On the other side, the second perspective stated by Simon and Sullivan (1993), brand equity is a consumer-based which is a measure of brand equity based on the value consumers derive from the brand name. The customer-based brand equity definitions approach the subject from the perspective of the consumer whether it is an individual or an organization. Consumer based perspective takes a bottom-up approach to measuring brand equity, in applying this approach Researchers deal with that for a brand to have value it must be valued by consumers which imply that this perspective give emphasis on how the customer perceived about the brand.

2.1.4. Customers Based Brand Equity (CBBE)

It is brand equity from the point of view of the equity that the brand has with its consumers (it includes the awareness consumers have of the brand, the perceived quality premium they attach to the brand, the variety of associations they have for the brand in their minds, their emotional connect, the loyalty they have for the brand and variety of other such measures).

According to Keller (1993), there is both an indirect and a direct approach to measuring customer-based brand equity. The indirect approach tries to identify potential sources of such equity, whereas the direct approach focuses on consumer responses to different elements of the firm's marketing program. The implications of customer-based research suggest that measures of customers' brand perceptions are accurate reflections of brand performance in the marketplace. Strong, positive customer-based brand equity has a significant influence on the financial performance of the firms (Kim and Kim, 2004). The premise is that customer-based brand equity (CBBE) can also potentially impact on cost, revenue, profit, marketing and brand extensions among other areas (Tong and Hawley, 2009).

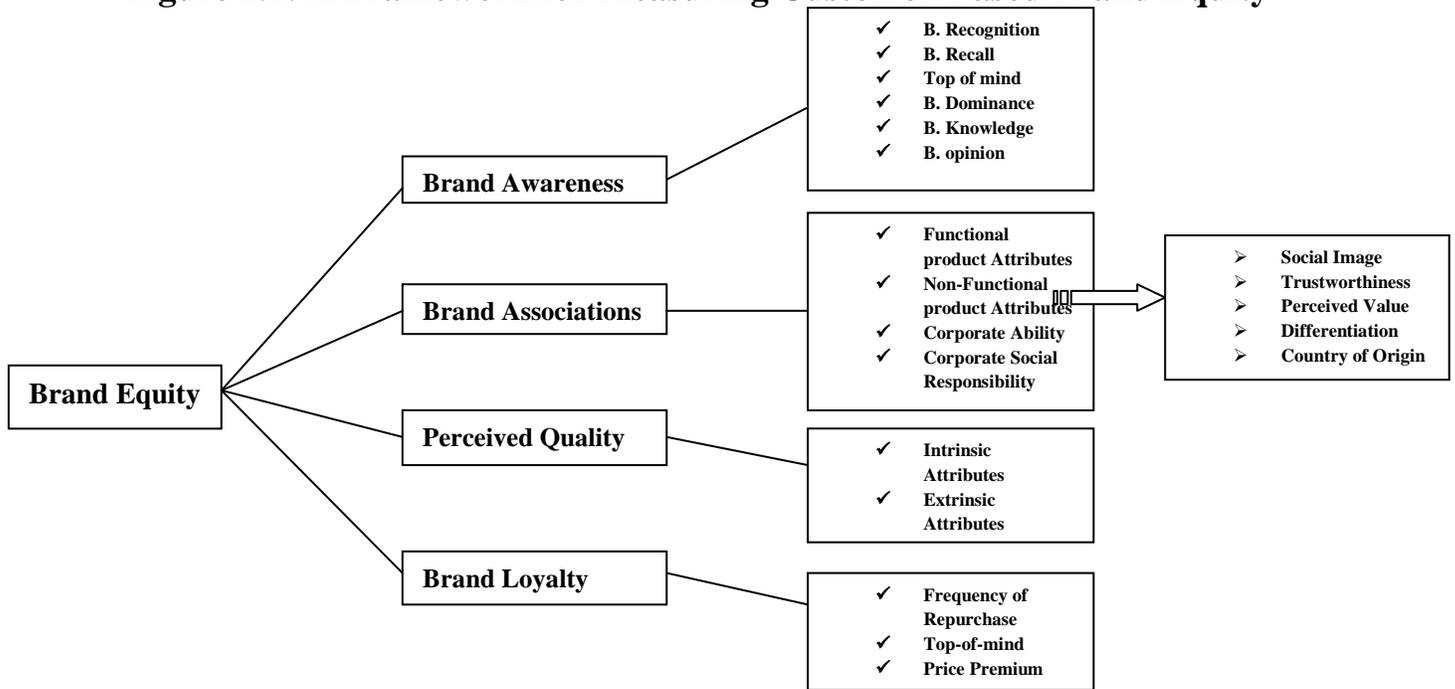
Aaker (1991, 1996) argued that brand equity should be measured from the perspective of the consumer. The stronger the brand awareness, brand loyalty, and brand association the higher the financial value will be. In other words the value of the brand equity dimensions (i.e. especially brand awareness, brand loyalty, brand association and perceived quality) are the bases on which the financial value of the firm will depend. The CBBE model of Aaker's (1991) is one of the most accepted models used to build, maintain, sustain, and measure brand equity over time.

2.1.5. Customer Based Brand Equity (CBBE) Models

Aaker defined brand equity as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. Whilst equity can be an asset and add to the value provided by a product or service, it can also be a liability and reduce the value provided. Aaker’s model of brand equity was a conceptual model but later studies have empirically tested (Yoo&Donthu 2001, Pappu et al 2005) this model and have found it to explain most of the contribution to a brand’s equity. A conceptual framework for measuring customer-based brand equity is developed by using the conceptualization of Aaker’s five dimensions of brand equity, in Aaker’s (1991) framework, CBBE was represented by the combination of several brand attributes including awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks and channel relationships. He argued that the CBBE of a brand is strong if consumers are familiar with a brand, perceive positive image including great product quality of the brand, and are loyal to the brand. The first four dimensions of brand equity represent consumer perceptions and reactions to the brand, while proprietary brand assets are not pertinent to consumer based brand equity.

Due to its wide implementation of Aaker model by different researchers for measuring consumer-based brand equity, the researcher also sets out the current study to understand effect of considering customer-based brand equity of assembled the vehicles importer in Nyala Motors S.C from the customers’ perspective with employing Aaker’s (1991), brand equity model as a conceptual framework of study. However, as previously raised, the researcher will only consider four dimensions of Aaker’s (1991) brand equity model; those are brand awareness, perceived quality, brand association, and brand loyalty. Other proprietary brand assets are not found relevant by the researcher, because other proprietary assets do not measure brand equity from customer’s perspective; instead it measure brand equity from company side.

Figure 2.1: A Framework for Measuring Customer-Based Brand Equity



Source: Aaker (1991):- Dimensions of Brand Equity: The Proposed Model

i. Brand Awareness

Awareness is a key determinant identified in almost all brand equity models (Aaker 1991, Kapferer 1991, Keller 1992, Agarwal and Rao 1996, Krishnan 1996, Na, Marshall and Keller 1999, Mackay 2001). Keller (2003, p.76) defines awareness as relates to how strong a brand is in the memory of consumers (Aaker, 1991; 2009). Brand awareness is the ability of a brand to appear in consumers mind when they are thinking about a category of a product. Santoso & Cahyadi (2014) believed that brand awareness becomes a crucial point of difference between a certain brand and its competitors and they believe that brand awareness can be determined as the degree of consumer’s familiarity towards a brand that can be measured through brand recognition, brand recall, and top of mind.

- **Brand recognition** is defined as consumers’ ability to remember a certain brand with the help of something or someone to remember it, such as logo, slogan, tagline, advertising and packaging which often called as aided recall. The purpose of brand recognition is to reassure the brand and help the brand to be recognized by other people.

- **Brand recall** is defined when consumers can easily retrieve the brand of a category from their mind without any help or clue (unaided recall). The purpose of brand recall is to position the brand in consumers' minds.
- **Top of mind** is defined as the first brand that appears in consumers' minds when they think about a product/service category, as they know and familiar about the brand. The **purpose** of top of mind is to position the brand to be the first brand in consumers' mind (Santoso & Cahyadi, 2014).

Aaker (1996) identifies other higher levels of awareness besides recognition, a recall and top mind (Aaker 1991). He includes brand dominance (the only brand recalled), brand knowledge (I know what the brand stands for) and brand opinion (I have an opinion about the brand).

- **Brand knowledge** is the full set of brand associations linked to the brand (Keller, 1993). According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall.

Similar measures are used by the Y&R and total research efforts. Aaker conceptualizes brand awareness must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank 2002).

ii. Brand Association

A brand association is the most accepted aspect of brand equity (Aaker 1992). Associations represent the basis for purchase decision and for brand loyalty (Aaker 1991, p. 109). Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller 2006, p. 188) and is anything linked in memory to a brand. Other researchers (Farquhar & Herr 1993, Chen, 1996, Brown & Dacin 1997, Biel 1992) identify different types of association that contribute to the brand equity. Chen (2001) categorized two types of brand associations - product associations and organizational associations.

A) Product Associations

Product associations include functional attribute associations and non-functional associations (Chen 2001). Functional attributes are the tangible features of a product (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam, 1989). While evaluating a brand, consumers link the performance of the functional attributes to the brand (Pitta and Katsanis 1995, Lassar et al. 1995). If a brand does not perform the functions for which it is designed, the brand will have a low level of brand equity. Performance is defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar et al. 1995).

Non-functional attributes include symbolic attributes (Aaker 1991, Keller 1993, Farquhar & Herr 1993, Chen 1996, Park et al. 1986) which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam 1989, Pitta & Katsanis 1995). Consumers linked social image of a brand, trustworthiness, perceived value, differentiation and country of origin to a brand.

- **Social Image**

Lassar et al. (1995) limit the reference of the image dimension to the social dimension, calling it social image as social image contributes more to brand equity. Social image is defined as the consumer's perception of the esteem in which the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand.

- **Perceived Value**

Value appeared in several brand equity models (Feldwick 1996, Martin and Brown 1991, Lassar et al. 1995). Lassar et al. (1995) define perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it. Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities (Lassar et al. 1995). A consumer is willing to pay premium prices due to the higher brand equity.

- **Trustworthiness**

Brand equity models (Martin and Brown 1991, Lassar et al. 1995) regard trustworthiness of a product as an important attribute in assessing the strengths of a brand. Lassar et al. (1995) define trustworthiness as the confidence a consumer places in the firm and the firm's communications and as to whether the firm's actions would be in the consumer's interest. Consumers place high value in the brands that they trust.

- **Differentiation/Distinctiveness**

The Marketing Science Institute (Leuthesser 1988) states that the underlying determinants of consumer-based brand equity are that brands provide benefits to consumers by differentiating products, as they facilitate the processing and retrieval of information (Hoyer and Brown 1990). Other marketing literatures (Ries and Trout 1985; Kapferer 1991) also stress the importance of the distinctive character of brand positioning in contributing to the success of a brand. Distinctiveness is defined as the degree to which the consumer perceives that a brand is distinct from its competitors (Kapferer 1991). A brand can have a price premium if it is perceived as being different from its competitors.

- **Country of origin**

Thakor and Kohli (1996) argue that brand country of origin must also be considered. He defines brand origin as "the place, region or country to which the brand is perceived to belong by its customers" (p. 27). Country of origin is known to lead to associations in the minds of consumers (Aaker, 1991, Keller, 1993). The country of origin of a product is an extrinsic cue (Thorelli et al. 1989), which, similar to brand name, is known to influence consumers' perceptions.

Country of origin refers to the country of origin of a firm or a product (Johansson et al. 1985, Ozsomer and Cavusgil 1991), or the country where the product is manufactured or assembled (Bilkey and Nes 1982, Han and Terpstra 1988). Thakor and Kohli (2003) state that less concern should be given to the place where brands manufacture their products, and more to the place where people perceive the brand's country of origin to be. Therefore, country of origin in the proposed framework referred to the brand's country of origin.

B) Organizational Associations

Organizational associations include corporate ability associations, which are those associations related to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations (Chen 2001).

According to Aaker (1996), consumers consider the organization that is the people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved.

Corporate social responsibility (CSR) must be mentioned as another concept that is influencing the development of brands nowadays, especially corporate brands as the public wants to know what, where, and how much brands are giving back to society. Both branding and CSR have become crucially important now that the organizations have recognized how these strategies can add or detract from their value (Blumenthal and Bergstrom 2003). **CSR** can be defined in terms of legitimate ethics or from an instrumentalist perspective where corporate image is the prime concern (McAdam and Leonard 2003).

iii. Perceived Quality

Perceived quality is viewed as a dimension of brand equity (Aaker 1991; Kapferer 1991; Kamakura and Russell 1991; Martin and Brown 1991; Feldwick 1996) rather than as a part of the overall brand association (Keller 1992; Gordon, di Benedetto and Calantone 1994).

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml 1988, pp. 3 and 4). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson et al. 2007). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality (Olson and Jacoby 1972, Zeithaml 1988, Ophuis and Van Trijp 1995, Richardson et al. 1994; Acebro'n and Dopico 2000). Perceived quality is hence formed to judge the overall quality of a product/service.

Boulding and other researchers (1993) argued that quality is directly influenced by perceptions. Consumers use the quality attributes to ‘infer’ quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes are with regard to brand equity Zeithaml (1988) and Steenkamp (1997) classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes.

- **The intrinsic attributes** are related to the physical aspects of a product (e.g. colour, flavour, form and appearance); on the other hand,
- **The extrinsic attributes** are related to the product, but not in the physical part of this one (e.g. brand name, stamp of quality, price, store, packaging and production information (Bernue’s et al.2003). It’s difficult to generalize attributes as they are specific to product categories (Olson and Jacoby 1972, Anselmsson et al. 2007).

iv. Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991, p. 39) defines brand loyalty as the attachment that a customer has to a brand. Grembler and Brown (1996) describe different levels of loyalty. Behavioural loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases (Keller 1998) or commitment to rebuy the brand as a primary choice (Oliver 1997, 1999). Cognitive loyalty which means that a brand comes up first in a consumers’ mind, when the need to make a purchase decision arises, that is the consumers’ first choice. The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents’ first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioural loyalty) (Keller 1998).

Aaker (1996) identify price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison or a consumer’s preference to buy a single brand name in a product class; it is a result of the perceived quality of the brand and not its price.

2.1.6. Relationship of customer equity to brand equity

According to Blattberg and Deighton cited in Keller et al. (2011) customer equity is defined as the optimal balance between what marketers spend on customer acquisition and what they spend on customer retention. In the views of Rust, Zeithaml and Lemon as cited by Keller et al. (2011) customer equity is made of three components and key drivers:

- **Value equity:** - customers' objective assessment of the utility of a brand based on perceptions of what is given up for what is received. Three drivers of value equity are quality, price, and convenience.
- **Brand equity:** customers' subjective and intangible assessment of the brand, above and beyond its objectively perceived value. Three key drivers of brand equity are customer brand awareness, customer brand attitudes, and customer perception of brand ethics.
- **Relationship equity:** customers' tendency to stick with the brand above and beyond objective and subjective assessments of the brand. Four key drivers of relationship equity are loyalty programs, special recognition and treatment programs, community-building programs, and knowledge building programs.

Brand equity, on the other side, tends to put more emphasis on strategic issues in managing brands and how marketing programs can be designed to create and leverage brand awareness and image with customers. Keller et al. (2011) claimed customer equity and brand equity are related; in fact the two concepts go hand in hand. Many of the actions that will increase brand equity will increase customer equity. Brand equity tends to put more emphasis on "front end" of marketing programs and intangible value potentially created by marketing programs; customer equity tends to put more emphasis on the "back end" of marketing programs and the realized value of marketing activities in terms of revenue.

Figure 2.2: Brand equity versus customer equity



Source: Keller et al. (2011)

2.1.7. Relationship between Brand Equity and Brand Equity Dimensions

i. Perceived Quality and Brand Equity

Keller (2003) defines perceived quality as the quality which is observed or perceived by the consumer is called Perceived Quality. There is significant positive relationship is viewed between perceived quality and brand equity. In recent article it was viewed that in the short term, higher quality perception increase the benefits for the organization because company increase profit due to premium prices and in the long run can result in business growth e.g. company can expand their business and market share. In another recently published research it was posted that perceived quality and brand equity is directly related. Perceived quality of strong brand force people to make decision about purchasing. Perceived quality was called as a subjective assessment from consumer point of view because it depends on their observations and satisfying needs.

ii. Brand Awareness and Brand Equity

Brand awareness is an important component of brand equity. It refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). According to Keller (1993), brand awareness consists of two sub-dimensions: brand recall and recognition. Brand recognition is the basic first step in the task of brand communication,

whereby a firm communicates the product's attributes until a brand name is established with which to associate them. Brand awareness can be a sign of quality and commitment, letting customers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991).

iii. Brand Association and Brand Equity

Brand association representing a base for consumers purchasing decision about the brand to purchase or not. The consumers have a lot of things in his knowledge toward the brand (Emari and jafari, 2012). It was viewed that the relationship between the brand association and brand remembered by the consumer was highly significant and positive. In this way consumer again and again purchase and use the brand (Pouromid and Iranzadeh, 2012). In order to purchase the product consumers have a lot of things in their knowledge. In this way they purchase the product (Washbourm and plank, 2012). It is viewed that brand equity also included a brand association which is found by the researcher through the research (Tong and Hawley, 2014). Author believes that if a brand has association assist to support the brand and in this way brand has power to influence the consumers (Bridges et al., 2000).

iv. Brand Loyalty and Brand Equity

Brand loyalty is very important when making strategies in marketing. The loyal customers increase benefit for the organization by implementing its work and also reduce cost. When consumer become loyal they do not think about price increase because the products satisfy their needs, also loyalty helps the organization to give response against treats e.g. competition. Keller (2003) argues that customer and brand are related and also there is a relationship in between them Invalid source specified.

According to Keller (2003), Brand equity signifies the degree of attachment with customer and it is linked to its use experience. Consumer preference to repurchase a product has initiated repetitive to buy the same product. Similarly decisions are made to purchase the same product due to brand loyalty. In other words consumer become loyal because of well-known brand to their products and brand stick. A favorable consequence of brand use creates positive brand equity that develops brand loyalty among consumer which positively creates particular feelings regarding brand preference over others.

Therefore from the above theoretical relationship, the researcher proposes associative relationships among the four consumer based brand equity dimensions of perceived quality, brand awareness, brand associations and brand loyalty. It is envisaged that consumers' perception of quality associated with their brand loyalty. The more brands loyal a consumer is, the more they likely to perceive the brand as offering superior quality and vice versa. Similarly, the more favorable associations' consumers have towards a brand, the more their loyalty and vice versa. Consumers who hold favorable associations towards a brand are also likely to develop favorable perceptions of quality and vice versa.

2.2. Empirical Literature Review

2.2.1. Studies Based on Aaker's Brand Equity Model

Yoo and Donthu (2001), empirically tested Aaker's four dimensions on Korean and American customers for three product categories (color television, athletic shoes and film for cameras). Their results show that the four dimensions are reliable and valid across both cultures and all the product categories that were tested.

Washburn and Plank (2002), similar to Yoo & Donthu (2001), also empirically tested the four dimensions: brand awareness, brand associations, perceived quality and brand loyalty in the context of co-branded products. Washburn and Plank (2002), also found support for all four dimensions; however, they concluded that further research is necessary for unconditional acceptance of the dimensions.

Pappu et al., (2005), also empirically tested the four dimensions conceptualized by Aaker on two product categories, cars and televisions, in Australia. The results of Pappu et al., (2005) also provide evidence for the validity of the four dimensions.

Abad (2012) studied CBBE in the Banking sector of Iran aiming to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. After employing Aaker's (1991) CBBE model, he found out that Perceived quality, brand loyalty, brand awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector. Among the four mentioned dimensions, brand association appears to have the most influence on brand equity.

Barwise (1993) and Yoo & Donthu (2001), asserted that among Aaker's five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers and hence they have been widely adopted to measure customer-based brand equity in prior researches. A few research works were also conducted using Aaker (1991), brand equity model in the area of customer based brand equity measurement in the Ethiopian context.

Amongst, Wongelawit's (2014), were applied Aaker's (1991) brand equity model , in her study that focused on measuring consumer-based brand equity in the carbonated soft drink sector in the Ethiopian context. She employed Aaker's four brand equity dimensions to measure customer based brand equity of coca cola and concluded that brand association and brand loyalty positively influenced brand equity while perceived quality and brand awareness negatively influenced it.

Beidemariam (2014) also attempted to measure CBBE in the Ethiopian beer industry based on Aaker's established determinants of brand equity model. Like Wngelawit (2014),he used the first four dimensions of Aaker's (1991) brandy equity model but included brand preference as additional dimension of brand equity in determining the magnitude of brand equity in the Ethiopian beer industry. All dimensions were supported except for brand awareness according to the findings of Beidmariam (2014).

Similarly, Bezawit's (2014) adopted Aaker's brand equity model on the CBBE measurement of Ethiopian Airlines and she has come to a conclusion that all brand equity dimensions positively influenced brand equity.

Furthermore, Million (2013) and Wasihun (2014) were carried out a research to measure CBBE in the Ethiopian beer industry using Aaker's (1991) brand equity model. Their findings concluded that all dimensions have got support in measuring brand equity.

In the literature review above, the four dimensions originally proposed by Aaker (1991) are the most widely used dimensions of brand equity. This goes in line with the findings of Christodoulides and Chernatony (2010) as well as Chieng and Goi (2011), who also found that Aaker's brand equity dimensions are the mostly used dimensions among the scholars. In addition

to this, the literature review above also shows that Aaker's four brand equity dimensions have been empirically tested for several product categories and in most cases proven to be valid.

Given that ,among several brand equity models in the literature, this study uses customer based brand equity model constructed by Aaker (1991), that base on customer perceptions. Because several studies in the literature shows that Aaker's brand equity model is the most commonly cited and empirically tested in a number of previous studies (Yoo et al., 2000; Yoo & Donthu, 2001; Kim & Kim, 2004; & Atilgan et al., 2005). Furthermore, the researcher of this enquiry proposes that among the five dimensions conceptualized by Aaker, four of them (brand loyalty, brand awareness, perceived quality and brand associations) are considered in this study. Because, the last dimension of Aaker's brand equity doesn't show a fluctuation of customer perception and behavior to the brand that can be readily understood by customers rather it is of a firm's side (Barwise, 1993; Yoo & Donthu, 2001).

2.3. Conceptual framework and Hypothesis of the study

2.3.1. Conceptual Framework

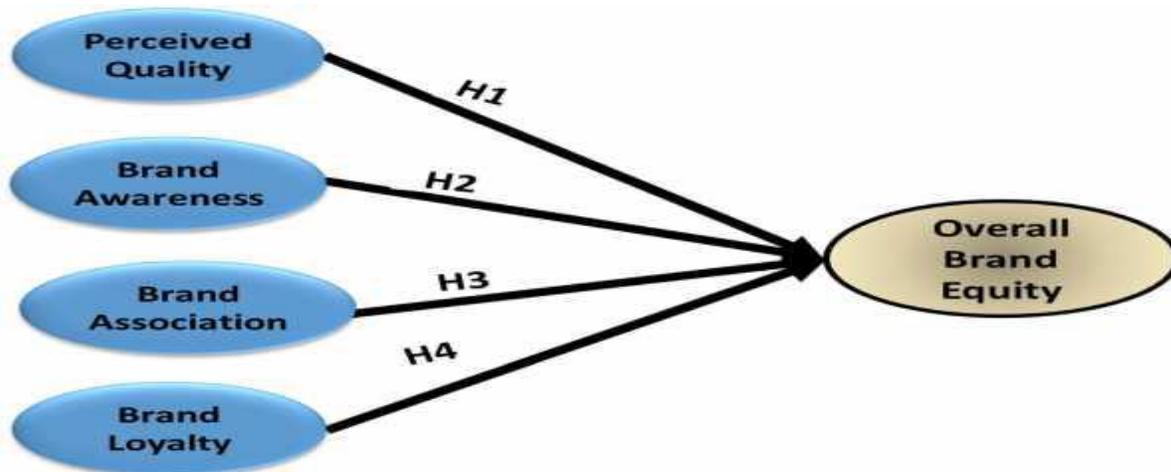
Brand equity is a multidimensional concept and a complex phenomenon. Among several brand equity models in the literature, this study conceptualizes and uses customer based brand equity model constructed by Aaker (1991), that base on customer perceptions which is the most commonly cited and has been empirically tested in a number of previous studies (Yoo et al., 2000, Yoo & Donthu, 2001; Kim & Kim, 2004; Atilgan et al, 2005).

Hence, the researcher sets out the current study to determine customer-based brand equity of selected vehicles brand in Nyala Motor in view of customer's perceptions with employing Aaker's (1991) ,brand equity model as a conceptual framework of study. However, as previously raised, the researcher breaking it down into sub-components and hypothesize that, among the five dimensions of Aaker's (1991) brand equity model, only the first four brand equity dimensions -brand awareness, perceived quality , brand association, and brand loyalty are considered in this study.

For the purpose of this study, other proprietary brand assets are not found relevant by the researcher, because other proprietary assets do not measure brand equity from customer's perspective; instead it measure brand equity from company side (Barwise, 1993; Yoo and

Donthu, 2001). Accordingly, the researcher of this enquiry proposes the following conceptual model, to illustrate the determinants of customer based brand equity of the study area.

Figure 2.3: Conceptual Framework of the Study adopted from- Aaker (1991)



Source: Aaker's (1991)

Research Hypothesis

These four brand equity dimensions, represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Tong, et al 2009), so they have been widely adapted to measure customer-based brand equity in previous studies. To retest Aaker's customer-based brand equity model, the following four hypotheses are proposed.

H1: Perceived quality has a significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.

H2: Brand awareness has a significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.

H3: Brand association has a significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.

H4: Brand loyalty has a significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter presents a detailed discussion of the research methodology employed in the study. Hence, topics related to research design, data type and source, target population, sampling technique and sample size, data collection procedure and method of data analysis will be covered. Explanation about the reliability and validity of the study is also included in this chapter.

3. Research Methodology

3.1. Research Design

According to Saunders, Lewis and Thorn hill (2000) as cited by Farhadi (2009) broadly classified the research design as exploratory, descriptive, and explanatory. The authors further defined exploratory research as a research design, which has a primary objective to insights in to and understanding of the problem situation tackling the research and descriptive research as a type of a research design that has a purpose to describe something. Moreover, if the research is Concerned with learning of why (i.e. how one variable produces changes in another)} the research is said to be Explanatory.

Thus, according to the above theoretical argument, the researcher had used both descriptive and explanatory research design. Because the researcher was attempting to describe demographic information of the respondents and tried to seek the correlation between determinants of brand equity and customer based brand equity (overall brand equity) of the subject matter under study. The goal was to test the research hypothesis need to be answered in relation to the research questions and explain what really exists in vehicle buyers' mind in perceiving the brand equity of vehicle brands supplied by Nyala Motors.

Taking this into account, this research type was a descriptive (describing and summarizing the characteristics of respondents) and explanatory research type (testing the causal effect of dimensions of brand equity (brand awareness, brand associations, perceived quality and brand loyalty) and customer overall brand equity).

3.2. Research Approach

Based on the research purposes and data types, research approach can be classified into quantitative, qualitative research design or a combination of them (Creswell, 2009). According to Malhotra and Birks (2009), qualitative research approach is unstructured primary exploratory research design that depends on small samples, intended to provide insight and understand. It involves the collection, analyzing and interpreting of data that cannot be meaningfully quantified and summarized in the form of numbers (Parasuraman, 1991). In qualitative research samples tends to be smaller as compared with quantitative projects that include much larger samples. On the other way, quantitative research is a study that makes use of statistical tools to obtain findings. Instance to Kothari (2004, p. 3), “Quantitative research is based on the measurement of quantity or amount and applicable to phenomena that can be expressed in terms of quantity”. places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, Lewis & Thornhill, 2009). Again, Veal (2006), claim that quantitative research, including statistical analysis that relies on numerical evidence to draw conclusions or to test hypotheses, often, it is essential to research relatively large numbers of people and utilize computers to analysis the data to be sure of the reliability of the results. Quantitative research is used to answer hypotheses or research questions using descriptive or explanatory techniques (Malhotra & Birks, 2009).

Therefore, given the concepts of the above parts since the aim of this research was to determine CBBE of vehicle brands supplied by Nyala Motors, this research was a quantitative research design as it used data that are numeric in nature. In addition to this, since the researcher uses systematic collection and measurement of data as well as application of statistical tools to analyze and obtain the findings so as to address the raised research questions, objectives and to test the formulated hypotheses, it is a quantitative research approach.

3.3. Population, Sample Size and Sampling Procedure

3.3.1. Target population

The target populations for this study consider customers of Nyala Motors head office that are found in Addis Ababa. Thus, the estimated total population of customer is 3850 and target respondents or samples are those customers, who choose among the brands of Nissan vehicles, UD truck and Eicher Busses & Trucks.

3.3.2. Sampling Procedure

Sampling is a strategy used to select elements from a population. According to the methodology literatures, there are two main sampling methods, probability and non-probability sampling (Zikmund, 2000). Probability sampling is based on the concept of random selection, whereas non-probability sampling is non random sampling (Kothari, 2004).

To make the samples drawn representative of the population, then the samples were selected using non-probability (convenience) sampling technique. The process of selecting a sample using convenient sampling involves the researchers carefully picking and choosing each individual to be a part of the sample. The researcher's knowledge is primary in this sampling process as the members of the sample are not randomly chosen.

3.3.3. Sample size

The number of population in Nyala Motors S.C estimated total population of customer is 3850. A sample size of 362 Nyala Motors S.C customers was chosen for this study.

To determine the sample size of the study according to the formula proposed (Yamane,1967) is used by assuming a 95 percent confidence level and P (the estimated proportion of an attribute that is present in the population) = 0.05 are assumed as follows

$$n = \frac{N}{1+N(e)^2}$$

Where n is the sample size,

N is the population size, and

e is the level of precision.

When applied the formula and getting the appropriate sample size which is

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{3,850}{1+3,850(0,05)^2} 362$$

3.4. Data sources and data collection method

3.4.1. Data Sources and Type

The study depends on the primary data collection through self-administered questionnaires. The questionnaire was prepared by referring Aaker (1991) brand equity measurement model as main reference and a questionnaire was applied usually for descriptive, which identify and describe the variability in different phenomena or explanatory research, which examine and explain relationships between variables (Bahiru, 2015), The questionnaire is adopted questionnaire and arranged into Likert scale. Which is from “strongly disagree” to “strongly agree”. The first and second part of the questionnaire adopted from (Quan, 2006), contains 5 questions which are intended to get the general information and the rest questions are intended to analyze the independent variable and dependent variable. The research constructs were operationalized in accordance with previous works, while secondary data was collected from publications including: books, researches, journals and various materials that have relevance to this study. During the study both primary and secondary data was utilize.

3.4.2. Data Collection Procedure

Nissan vehicles, UD truck and Eicher Busses & Trucks, these are the most widely distributed brand through Nyala Motors. Survey was performed using self-administered questionnaire, in order to make easy the questionnaire for respondents, the questionnaire translated into Amharic and both versions were distributed based on the respondent’s language choice.

3.5. Method of Data Analysis

To accomplish the task of data analysis for quantitative, the researcher was organized and prepare the data for analysis, assign codes based on topic or themes, use the coding process to generate the description of the theme for the analysis. Whereas, quantitative data organized, processed and interpreted by using inferential statistics and descriptive statistical tools. Descriptive analysis was conduct to summarize the characteristics of the respondents, which is descriptive statistics of four dimensions of brand equity and overall brand equity by using descriptive statistics like; frequency, percentage, mean, standard deviation. Regression analysis was used to determine the contribution of various independent variables on customer- based brand equity. Tables and percentage were used to better understand and interpret the data

gathered through the questionnaires. In doing so, statistical package for social science software (SPSS) used to generate the data output. Depending on the analysis and interpretation discussion were made. This was help to give recommendations and conclusions of the study.

3.6. Reliability and Validity

Validity Test

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which a measure what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research. The content validity verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement.

Reliability Test

Reliability means that a measure (in this study questionnaire) should consistently reflect the construct/survey question that it is measuring thus the instrument can be interpreted consistently across different situations and validity confirms whether the research instrument actually measures what it sets out to measure (Field, 2013). This means that research instrument (in this study survey questionnaire) shall have internal consistency. Thus, to assess the internal consistency of variables in the research, it is very common to check reliability using Cronbachs alpha reliability test technique. The researcher used Cronbach's alpha to assess the internal consistency of variables in the research instrument. Cronbach's Alpha coefficient of 0.7 or higher is considered acceptable and adequate to determine reliability in most social science research studies (Field, 2013). Thus, for this study, Cronbach's alpha score of 0.7 or higher has been considered adequate to determine reliability. The result of reliability test of this study presented as follows;

Table 3.1. Reliability (Cronbach's alpha coefficient) of the construct and all standard items

Reliability Statistics		
Independent and dependent Variables	Cronbach's Alpha	N of Items
Percieved Quality	0.811	7
Brand Awareness	0.726	5
Brand Association	0.869	10
Brand Loyalty	0.929	7
Overall Brand Equity	0.796	5
Reliability Statistics		
	Cronbach's Alpha	N of Items
All standardized items	0.937	34

Source: Own Survey SPSS result (2021)

As shown in the table 3.1 above, all the variables were fulfilled the recommended minimum point of the cronbach alpha, i.e. 0.7. Thus, all the variables were confirmed as reliable variables that can be taken as an indication of acceptability of the scale for further analysis.

3.7. Ethical Considerations

The participants in this study was selected with full consent and informed to respond for questionnaires with confidence and understanding the purpose of the thesis; and the researcher assure that keep the information confidential and the data used only for intended purpose.

CHAPTER FOUR

4. DATA ANALYSIS AND DISCUSSION

In this chapter, the collected data are summarized and analyzed to realize the ultimate objective of the study. The purpose of this study is to investigate the dimensions of Customer Based brand equity in the Nyala Motors S.C. Accordingly, the demographic profile of the respondents, their choice of vehicles brands, and other related topics are discussed. At last, a summary of the findings is presented.

4.1. Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to the personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables include; gender, age the educational background of the respondents.

Out of 362 questionnaires, 323(89.2%) were employed under this study. The remaining 39(10.8%) questionnaires were invalid due to unreturned, missing answers, and the unwillingness of respondents. Therefore, any person who reads this paper should have to consider as 323 samples were employed.

The findings of the study were then analyzed by using the Statistical Package for Social Sciences (SPSS) program, and done using descriptive data analysis tools to measure frequencies, percentages, means, standard deviation and graphic representation that helped present the data as accurately as possible. In addition, the Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables. The hypothesis presented was tested using regression.

Table 4.1 Summary of Respondents demographic data

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	173	53.6	53.6	53.6
	Female	150	46.4	46.4	100.0
	Total	323	100.0	100.0	
Age	18-30	120	37.2	37.2	37.2
	31-40	145	44.9	44.9	82.0
	41-50	48	14.9	14.9	96.9
	51-60	10	3.1	3.1	100.0
	Total	323	100.0	100.0	
Education level	Below High school	28	8.7	8.7	8.7
	High School	8	2.5	2.5	11.1
	Diploma	33	10.2	10.2	21.4
	School 1st Degree	185	57.3	57.3	78.6
	2nd Degree & above	69	21.4	21.4	100.0
	Total	323	100.0	100.0	

Source; survey result 2021

From Table 4.1, from the total respondents, male participants covered the highest percentage 53.6% while their female counterparts were 46.4%. This implies that the majority of male respondent participated on response besides male customers are more frequently visit automobile shops to buy the vehicle in Nyala Motors.

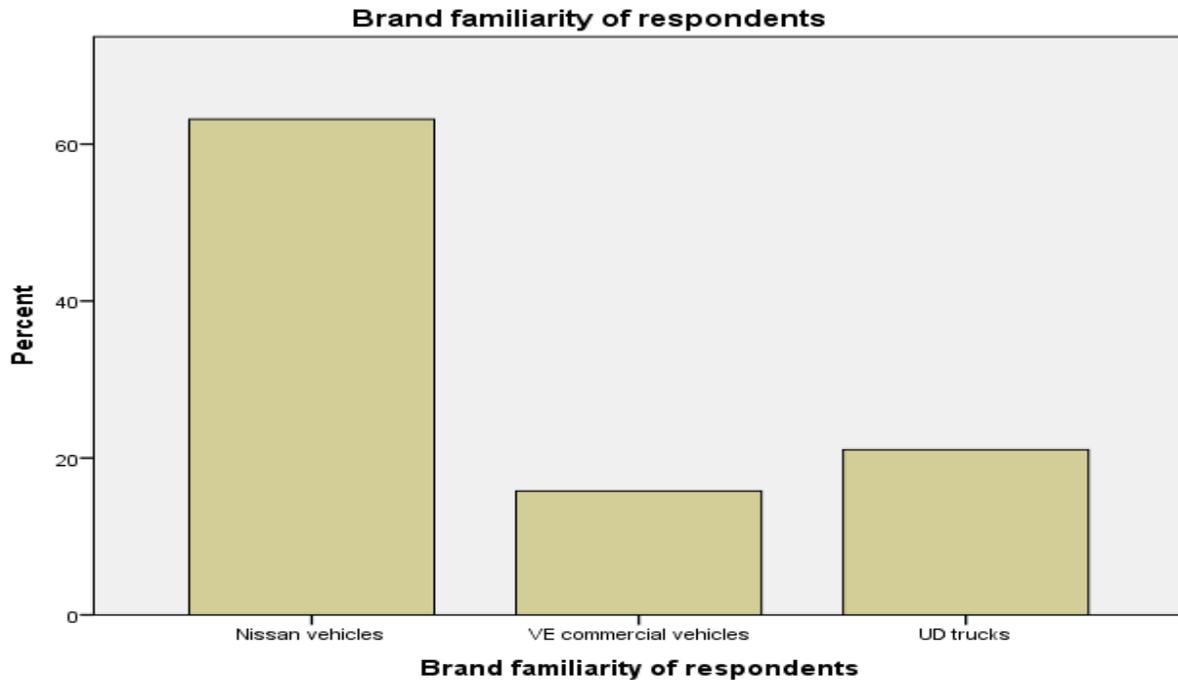
Respondent's age profile is dominated by age group 31-40 which represents 44.9% of the sample. The rest ranked as 18-30, 41-50, 51-60, which comprises of 37.2%, 14.9%, 3.1% respectively. Hence, we can observe that youngsters are more eager to own automobiles as compared to older customers. Therefore, Nyala Motors should focus to maintain this market and also consider increasing the market share of other age segments.

Considering the education level of respondents, the table described that 1st degree holder 57.3%, 2nd degree & above holders 21.4%, diploma, high school, below high school with the proportion of 10.2%, 8.7%, 2.5% respectively. Out of the sample data, most of vehicle consumers in Nyala Motor are degree holders. Therefore, it is important to increase sales promotional activities on other consumers than restricting in intellectuals.

4.1.1. Brand familiarity of the respondents

Below illustrates which vehicle brands the respondents would be the most familiar with.

Graph 4.1: Current brand familiarity of all respondents



Source: survey result (2021)

Based on the descriptive statistics and graph 4.1, from the total respondents, when the respondents were asked to select the most familiar vehicle brand from the above three brands they would like to choose, they revealed that 63.2% preferred Nissan vehicle, 21.1% preferred UD truck and VE commercial vehicles covered the remaining portion 15.8% out of the total, in the respective order as they made up of the top three preferred vehicle brands in Nyala motors. This implies that Nissan vehicle is the most preferred brand, UD truck and VE commercial are second and third in the ranking order out of the total respondents.

4.2. Descriptive Statistics of Brand Equity Dimensions

To analyze the respondents overall Customer Based Brand Equity, a total of 34 questions were grouped into the five dimensions of Customer Based Brand Equity which are: perceived quality, brand awareness, brand association, brand loyalty and Overall Brand Equity.

To compare the respondents brand equity descriptive statistics of mean and, standard deviation are 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. Below the results is discussed one by one.

Brand Equity

Brand equity is a set of assets and legal responsibility connected to the brand's name and figure that add to or take away from the value presented by the product or service to a company and/or that company's customers Aaker,(1996). He has grouped and identified the main assets as the following: brand awareness, brand loyalty, perceived quality and brand association. In this section each element of brand equity results from the respondents was compared to show consumers brand equity in the vehicles brands that supplied by Nyala Motors.

4.2.1. Perceived Quality

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality Aaker, (1996). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality. Perceived quality is hence is formed to judge the overall quality of a product. Accordingly, the respondents were asked 7 questions related to perceived quality. Table 4.2 below present's respondent results of perceived quality with mean and standard deviation values for each item.

Table 4.2: Descriptive Statistics output of Perceived Quality

Perceived Quality Items	N	Mean	Std. Deviation
Brand “X” has excellent performance.	323	4.17	.633
The durability of brand “X” is high.	323	4.24	.735
Brand “X” is consistent in the quality it offers.	323	4.31	.604
The reliability of brand “X” is high.	323	4.14	.722
Brand “X” has innovative feature.	323	4.28	.653
Quality of brand “X” is high.	323	4.40	.551
Brand “X” has outstanding features.	323	4.39	.661
Perceived Quality Total Mean		4.27	0.651
Valid N (listwise)	323		

Source; survey result 2021

As it can be seen from Table 4.2 above, the mean value of perceived quality is 4.27 and the highest mean score is obtained for the item “Quality of brand “X” is high” with a mean score of 4.40, while they gave a low mean score of 4.14 “The reliability of brand “X” is high”. The results indicate that the respondents have a high level of perceiving quality towards their vehicles brands choice that supplied by Nyala Motors.

4.2.2. Brand Awareness

According to Keller (2004), brand awareness is the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Accordingly, the respondents were asked 5 questions related to brand awareness. Table 4.3 below presents respondent’s SPSS result of perceived quality with mean and standard deviation values for each item.

Table 4.3: Descriptive Statistics output of Brand Awareness

Brand Awareness Items	N	Mean	Std. Deviation
I am aware of “X” brand.	323	4.33	.605
I can easily recognize the brand “X” among other competing brands.	323	4.40	.545
I know what this Brand “X” stands for.	323	4.58	.554
I can quickly recall the symbol or logo of brand “X”.	323	4.63	.549
When talking about the vehicles, this is brand “X” becomes on top of my mind.	323	4.59	.556
Brand Awareness Total Mean		4.51	0.562
Valid N (listwise)	323		

Accordingly, the average mean value of brand awareness was 4.51; and as it can be seen from the above table from the five questions asked under brand awareness comparatively the highest mean score is obtained on “I can quickly recall the symbol or logo of brand “X” was 4.63, which shows the majority of the respondents agree that they are familiar with the brand they buy. It followed by “When talking about the vehicles, this is brand “X” becomes on top of my mind” with a mean score of 4.59. “I am aware of brand “X” scored the lowest with a mean score of 4.33. This shows that the overall mean score for the Brand Awareness dimension is high, which indicates that the respondents have good brand awareness of the vehicle brands supplied by Nyala Motors, which they preferred to buy. As the result indicates customers can easily recognize their preferred brand and highly familiar with the brand they choose.

4.2.3. Brand Association

Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller, 2006) and are anything linked in memory to a brand. Hence, the respondents were asked 10 questions related to brand association. Table 4.4 below presents respondents' SPSS result of brand association with mean and standard deviation values for each item.

Table 4.4: Descriptive Statistics output of Brand Association

Brand Association Items	N	Mean	Std. Deviation
“X” has very unique brand image, compared to other competing brands.	323	4.24	.508
I can use brand “X” vehicle with my daily routine.	323	4.25	.574
Brand “X” give me high safety and security.	323	4.25	.570
Brand “X” make me feel comfortable.	323	4.35	.615
Driving Brand “X” vehicle give me high prestige.	323	4.26	.580
I respect and admire people who drive vehicles Brand “X”.	323	4.27	.634
Brand “X” is giving me significant social acceptance.	323	4.14	.624
Brand “X” reflect my self- respect.	323	4.17	.646
I like the brand image of “X”.	323	4.09	.629
I like and trust the company, which supply brand “X”.	323	4.27	.618
Brand Association Total Mean		4.23	0.600
Valid N (listwise)	323		

Source; survey result 2021

Table 4.4 the result shows that the mean score of brand association is 4.23 “Brand “X” make me feel comfortable” with a mean score of 4.35, followed by “I respect and admire people who drive vehicles Brand “X” and I like and trust the company, which supply brand “X” with a mean score of 4.27. While the lowest went to the item which states “I like the brand image of “X”. with the mean score of 4.09. This implies that although the respondents have a high level of association with their chosen vehicle brands supplied by Nyala Motors.

4.2.4. Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. Based on this definition the respondents were asked 7 questions related to brand loyalty. Table 4.5 below presents respondents' SPSS result of brand association with mean and standard deviation values for each item.

Table 4.5: Descriptive Statistics output of Brand Loyalty

Brand Loyalty Items	N	Mean	Std. Deviation
If Brand “X” are not available for immediate purchase, I rather wait till be available & will not buy other vehicle.	323	4.33	.471
I consider myself to be loyal to brand “X”.	323	4.42	.537
When buying vehicle, “X” brand would be my first choice.	323	4.43	.508
I recommend brand “X” to others.	323	4.46	.512
I am still willing to buy brand “X” even if the price is higher than that of its competitors.	323	4.45	.523
Even if another vehicle brand has same feature, I would prefer to buy brand “X”.	323	4.34	.519
Brand “X” is more than a product to me.	323	4.42	.513
Brand Loyalty Total Mean		4.41	0.512
Valid N (listwise)	323		

Source; survey result 2021

As it can be seen from Table 4.5 above, the mean value of brand loyalty is 4.41 and the highest mean score is obtained for the construct “I recommend brand “X” to others” with a mean score of 4.46 while the constructs “If Brand “X” is not available for immediate purchase, I rather wait till be available & will not buy other vehicles” scored the lowest with a mean score of 4.33 This shows that the overall mean score for the Brand Loyalty dimension is 4.41. This indicates that overall the respondents have scored a high level of brand loyalty on a particular brand they like to buy.

4.2.5. Overall Brand Equity

To test the respondent's overall brand equity, 5 items were provided for the respondents to answer. Table 4.6 shows the Descriptive statistical output regarding the overall brand equity of the respondents.

Table 4.6: Descriptive Statistics output of Overall Brand Equity

Overall Brand Equity Items	N	Mean	Std. Deviation
Brand “X” has an acceptable standard of quality.	323	4.43	.495
“X” is popular and luxury brand so that makes me feel to be proud driving it.	323	4.47	.547
Brand “X” is Offers value for money.	323	4.42	.494
Features of brand “X” fulfill my needs.	323	4.46	.500
“X” is Well made brand so that am worth buying it.	323	4.27	.496
Overall Brand Equity Items Total Mean		4.44	0.506
Valid N (listwise)	323		

Source; survey result 2021

As can be seen from Table 4.6, the respondents gave a low mean score of 4.27 to the “X” is Well made brand so that am worth buying it" and the respondents also gave a relatively higher mean score to the remaining four items “X” is popular and luxury brand so that makes me feel to be proud driving it, Features of brand “X” fulfill my needs, Brand “X” has an acceptable standard of quality ", Brand “X” is Offers value for money” 4.47,4.46,4.43 and 4.42 respectively. The respondents also gave a relatively similar mean score to the remaining two items which indicates that the overall brand equity mean score is relatively high; therefore the customers have better overall brand knowledge toward the vehicle brands of their own choice.

4.2.6. Comparison of Brand Equity Dimensions Descriptive Mean Score

In this section, each element of brand equity results from the respondents was compared to show brand equity in the vehicles brands supplied by Nyala Motors. In summary, the mean and standard deviation of each brand equity dimension is presented (see table 4.7 below)

Table 4.7: Summary of the overall Brand Equity determinants

Dimension	N	Mean	Std Deviation
Perceived Quality	323	4.27	0.651
Brand Awareness	323	4.51	0.562
Brand Association	323	4.23	0.600
Brand Loyalty	323	4.41	0.512

Source; survey result 2021

The above table shows that brand awareness has 4.51 scored the highest mean value among other brand equity dimensions followed by brand loyalty and perceived quality 4.41, 4.27 respectively, which indicate that the respondents show somehow an agreement to the questions raised during which indicate that the respondents show somehow an agreement to the questions raised during the survey and have a positive perception of the vehicles brand that they purchase while the brand association has scored the least mean value 4.23. This implies that they have a lower but positive attachment with brand association. On the other hand, a high standard deviation is scored for perceived quality followed by brand association among the entire dimensions implying that the data is slightly widespread from the mean. That means the respondents have a relatively diverse perception, whereas lower standard deviation is obtained relatively from brand loyalty and brand awareness indicating that the respondents' perception has matched in their responses.

4.3. Inferential Statistics

Different kinds of tests were conducted to make the data ready for analysis and to get reliable output from the study. Before conducting parametric statistics, there are assumptions, to be fulfilled when the independent variables are tested against the dependent variables. Unless these assumptions are fulfilled, we need to go to other mechanisms. Mainly, to conduct the tests the data should be at least in interval level, independent samples and the distribution should be normal; furthermore, the samples should not be multi-collinear, linearity and autocorrelation assumptions should be fulfilled. Hence, before conducting such tests the researcher assures this criterion. All these assumptions were checked and almost fulfilled.

4.3.1. Correlation Analysis

All basic constructs were included in the correlation analysis and a bivariate two-tailed correlation test with statistical significance of 95%, $p < 0.05$ correlation analysis was made. Table 4.8 below indicates the Pearson correlation between each brand equity dimension and the overall customer-based brand equity in the vehicle brands supplied by Nyala Motors.

Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo, and Festinger, (2005). General guidelines of correlations of .01 to .03 are considered small, correlations of 0.3 to 0.7 are considered moderate, correlations of 0.7 to 0.9 are considered large and correlations of 0.9 to 1.00 are considered to be very large (Marczyk, Dematteo, and Festinger, (2005).

Table 4.8: Pearson Correlation

Dimension		Over All Brand Equity
Perceived Quality	Pearson Correlation	.680 ^{**}
	Sig. (2-tailed)	.000
Brand Awareness	Pearson Correlation	.701 ^{**}
	Sig. (2-tailed)	.000
Brand Association	Pearson Correlation	.606 ^{**}
	Sig. (2-tailed)	.000
Brand Loyalty	Pearson Correlation	.695 ^{**}
	Sig. (2-tailed)	.000
	N	323

^{**}. Correlation is significant at the 0.05 level (2-tailed).

Source; survey result 2021

As presented in the above table, there is a positive and significant relationship between perceived quality and overall customer-based brand equity (Pearson correlation = 0.680 and $p < 0.05$). Similarly, the result also showed that there is a positive and significant relationship between brand awareness and overall customer-based brand equity (Pearson correlation = 0.701 and

$p < 0.05$). The correlation between brand association and overall customer-based brand equity is significant and positive (Pearson correlation = 0.606 and $p < 0.05$). The correlation between brand loyalty and overall customer-based brand equity is significant and positive (Pearson correlation = 0.695 and $p < 0.05$). In general, the result shows that there is a positive and significant level of $P < 0.05$ relationship between customers based brand equity and four brand equity dimensions, and the majority of correlation also found to be moderate.

4.3.2. Model Assumptions

4.3.2.1. Normality Assumption

Shukla (2009) stated that skewness and Kurtosis test, the low difference between mean and median is the basic way to check the normality of the data. (Shukla, 2009) positive skewness values suggest clustering of data points on the low value (left-hand side of the bell curve) and negative skewness values suggest clustering of data points on the high values (right-hand side of the bell curve). Positive kurtosis value suggests that the data points have peaked at (gathered in the center) with long thin tails. The data set is of a thin bell shape value. Kurtosis below zero (0) suggests that the distribution of data points is relatively flat (Shukla, 2009).

From the Histogram figure (see Appendix B), it can be easily observed that all independent variables had a normal distribution curve, demonstrating those data witnesses to the normality assumption. Further skewness and the kurtosis analysis also performed and the result presented as follows;

Table 4.9: Normality Test Result

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Perceived Quality	323	.199	.136	-.707	.271
Brand Awareness	323	-.147	.136	-1.154	.271
Brand Association	323	.636	.136	.389	.271
Brand Loyalty	323	-.392	.136	-.188	.271
Over all Brand Equity	323	.125	.136	-1.215	.271
Valid N (listwise)	323				

Source; survey result 2021

To check whether the data are normally distributed or not. For this checking, Yi (1988) suggests that, the standardized skewness distribution result and Kurtosis result must be between the ranges of + 2.58. According to the above table, both the standardized skewness and kurtosis results fall in the given range. Thus, considering the result of table 4.8 results and the histogram graph, the researcher concludes that the data is normally distributed.

4.3.2.2. Multi-Collinearity Test

Multi-co linearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive power (Dillon, 1993). When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. This is because of the overlapped or shared variance between the predictor variables, i.e., they are multi-collinear.

Thus, the researcher of this paper believed that it is important to check for the multi-co linearity in regression. One way of doing this is to check the Variance Inflation Factors (VIF) and the Tolerance Values. This would help in identifying any possible problems with multi-co linearity even when the problem is not evident in the correlation matrix.

Table 4.10: Multi-Collinearity Ttest Result

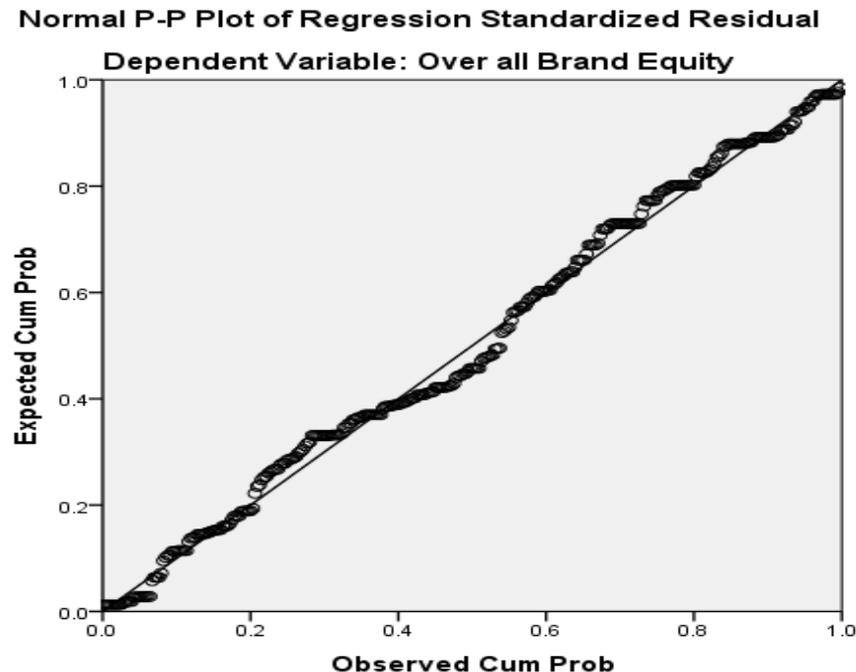
Model		Collinearity Statistics	
		Tolerance	VIF
1	Perceived Quality	.748	1.179
	Brand Awareness	.799	1.252
	Brand Association	.642	1.558
	Brand Loyalty	.789	1.268

Source; survey result 2021

Based on the coefficients output (collinearity statistics), the obtained variance inflation factor (VIF) for all exogenous variables was found to be between 1 and 10 and the tolerance level result shows more than 0.2, which means that there is no multicollinearity problem among predictor variables.

4.3.2.3. Linearity Test

From the PP plot, it can be easily observed that all independent variables had a linear relationship with dependent variables.



4.3.2.4. Autocorrelation Test

The Durbin Watson statistic is a test for autocorrelation in a data set. The DW statistic always has a value between zero and 4.0, a value of 2.0 means there is no autocorrelation detected in the sample, values from zero to 2.0 indicate positive autocorrelation, and values from 2.0 to 4.0 indicate negative autocorrelation. From Appendix B, the value of 1.658 of Durbin-Watson shows that the possibility of autocorrelation is minimal.

4.3.3. Regression Analysis

To see the contribution of factors that shape the customer-based brand equity in Nyala Motors, a multiple linear regression analysis was employed. Overall brand equity was used as the dependent variable while the underlying dimensions of customer-based brand equity were used as the independent variables. Table 4.11 provides the results of the multiple regression analysis.

Table 4.11 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.628	.52614

- a. Predictors: (Constant), Brand loyalty, Perceive quality, Brand awareness, Brand association
- b. Dependent variable: Over all brand equity

Source; survey result 2021

This table shows that R square is 0.632; it can elaborate as 63.2% of the variation on overall brand equity is explained by the independent variables (perceive quality, brand awareness, brand association, and brand loyalty). In other words, all brand equity diminutions aggregately share a 63.2% impact on brand equity. The remaining 36.8% impact on brand equity is explained by other factors that were not included in this research. Thus, from the results, it could be concluded that the independent variables could effectively predict the dependent variable (overall brand equity).

4.3.1. ANOVA

Table 4.12 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.914	4	2.728	32.179	.000 ^b
	Residual	26.964	318	.085		
	Total	37.878	322			

- a. Predictors: (Constant), Brand loyalty, Perceive quality, Brand awareness, Brand association
- b. Dependent variable: Over all brand equity

Source; survey result 2021

The above table shows that the overall multiple regression relationship is significant with F-value = 32.179, $P < .005$). So, the model is significant at 0.05 significant levels. The researcher can conclude that the overall regression model is significantly well (fit), for the prediction of brand equity.

4.3.2. Regression Coefficients

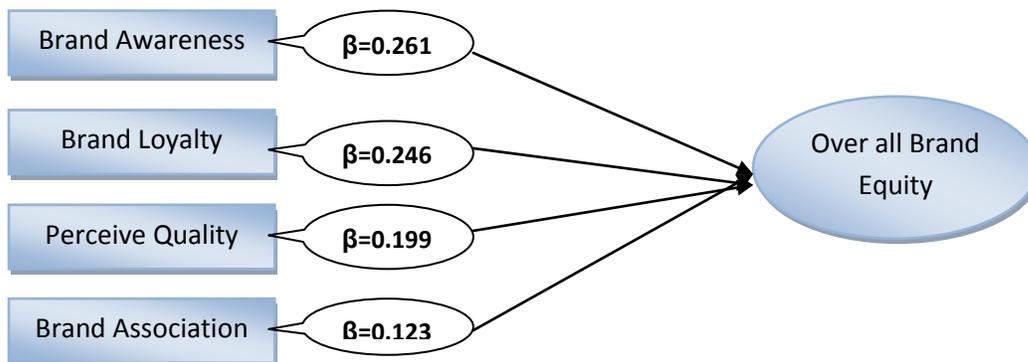
Table 4.13: analysis of regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.857	.274		6.783	.000
Perceive Quality	.199	.057	.167	2.671	.008
Brand Awareness	.261	.042	.334	6.276	.000
Brand Association	.123	.056	.113	2.196	.029
Brand Loyalty	.246	.042	.313	5.913	.000

a. *Dependent variable: Over all brand equity*
Source; survey result 2021

By consider the unstandardized coefficient (beta value), the effect of all independent variables was found to be statistically a positive and significant effect on a dependent variable.

Figure 4.2: Significance effects of brand equity dimensions on customer-based brand equity



Source; survey result 2021

According to the figure above, the study indicated that among the four brand equity dimensions, brand awareness is the first most significant effect variable for consumer's brand equity followed by brand loyalty. Perceive quality takes third place and brand association is in the fourth place a significant effect on CBBE. Within this finding, the researcher suggests that marketers or brand

managers of Nyala Motor should put their efforts into brand awareness and brand loyalty since both dimensions have a positive and strong significance level in brand equity building.

As stated earlier, this study aims to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via a 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 the Beta coefficient an independent variable has more support to the dependent variable as the more important determinant in predicting the dependent variable.

According to Table 4.13, the standardized coefficients for the four independent variables Perceived quality, Brand Awareness, Brand Association and Brand Loyalty are .167, .334, .113, .313 and their significance levels are .008, .000, .029, .000, respectively which are all are less than 0.05. This indicates a significant relationship between the independent variables and the dependent one. Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related to all four dimensions of brand equity were accepted.

4.4. Validating the Proposed Hypothesis

Table 4.14: Summary of the overall outcome of the Research Hypotheses

Hypothesis	Result	Reason
<p>H0: Perceived quality does not have significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p> <p>H1: Perceived quality has significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.167,$ $p < 0.05$</p>
<p>H0: Brand awareness does not have significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p> <p>H1: Brand awareness has significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.334,$ $p < 0.05$</p>
<p>H0: Brand association does not have significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p> <p>H1: Brand association has significant effect on brand equity in the vehicles brand that supplied by Nyala Motors.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.113,$ $p < 0.05$</p>
<p>H0: Brand loyalty does not have significant effect on brand in the vehicles brand that supplied by Nyala Motors</p> <p>H1: Brand loyalty has significant effect on brand in the vehicles brand that supplied by Nyala Motors.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.313,$ $p < 0.05$</p>

Source; survey result 2021

Hypothesis 1: Perceived quality has a significant effect on brand equity in the vehicle's brand that supplied by Nyala Motors.

Based on the tables and justifications provided in this study, Perceived quality has a positive and significant effect on the customer-based brand equity of Nyala Motors. Whereat $p \text{ value} < 0.05$

and the value of the coefficient of Perceived quality were also found a beta coefficient of .167. Therefore, H1 is accepted, which indicates that there is a significant effect between perceived quality on overall brand equity and such effect is significant.

Hypothesis 2: Brand awareness has a significant effect on brand equity in the vehicle's brand that supplied by Nyala Motors.

As shown in the table above, the coefficient of Brand Awareness was computed to be .334 and a p value < 0.05 which proves a positive and significant effect on the customer-based brand equity of Nyala Motors. Therefore, H1 is accepted, which indicates that there is a significant effect between brand awareness effect on overall brand equity and such effect is significant.

Hypothesis 3: The brand association has a significant effect on brand equity in the vehicle's brand that supplied by Nyala Motors.

As shown in the table above, the coefficient of Brand Association was computed to be .113 and a p value < 0.05 which proves a positive and significant effect with the customer-based brand equity of Nyala Motors. Therefore, H1 is accepted, which indicates that there is a significant effect between brand association effect on overall brand equity and such effect is significant.

Hypothesis 4: Brand loyalty has a significant effect on a brand in the vehicle's brand that supplied by Nyala Motors.

Based on the tables and justifications provided in this study, brand loyalty has a positive and significant effect on the customer-based brand equity of Nyala Motors. Whereat p value < 0.05 and the value of the coefficient of brand loyalty were also found a beta coefficient of .313. Therefore, H1 is accepted, which indicates that there is a significant effect between brand loyalty effect on overall brand equity and such effect is significant.

4.5. Discussion of the Finding

The purpose of this study is to investigate the determinants of customer-based brand equity and find out the most significant dimension of all which is developed based on the conceptualization of (Aaker's, 1991), in the vehicle's brand supplied by Nyala Motors.

The results of descriptive analysis showed the mean value of all dimensions is above 4.35 manifesting the respondents have a positive attitude towards the studied brand.

The four independent variables had a positive correlation with brand equity as revealed from the Pearson's Correlation Coefficient. The coefficients of the variables indicated that the variables have positive, significant and a majority of correlation also found to be moderate. The study also revealed the existence of a positive inter-correlation between the brand equity dimensions considered in this inquiry, which might affect the customer-based brand equity of those vehicles brand by influencing one another.

One of the objectives of this study was to find out which dimension was the most significant in determining the customer-based brand equity in the vehicle's brand that supplied by Nyala Motors and the results of multiple linear regression analysis revealed that Brand awareness and brand loyalty are the most significant variables affecting customer-based brand equity with beta coefficient .334, .313 respectively. However, the two remaining perceive quality and brand association dimensions also influenced CBBE but their intensity is medium with beta coefficient .167, .113 respectively.

The findings also indicate that among the brands supplied by Nyala Motors, Nissan vehicle is the top one preferred brand while UD truck and VE commercial are the second and third preferred brands with 63.2%, 21.1%, 15.8% respectively.

In the beginning, it was hypothesized that all the four determinants of CBBE had a significant effect on the overall brand equity in the vehicles brand that supplied by Nyala Motors. After the analysis was done using regression, the findings revealed that .167, .334, .113, .313 and their significance levels are .008, .000, .029, .000, respectively all the dimensions of brand equity considered in this study were a significant positive effect on overall brand that the researcher was accepted the hypothesis drawn.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter first presented summary of the findings, then conclusion and recommendations of the study and finally limitations and Suggestions for future research area.

5.1. Summary of Major Findings

The primary objective of this study was to assess Aaker's Customer-based brand equity model in the case of the Nyala Motor S.C. Hence, this study tries to identify which determinant has the highest influence on the overall brand equity of the Nyala Motor consumers.

To measure the customer-based brand equity in the vehicle's brand that supplied by Nyala Motors, the study considered four determinants namely Brand Awareness, Brand Loyalty, Perceived Quality, and Brand Association. The sample size was selected using the convenience sampling technique. Based on the theoretical framework and objectives of the study 34 items were provided on a 5-point Likert scale to the respondents. The gathered data were analyzed by using both descriptive statistics (like mean, frequency, percentage) and inferential statistics (correlation and multiple linear regressions) via SPSS version 20. In addition, this study also tried to answer the five research questions formulated in chapter one of this study.

Accordingly, the findings were draw in line with the research questions.

- The first question, which states that to what extent perceived quality, affects brand equity in the Nyala Motors S.C, the value of the coefficient of Perceived quality were also found a beta coefficient of 0.199 it can elaborate as 19.9% of perceived quality, affects brand equity in the Nyala Motors S.C.
- The second question, which states that to what extent brand awareness, determines brand equity in the Nyala Motors S.C, the value of the coefficient of brand awareness were also found a beta coefficient of 0.261 it can elaborate as 26.1% of brand awareness determines brand equity in the Nyala Motors S.C.
- The third question, which states that how does brand association, have an effect on brand equity in the Nyala Motors S.C, the coefficient of brand association was computed to be

0.113 and a p value < 0.05 which proves a positive and significant effect with the customer-based brand equity of Nyala Motors.

- The fourth question, which states that how brand loyalty affect customer does based brand equity in the Nyala Motors S.C, brand loyalty has a positive and significant effect on the customer-based brand equity of Nyala Motors. Whereat p value < 0.05 and the value of the coefficient of brand loyalty were also found a beta coefficient of 0.313.
- Among the four which one is the most significant Brand Equity dimension from the customers' perspective in the vehicle brands supplied by Nyala Motors S.C, the results of multiple linear regression analysis revealed that Brand awareness and brand loyalty are the most significant variables affecting customer-based brand equity with beta coefficient .334, .313 respectively. However, the two remaining perceive quality and brand association dimensions also influenced CBBE but their intensity is medium with beta coefficient .167, .113 respectively.

5.2. Conclusion

Brand equity is one of the significant concepts in brand management, plays a strategic role in helping automotive brand managers to gain competitive advantage and make wise management decisions. Especially now, in a highly competitive automobile market in Ethiopia, brand equity plays an essential role that affects developing business for a brand company.

Based on the analysis made, the following conclusions were drawn: According to the correlation analysis result, the brand equity determinants (brand association, brand awareness, brand loyalty, and perceived quality) considered in this study have a positive and significant relationship with the CBBE, which implies that the vehicle buyers have a positive attitude towards the Nyala Motors. Hence, all brand equity dimensions have to be considered in the brand equity building strategy in the study area.

The results of multiple regression analysis depicted, different brand equity dimensions considered in this study also contribute to the overall brand equity in different ways and that a priority must exist among the four dimensions to implement branding strategies. Thus, this finding can help marketers or brand managers to prioritize and allocate recourses across the dimensions accordingly.

Among the brand equity dimensions considered in this study, Brand awareness demonstrates the strong contribution to the overall brand equity, indicating attention should be given primarily to this dimension while building brand equity in the study area. In addition, the results showed that, Brand loyalty is the next important brand equity dimension in building CBBE preceding brand awareness. From this, we can deduce that among the brand equity dimension considered in this study while needing to implement a branding strategy for those vehicle buyers' perception.

5.3. Recommendation

Based on the findings of the study and conclusions made, the following recommendations are given.

- ✓ Brand managers should implying Brand equity from the consumer's perspective because it suggests both specific guidelines for marketing strategies and tactics and areas where research can be useful in assisting managerial decision making.
- ✓ To prioritize and allocate resources across brand equity components. In this specific case, the researcher recommends managers of Nyala Motor focus their marketing strategies towards increasing the brand awareness of their brands in their customer's minds.
- ✓ Managers of Nyala Motor should realize that developing a positive brand image is possible through creating awareness. The findings in this research support this hypothesis significantly that brand awareness is a strong predictor of brand equity implying that managers need to promote their vehicles for the potential customers to be aware of their different vehicle brands.
- ✓ Since the real power of a brand exists in the mind of the customer, the company should have to always capture and analyze their customers' feedback; especially attention for feedback of loyal customer shall be given. This will make a customer perceive their opinions and feelings are acknowledged as being important. The formal customer feedback arrangement will help automotive buyers to feel honored and it will raise the customers' top of mind.
- ✓ The finding in this research shows perceived quality medium effect on brand equity. Managers of Nyala Motor should improve Perceived quality because it is usually at the heart of what customers are buying (Measure of Brand Goodness) and higher quality perception increases the benefits for the organization because company increase profit due to premium prices and in the long run can result in business growth. To improve

product quality perception, the company shall respond to every complaint raised by customers in a swift & professional manner during after-sales treatment and it also recommended hiring highly skillful (technical & marketing knowledge) sales force who could set customer expectation to be in accordance of automobiles performance.

- ✓ The finding in this research shows brand association medium effect on brand equity. As a brand/marketing manager, brand association helps to communicate information about brand and demonstrate how brand is different from competitor brands. Brand managers should use an affiliate marketing strategy to extend the association and the image of their brand keeping the linkage credible. They can benefit from opportunities like sponsoring of programs, sports teams, arts, cultural events, social advertisements, and charitable activities that enhance the positive association of the brand to vehicle buyers as well as society.
- ✓ Finally, managers of Nyala Motor should realize that brand equity plays a major role in influencing the consumer's selection process, especially in the automobile market as it acts as a risk reliever. As a result, focusing on developing and maintaining the determinants of brand equity will help them in positioning their vehicle brands in the market and hence influencing the consumers' choices.

5.4. Limitations and Suggestions for Further Study

The study has some limitations.

- ✓ First, the major limitation of the study is that of the sampling area. The sampling was done only in the company head office found in Megenagna Airport ring road Addis Ababa, but to make the research more representative, samples should be collected from all branches of the company.
- ✓ Second, the study has also limitations in the sense that although it added one dimension as a determinant of brand equity, mainly focusing on Aaker's four determinants is not enough. The research would have been more conclusive if it had considered more variables that are specific to the Nyala Motors consumer.
- ✓ Third, the researcher focused on only one type of brand equity which is customer-based brand equity and other studies could focus on brand equity from different perspectives, such as the financial or employee perspectives.

Despite limitations in the research, the researcher believes that this study will encourage future studies on the brand equity of importing automobile in Ethiopia context as a very interesting concept and it can also serve as a source of competitive advantage and be used to guide marketing activities for accredited firms those who will join the sector in the future.

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APPENDIX A1: QUESTIONNAIRE IN ENGLISH

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

A Questionnaire on Determinates of Customer-Based Brand Equity In The Case Of Nyala Motors S.C.

Dear Respondents;

My name is Abeba Work, a graduate candidate at St. Mary's University. I am currently conducting a research for the completion of my Master's degree in marketing management. This questionnaire is designed to collect data on Determinates of Customer Based Brand Equity (CBBE) in the vehicles brands that supplied by Nyala Motors S.C. Please take a few minutes of your time to answer this questionnaire about your view and experience with regards to the Nyala Motors S.C brands. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality. If you would like further information about this study, or have problem in completing this questionnaire please contact me at your convenient

via +2519 39 85 89 83 or email: aworku24@gmail.com.

Thank you for your cooperation!!!

NB:

- No need of writing your name or yours organization name.
- Please put tick mark (√) in front of choice box that you believe appropriate for Part 1 & 2 of the questionnaire.
- Please put tick mark (√) the number which reflects your agreement/disagreement among the five rating scales (from 1-5) given for each questions in part 3 of this survey questionnaire.

PART 1: GENERAL INFORMATION

Please answer by putting a tick mark (√) in the box provided.

1. Age

18-30

51-60

31 -40

61 & above

41 -50

2. Gender

Male

Female

3. Education Level

Below High

School 1st Degree

High School

2nd Degree & above

Diploma

Other_____

PART 2: Basic information with respect to know you are familiar with the vehicles brands that supplied by Nyala Motors s.c

Please answer by putting a tick mark (✓) in the box provided.

4. Are you familiar with the following vehicles brands listed from (A-C)?

A) Nissan vehicles

B) UD trucks

C) VE commercial vehicles

Yes

No

5. If you have answered ‘No’ for question No.4 (four) above, this is the end of the questionnaire for you. Once again, many thanks for your cooperation; if you have answered ‘Yes’ from the three listed brands choose the one you are most familiar.

Nissan vehicles

VE commercial vehicles

UD trucks

PART 3: The statements below are designed so that they give information on which factors affect Customer-Based Brand Equity. The statements drawn (X) are referring to the brand vehicle you have selected in question 5 above. Please use tick (√) mark in the answer boxes that reflect your rating.

Questions	Rating Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived Quality	1	2	3	4	5
Brand “X” has excellent performance.					
The durability of brand “X” is high.					
Brand “X” is consistent in the quality it offers.					
The reliability of brand “X” is high.					
Brand “X” has an innovative feature.					
The quality of brand “X” is high.					
Brand “X” has outstanding features.					
Awareness	1	2	3	4	5
I am aware of brand “X”.					
I can easily recognize brand “X” among other competing brands.					
I know what this Brand “X” stands for.					
I can quickly recall the symbol or logo of brand “X”.					
When talking about the vehicles, this is brand “X” becomes on top of my mind.					
Brand Association	1	2	3	4	5
“X” has very unique brand image,					

compared to other competing brands.					
I can use the brand “X” vehicle with my daily routine.					
Brand “X” give me high safety and security.					
Brand “X” make me feel comfortable.					
Driving Brand “X” vehicle give me high prestige.					
I respect and admire people who drive vehicles Brand “X”.					
Brand “X” is giving me significant social acceptance.					
Brand “X” reflect my self- respect.					
I like the brand image of “X”.					
I like and trust the company, which supply brand “X”.					
Brand Loyalty	1	2	3	4	5
If Brand “X” is not available for immediate purchase, I rather wait till be available & will not buy other vehicles.					
I consider myself to be loyal to brand “X”.					
When buying a vehicle , the “X” brand would be my first choice					
I recommend brand “X” to others.					
I am still willing to buy brand “X” even if the price is higher than that of its competitors.					
Even if another vehicle brand has same feature, I would prefer to buy brand “X”.					

Brand “X” is more than a product to me.					
Over all brand equity	1	2	3	4	5
Brand “X” has an acceptable standard of quality.					
“X” is a popular and luxury brand so that makes me feel to be proud driving it.					
Brand “X” is Offers value for money.					
Features of brand “X” fulfill my needs.					
“X” is Well made brand so that am worth buying it.					

Thank you for your participation!!!

APPENDIX-A2 QUESTIONNAIRE IN AMHARIC

በቅድስት ማርያም ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት የምረቃ ትምህርት ክፍል

የተከበሩ ውድ መልስ ሰጪዎች፤

ሥሜ አበባ ወርቁ ይባላል። በቅድስት ማርያም ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት የሁለተኛ ዲግሪዬን ማጠናቀቂያ ምርምር እያደረግሁ ነው ። ይህ መጠይቅ በኒያላ ሞተርስ አ.ማ በሚያቀርባቸው ተሽከርካሪዎች ብራንዶች እሴትን ለማወቅ በደንበኞች አመለካከት ላይ መረጃ ለመሰብሰብ ታስቦ የተዘጋጀ ነው። እባክዎን ስለ ኒያላ ሞተርስ አ.ማ ያለዎትን አመለካከት እና ተሞክሮ በተመለከተ ለዚህ መጠይቅ መልስ ለመስጠት ጥቂት ጊዜዎን ይውሰዱ። እውነተኛ መረጃን በመስጠት ረገድ የሚደረግ ትብብር በጣም አድናቆት ያለው እና እርስዎ የሰጡት መረጃ ለጥናት አላማ ብቻ የሚውል ሲሆን የመረጃው ሚስጥራዊነት የተጠበቀ ነው።

በዚህ ጥናት ዙሪያ ተጨማሪ መረጃ ከፈለጉ ወይም መጠይቁን በመሙላት ለሚያጋጥሞዎ ችግር በሚያመቸት አድራሻ ሊያገኙኝ ይችላሉ።

በስልክ: +2519 39 85 89 83 ይደውሉ ወይም በኢሜል-aworku24@gmail.com

ለትብብርዎ በቅድሚያ አመሰግናለሁ!!!

መመሪያ

- የእርስዎን ስም ወይም የድርጅትዎን ስም መጻፍ አያስፈልግም።
- እባክዎን ለመጠይቁ ክፍል 1 እና 2 ተገቢ ነው ብለው በሚያምኑበት የምርጫ ሳጥን ፊት ምልክት (✓) ያድርጉ ።
- እባክዎን በዚህ የዳሰሳ ጥናት መጠይቅ ክፍል 3 ላይ ለእያንዳንዱ ጥያቄዎች በተሰጡት አምስት ደረጃዎች (ከ1-5) መካከል ስምምነትዎን / አለመስማማትዎን የሚያንፀባርቅ ምልክት (✓) ምልክት ያድርጉ ።

ክፍል 1: ግለ (የግል ዝርዝር) መረጃ

እባክዎ በመረጡት ሳጥኑ ውስጥ ይህን "✓" ምልክት ያስቀምጡ።

1. እድሜ

18-30

31 -40

41 -50

61 & above

51-60

2. ጾታ

ወንድ

ሴት

3. የትምህርት ደረጃ

ከሁለተኛ ደረጃ በታች

የመጀመሪያ ዲግሪ

ሁለተኛን ደረጃ ያጠናቀቀ

ማስተርስ ዲግሪ እና በላይ

ዲፕሎማ

ሌላ_____

ክፍል 2: - ኒያላ ሞተር የሚያቀርባቸውን የተሽከርካሪ ብራንዶች የሚያቁዋቸው መሆን መሰረታዊ መረጃ መጠይቅ። እባክዎ በመረጡት ሳጥኑ ውስጥ ይህን "✓" ምልክት ያስቀምጡ።

4. ከእዚህ በታች ከ(ሀ-ሐ) የተዘረዘሩትን የተሽከርካሪ ብራንዶች(የንግድ ስም/ምልክቶች) ያውቁዋቸዋል?

ሀ) Nissan vehicles

ለ) UD trucks

ሐ) VE commercial vehicles

አዎ

አላውቅም

5. ከላይ በቁጥር 4(አራት) የሰጡት ምላሽ “አላውቅም” ከሆነ፤ መጠይቁ እዚህ ላይ ያበቃል። በድጋሚ ለትብብር እጅግ በጣም አመሰግናለሁ!!! ነገር ግን ምላሹ “አዎ አውቃለሁ” ከሆነ ከእዚህ ከተዘረዘሩት ሰባት ብራንዶች(የንግድ ስም/ምልክቶች) ውስጥ የበለጠ የሚሰማዎትን ምልክት ያድርጉ።

Nissan vehicles

VE commercial vehicles

UD trucks

ክፍል 3: - ከዚህ በታች ያሉት መጠይቆች በደንበኞች ላይ የብራንድ እሴት ተጽዕኖ የሚያሳድሩትን ነገሮች መረጃ ለመስጠት እንዲችሉ ታስበው የተዘጋጁ ናቸው። መጠይቆች (X) ከላይ በጥያቄ 5 ላይ የመረጡትን የተሸከርካሪ ብራንድ ያመለክታሉ። እባክዎን በሰንጠረዥ በቀኝ በኩል ካሉ የመልስ ደረጃዎች በሚለው ስር ካሉ አምስት ምርጫዎች መካከል የመረጡትን ቁጥር በመልስ ሣጥኖች ውስጥ የ "√" ምልክት ያስቀምጡ።

ጥያቄዎች	የመልስ ደረጃዎች				
	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
የብራንዱ የጥራት መለኪያ	1	2	3	4	5
ብራንድ "X" ጥሩ አፈፃፀም አለው።					
ብራንድ "X" ዘላቂነቱ ከፍተኛ ነው።					
ብራንድ "X" የሚያቀርበው ወጥንት ያለው ጥራት ነው።					
ብራንድ "X" አስተማማኝነቱ ከፍተኛ ነው።					
ብራንድ "X" አዳዲስ የፈጠራ ይዘት ያለው ነው።					
ብራንድ "X" ጥራቱ እጅግ ከፍተኛ ነው።					
ብራንድ "X" የላቀ ገፅታዎች አሉት።					
ስለብራንዱ ያሉትን ግንዛቤ መለኪያ	1	2	3	4	5
ብራንድ "X" ን በደንብ አውቃለሁ።					
ከሌሎች ተፎካካሪ ብራንዶች መካከል "X" ን በቀላሉ መለየት እችላለሁ ።					
ይህ "X" ብራንድ ምንን እንደሚወክል አውቃለሁ።					
የብራንድ "X" ን ምልክት ወይም አርማ በፍጥነት አስታውሳለሁ።					
ስለ ተሸከርካሪዎቹ ሲወራ ፣ ይህ "X" ብራንድ በፍጥነት በአእምሮዬ ላይ ይወጣል ።					
ከብራንዱ ጋር ያሉትን ቁርኝት መለኪያ	1	2	3	4	5
X" ብራንድን ሳስብ ከሌሎች ተወዳዳሪ ብራንዶች					

አንጻር የተለየ ነገር አለው።					
በዕለት ተዕለት እንቅስቃሴዬ ብራንድ “X” ተሽከርካሪን መጠቀም እችላለሁ ።					
ብራንድ “X” ከፍተኛ ደህንነት ይሰጠኛል።					
ብራንድ “X” ምቹት እንዲሰማኝ ያረገኛል ።					
ብራንድ “X”ን ተሽከርካሪ ማሽከርከሪ ከፍተኛ ክብር ይሰጠኛል ።					
“X” ብራንድን የሚይዙ ሰዎች አክብሮትና አድናቆት አለኝ።					
ብራንድ “X”ን መጠቀሜ ማህበራዊ ተቀባይነትን አስገኝቶኛል።					
“X” ብራንድ ለኔ ያለኝን የራስ ክብር ያንጸባርቃል።					
ስለ “X” ብራንድ ማሰብ ጥሩ ትዝታዎች ያስታውሰኛል።					
“X” ብራንድን አቅራቢውን ድርጅት እወደዋለሁ እተማመንበታለሁ።					
ለብራንዱ ታማኝ ደበኛ መሆኖትን መለኪያ	1	2	3	4	5
ብራንድ “X” ለአስቸኳይ ግዢ የማይገኝ ቢሆንም ሌላ ተሽከርካሪን ሳልገዛ እስጊገኝ ድረስ አጠብቃለሁ።					
እራሴን የ“X” ብራንድ ታማኝ ደንበኛ ነው የምቆጥረው።					
ተሽከርካሪ በምገዛበት ጊዜ “X” ብራንድ የመጀመሪያ ምርጫዬ ነው።					
ለሌሎች “X” ብራንድን እንዲገዙ አጠቁማለሁ።					
ከተወዳዳሪዎቼ ዋጋ ከፍ ያለ ቢሆንም እንኳን “X” ብራንድ ለመግዛት ፈቃደኛ ነኝ።					
ሌላ ተሽከርካሪ ተመሳሳይ ባህሪ ቢኖረውም ፣ “X” ብራንድ መግዛት እመርጣለሁ።					
የ“X” ብራንድ ለእኔ የተለየ ነው።					

አጠቃላይ ብራንድ እሴት መለኪያ	1	2	3	4	5
የ“X” ብራንድ ተቀባይነት ያለው የጥራት ደረጃ አለው።					
የ“X” ብራንድ ተሽከርካሪ ታዋቂ እና ድሎት ያለው ስለሆነ እሱን በማሸከርከሬ ኩራት ይሰማኛል።					
“X” ብራንድ የተከፈለበትን ዋጋ ይሰጣል።					
የብራንድ “X” ያለው ባህሪ ፍላጎቶቹን ያሟላሉ።					
ብራንድ “X” በጥሩ ሁኔታ የተሰራ በመሆኑ መግዛቱ ተገቢ ነው።					

አመሰግናለሁ!!!

APPENDIX-B

Brand preference of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nissan vehicles	204	63.2	63.2	63.2
	VE commercial vehicles	51	15.8	15.8	78.9
	UD trucks	68	21.1	21.1	100.0
	Total	323	100.0	100.0	

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.795 ^a	.632	.628	.52614	1.658

- a. Predictors: (Constant), Brand loyalty, Perceive quality, Brand awareness, Brand association
 b. Dependent variable: Over all brand equity

ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.914	4	2.728	32.179	.000 ^b
	Residual	26.964	318	.085		
	Total	37.878	322			

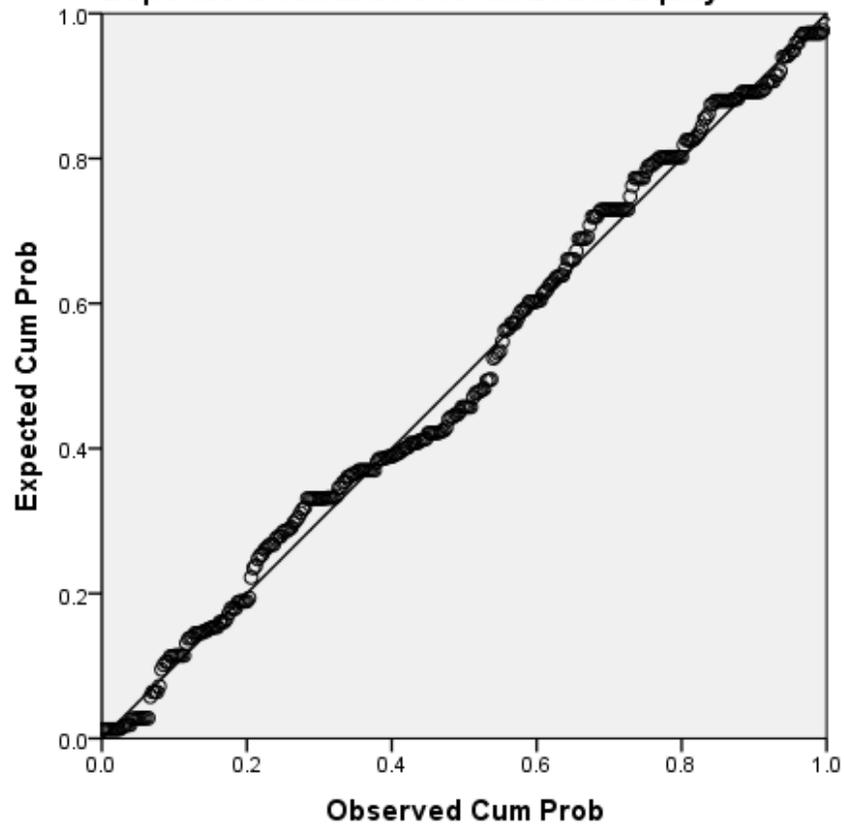
- c. Predictors: (Constant), Brand loyalty, Perceive quality, Brand awareness, Brand association
 d. Dependent variable: Over all brand equity

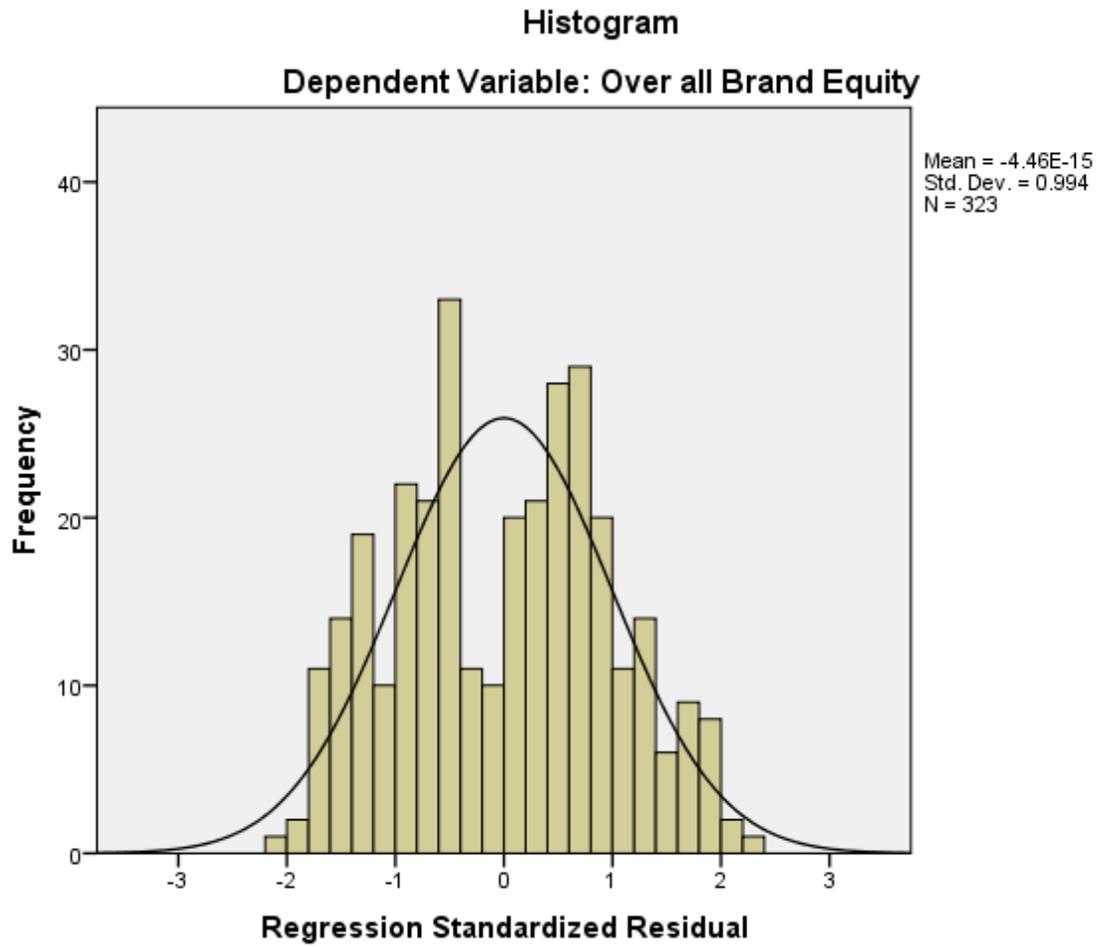
Correlations

		Perceive Quality	Brand Awareness	Brand Association	Brand Loyalty	Over all Brand Equity
Perceive Quality	Pearson Correlation	1	.495**	.499**	.424**	.680**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	323	323	323	323	323
Brand Awareness	Pearson Correlation	.495**	1	.447**	.535**	.701**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	323	323	323	323	323
Brand Association	Pearson Correlation	.499**	.447**	1	.462**	.606**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	323	323	323	323	323
Brand Loyalty	Pearson Correlation	.424**	.535**	.462**	1	.695**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	323	323	323	323	323
Over all Brand Equity	Pearson Correlation	.680**	.701**	.606**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	323	323	323	323	323

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

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Over all Brand Equity





Scatterplot

Dependent Variable: Over all Brand Equity

