

**DETERMINANTS OF CONSUMER'S BRAND PREFERENCE: A CASE
OF JOJO MILK MARKET IN YIRGALEM TOWN**



HAWASSA UNIVERSITY

**COLLEGE OF BUSINESS AND ECONOMICS MBA IN MARKETING
MANAGEMENT**

BY : MATHEWOS LALEGO HURISO

**June, 2023
Hawassa, Ethiopia**

**DETERMINANT OF CONSUMER'S BRAND PREFERENCE: A CASE
OF JOJO MILK MARKET IN YIRGALEM TOWN**

By: Mathewos Lalego

**A THESIS SUBMITTED TO THE COLLEGE OF BUSINESS AND
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MASTER OF BUSINESS ADMINISTRATION IN MARKETING**

ADVISOR: Professor Birhanu B.

CO-ADVISOR: Firew Zewudu (MBA)

**June, 2023
Hawassa, Ethiopia**

STATEMENT OF DECLARATION

I, Mathewos Lalego, declare that the study entitled **”Determinant of Consumer’s Brand Preference: A case of Jojo milk Market in Yirgalem town”** is the result of my own effort in research undertaking. All information in this document has been obtained and presented in accordance with the academic rules and ethical conduct. This Research has not been submitted to any Degree or Diploma in any college or university. It is submitted in the partial fulfillment of the requirement for the Award of Master’s of Business Administration specialization in marketing. Finally I have fully cited, acknowledged and referenced all material and results that are not original to this work. Therefore, this thesis is my original work.

Declared by: Mathewos Lalego

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ADVISORS' APPROVAL SHEET

We hereby certify that this proposal entitled "DETERMINANT OF CONSUMER'S BRAND PREFERENCE: A CASE OF JOJO MILK MARKET IN YIRGALEM TOWN." submitted to the department of management, college of business and economics, school of graduate studies Hawassa University for the award of the Degree of MBA in marketing management is a genuine work done by Mathewos Lalego who was under our supervision and guidance.

Name of Major Advisor: Professor Birhanu B.

Signature: _____

Date: _____

Name of Co- Advisor

Mr. Firewu Z. (MBA)

Signature: _____

Date: _____

**SCHOOL OF GRADUATE STUDIES
HAWASSA UNIVERSITY**

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| Chairman | Signature | Date |
| _____ | _____ | _____ |
| Advisor: professor Birhanu B. | Signature | Date |
| _____ | _____ | _____ |
| Co advisor Firew Z. | Signature | Date |
| _____ | _____ | _____ |

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LIST OF ACRONYMS AND ABBREVIATIONS

| | |
|---------------|--|
| ANOVA | Analysis of variance |
| Sd | Standard Deviation |
| SPSS | Statistical Package for Social Sciences |
| UNICEF | United Nations Children's Fund |

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ABSTRACT

Since marketing aims to know and understand the customer so well that the product or service, it is very vital to understand the consumer behavior that is relatively the root for success for marketers. Thus, this study aimed to investigate the determinants of consumer's brand preference in case of Jojo market in Yirgalem town. The researcher used descriptive approach study which describes the determinants of consumers brand preferences and explanatory approach to empirically test possible correlations and effects between four variables and consumer preferences. The study used primary and secondary data sources and questionnaire as main data collection tool. Accordingly, a total of 353 completed copies of questionnaires were evaluated for descriptive, correlation and multiple regression analysis. Thus, this study revealed that respondents have at least agree indicating consumers are extremely attracted to product package (4.31); highly sensitive to product price (4.42) and they give value for product quality (4.22) and influenced by peers pressure (4.18). Moreover, the study found that there is a strong relationship between product quality (.663), peer pressures (.817), product package (.946) and product price (.636) and consumer preference using Pearson Product Moment Correlation Coefficient. Further, it is found that there are perfect positive relationships between all variables. Moreover, the result revealed that there is a positive and significant effect between product quality (.000), peer pressure (.005), product package (.000) and product price (.000) and have a statistically significant contribution to the prediction of consumer preference. It may be essential to study behavioural pattern of consumer leading their buying references & attitude. This is because consumer behaviour is an active and dynamic aspect having the potential to magnetise businesses.

Keywords: Brand Preference, quality, peer pressure, package, price, Consumer, Jojo milk market.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. For that reason, it is very crucial to understand the consumer behavior that is relatively the root for success for marketers. This is due to the fact that consumer behavior is the most focused area in every field of business as well as services (Anjali B. and Rajesh K., 2017). Thøgersen J. *et al.*, (2010) stated that research on consumer behaviour distinguishes between high-effort and low-effort decision-making processes.

In view of that, Anjali B. and Rajesh K. (2017) stated that there are individual determinants to consumer behaviour in the form of personality, self-concept, motivation and involvement, learning and memory and attitude of consumers. In general, consumers are influenced by characteristics of the situation, circumstances surrounding their shopping trip. Major situational influences include the physical surroundings, social surroundings, time, task, monetary conditions, and momentary moods (Hoyer D. *et al.*, 2013).

On other hand, businesses and social agencies alike frequently succeed in altering behavior by changing attitudes towards a product, service, or activity; and these changes can result in injurious or beneficial consumption decisions (Asiegbu I. *et al.*, 2012). Following such an influence by characteristics, it is usually assumed that consumers are relatively highly involved in the purchase decision (Zanoli and N. 2002). For instance, consumer responses to ecolabels by means of a mall-intercept survey and they were highly involved in the purchase of eco-labeled products, which was supported by a higher amount of relevant knowledge acquired to make an informed decision (Thøgersen J. *et al.*, 2010). Mithilesh P. and Neelam N. (2014) studied on the consumer brands preference and that leads to understanding that one of the major factors for selecting the product is its main function or benefits to consumers.

Accordingly, this study recognizes that intangible factors, such as the perception of the product or the relationship between retailer and consumer and attitudes of consumers can only be directly changed by altering its components.

Comprehension of these factors is instrumental in segmenting and positioning products and in motivating consumers to buy (Zanoli R. & Naspetti ., 2002). Thus, this study is also intended to assess the determinants of consumer's brand preference for Jojo milk market in Yirgalem town.

1.2 Statement of the Problem

Ethiopian population growth has been more than 2.8 % for a long time. According to UNICEF data, 19 women per 1000 give birth, and the average child uses more than 700 Jojo

in the first 6 months (UNICEF, 2019). There are more than five known brands sold in Ethiopia, but new factories have been started through the newly established industrial parks nowadays. Jojo product is easily accessible and found in any shop and supermarkets (Dawit A., 2019). According to him, the price of the newly introduced Jojo falls between 15-750 birr depending on the number of pieces. Parallel with the increasing population birth, the Jojo net sale is still growing, mainly due to the population density, urbanization and people who likely choose using Jojo more conveniently than a traditional feeding bottle.

In Ethiopia, individuals use Jojo as a special gift for new-born babies and it is regarded as a luxury product. The Jojo is actually so far an inevitability of everyday life for parents. It is understood that Jojo demand is increased, prices are falling, and overall it makes the market dynamic and unpredictable in Ethiopia. However, marketers are able to enter in needless competition. They pronounced lottery based drawing, excessive advertisement without meaningful message have been transmitted widely as per interview with shoppers and retailers. Accordingly, customers doubt the quality and durability of the product. Consequently, consumers cannot shape their preferences among brands using rational attributes.

On the other hand, marketing researchers like Anjali B. and Rajesh K. (2017) and Hoyer D. *et al.*, (2013) identified specific factors that influence customers' decision making include product, price and promotions. They found that customers tend to be loyal to specific company and stated that mixed results on the importance of content to customers' choices. Currently, Assael H. (2006) clarified that wives' choice behavior depends more strongly on their husbands' choice behavior than husbands' choice behavior depends on their wives' choice behavior. In Ethiopia, Dejene M. (2010) conducted a study on determinants of consumer preferences and found that income has insignificant impact up on quality price trade of among consumers of different income categories. Grimm P. (2005) put customer preferences reflect three responses: cognitive, affective, and conative or behavioral.

However, most of them like Anjali B. and Rajesh K. 2017) and Hoyer D. *et al.*, (2013); Assael H., (2006), Dejene M. (2019) and Grimm P. (2005) presented inconsistency results and quarantined psychological, sociological and economic factors from brand preferences. It is necessary to focus on individual differences, social groups, different income group, product package, product quality and ability to pay for products. This is to say our consumer much is differ from developed countries and lower income countries.

Thus, the current study were investigated determinants that influence the consumers' buying decision because of increasingly extreme competition.

1.3 Research Questions

- To what extent product quality influence consumer brand preferences on Jojo products?
- To what extent peer pressure influence consumer brand preferences on Jojo products?
- To what extent product price influence consumer brand preferences Jojo products?

- To what extent product package influence consumer brand preferences on Jojo products?

1.4 The Objective of the Study

1.4.1 General Objective

The overall objective of the study is to investigate the effect of accessibility of Jojo on consumers' brand preference in Yirgalem town.

1.4.2 Specific Objectives of the Study

- To examine the effect of product quality on consumer brand preferences on Jojo products
- To examine the effect of peers pressure on consumer brand preferences on Jojo products
- To examine the effect of product price on consumer brand preferences on Jojo products
- To examine the effect of product package on consumer brand preferences on Jojo products

1.5 Significance of the Study

This study is focused on the determinant of consumer preference of various international and local brands' of Jojo market in Yirgalem town. It aimed at determining consumer brand preference of consumable child product. Accordingly, the study benefits marketing, sales and product managers to evaluate their products and it also helps to know the consumer satisfaction with a product based on their preferences and decision making.

This study gives a clue for managers to understand their consumer preferences and points out the understanding of reasons why consumers differ from one another in buying or using products and availing services.

Additionally, it helps for Jojo consumers or buyers to buy best products at reasonable price again and again. It helps to raise the customers' awareness level of various products, which can satisfy their desire. Accordingly, consumers can get pertinent product information regarding new products, fashion trends, or coordination tips. It also helps to create efficacy, manifestation, financial worth and the ability to convey status, success and prestige are other aspects to finalize the product and brand purchase. Besides, this research may also be considered as important for researchers who are interested to conduct their research study in the same topic. Notably, for researchers who intend to undertake further studies in the field of consumer brand reference, Jojo products and others, this thesis will be easily reached as a reference.

Generally, this study will also be beneficial to Jojo industry and brand managers, professionals, experts, academicians and other researchers when they employ effective

practices and in filling the knowledge and experience gap on the concepts related to the use of effective industrial marketing management.

1.6 Scope and Limitations of the Study

This study is encircled to understand the nature of the consumer brand preference for Jojo product.

1.6.1 Scope of the Study

Conceptual Scope

This study is designed to investigate the consumer brand preference of Jojo products for the benefit of consumers. Accordingly, the scope of the study is to identify the different brand factors constituting consumer knowledge; that is, it focus on the brand added value at the consumer level. In addition, it focuses on consumer descriptions of brand experiences, trust, price, quality, income level and awareness presenting their response to various brand elements. The focus is on analysis of the Jojo market resources, factors affecting brand preference, and the Jojo business environment. This study is more interested on child use Jojo products; it is not included all ages.

Geographical scope the study is confined to assessment of the brand preference and its marketing condition on Yirgalem town. It not include other location cross the country

Methodologically, the study adopted cross-sectional survey design to collect data only at one point of time. Structured questionnaire was employed to collect the data from the consumers of Jojo milk products through stratified sampling techniques. The scope of the study area is limited due to finance, time and resource constrains and unable to get adequate number of researches conducted on the same topic in Ethiopia.

Time Scope, the study is cross- sectional and was conducted from September, 2023 – June, 2023.

1.6.2 The Limitation of the Study

This investigation is conducted in southern marketing area of the country and not applied cover the whole country. The main information of the study was collected from limited sample consumers purposefully. Marketing actors are involved in very restricted concepts and questions. Therefore, the investigation is limited specially in Yirgalem as well as temporally to make the study more representatives in sample selection. The purpose of the study also limits the investigation toward a single product named Jojo and specific geographic location.

1.7 Definitions of Terms

- **Consumer** is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Mithilesh P. and Neelam N., 2014).
- **Preference** is also affected by the expertise level of consumers (Asiegbu I. *et al.*,2012).

1.8 Organization of the Study

The study is divided in to five chapters. The first chapter consists of introductory part of the study which has background of the study, statement of the problem,study questions, main and specific objectives, scope and limitations, significance of the study, and organization of the study. The second chapter outlines the review of different literatures related to areas under study; comprises theoretical reviews, empirical reviews and conceptual framework. The third chapter will accommodate description of study area, research approach and design, data type and source, sample size and determination, sampling method, data collection method ad instruments, data proceeding and presentation, methods of data analysis, Ethical considerations. Finally, summary of main findings, conclusion and general and specific recommendations were followed.

CHAPTER TWO

REVIEW RELATED OF LITERATURE

2.1 Theoretical Literature Review

2.1.1 The theory of consumer preferences

Consumer makes decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility's determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences (Huddleston P. *et al.*, 2001). Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They allow the consumer to rank these bundles of goods according to the levels of utility they give the consumer. It is noted that preferences are independent of income and prices. Thus, the ability to purchase goods does not determine a consumer's likes or dislikes.

One can have a preference for two products (Porsches over Fords) but only have the financial means to drive a Ford (Assael H., 2006). These preferences can be modeled through the use of indifference curves. In order to graphically portray consumer preferences, we need to define some terms.

First, it is assumed a two good world in two dimensions (2-d graphs); these could be any two goods. The best mechanism to treatment is to define one good, say food, and let the other good be a composite of all other goods (Blackwell R. *et al.*, 2001). For expository simplicity (making things easier for me), it is better to define the two goods as Good X and Good Y. The axes of the graph then measure amounts of Good X on the horizontal, and amounts of Good Y on the vertical. Each point in the Cartesian space then defines some combination of goods X and Y and these are combinations commodity bundles. The goal of the theory of preferences is for the consumer to be able to rank these commodity bundles according to the amount of utility obtained from them. In other words, the consumer has different preferences over the different combinations of goods defined by the set of commodity bundles (Assael H., 2006).

2.1.2 The Nature of Consumer Preference Formation

In the formation of consumer preference formation, there are two perspectives of preferences. First, consumers have well-defined preferences; this is linked to the archaeology uncovering hidden value. Second, consumers construct their preferences at the time of valuation; they are not simply revealed (Blackwell R. *et al.*, 2001). The construction of preference has been the prevailing theme of behavioural decision theory. The notion of construction highlights the process of judgment and ignores the determinants of preferences, and the processed preference consumers brought to the context or choice situation (Huddleston P. *et al.*, 2001). Consumers generate preferences for the product attributes and maintain them across different contexts while consumers can learn about the structure of the context. These context decision strategies are specific to each context and are not portable (Assael H., 2006). The two perspectives of preference formation are based on extremes, whether consumer preferences are well-defined at one stream or constructed at the other. Consequently, these two perspectives are suggested to be complementary rather than substitutes. The nature of consumer preferences can be either well-defined or constructed; however, its stability and consistency varied according to the contextual factors. It is assumed that the consumer has relatively stable preferences determined by the subjective assessment of the brand attributes.

In consumer behaviour study, differences exist between economic theories; based on the normative assumption and consumer rationality, and the information processing theories; based on bounded rationality and regards consumer as a logical thinker.

The rational assumption of the economists was then violated by early psychological theories, such as the Engel-Kollat-and Blackwell-EKB model or theory of buyer behaviour then adopted the bounded rationality assumption (Huddleston P. *et al.*, 2001).

2.1.3 Brand

A brand can be defined as a distinguishing name and/or symbol, intended to identify a product or producer (Aaker, 1991). The American Marketing Association define the term a little deeper and state that a brand is "... a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may

be developed to represent implicit values, ideas, and even personality” (AMA’s homepage, 2013).

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. According to the American Marketing Association (AMA), 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” (Keller, 2013).

2.1.3.1 Economic View

Consumer choices uncover pre-existing preferences, revealing preferences for the alternative with greatest utility. The utility in the economic theory refers to the attribute value offered by the brand, and consumers learn about this before forming their preferences (Cristina M. and Mitchell N., 2009). There are differences between economists and psychologists in discussing consumer behaviour. Psychologists focus on studying consumer choices as an output of the choice process, while economists focus on the decision process (Assael H., 2006). Other distinctions lie in the assumptions of the two views. The economists assume consumer rationality with well-defined, stable and complete preferences based on the function of utility maximisation. However, psychologists hold the assumption of bounded rationality; emphasizing the limited capabilities of consumers for processing the available information and utilizing the theme of constructed preferences (Hansen T., 2005).

2.1.3.2 Expectancy-Value Model

The multi-attribute and expectancy-value models aim to understand consumer attitudes based on the cognitive factors; consumer’s beliefs about the object (Cristina M. and Mitchell N., 2009). According to the expectancy-value model, consumer attitude towards the object is explained by the strength and value of the expected consequences of the object or the act in question. The multi-attribute models focus on consumer beliefs about salient attributes. The expectancy-value model or multi-attribute models are extensively accepted. Among various attitude models, Reham S. (2013) quoted Rosenberg’s (1956) and Fishbein’s models (1965). They are the most popular and widely used by marketers in investigating consumer brand preferences and introduce preference in the model of purchasing behaviour rather than attitude, assuming attitude to be a weaker indicator of purchase. Brand preference is consistent between consumer affective and cognitive associations.

Both Rosenberg’s (1956) and Fishbein’s models (1965) utilise the expectancy-value model of attitude in their understanding of consumer behaviour. The multi-attribute models are applied widely in marketing, providing insights into the linkage between consumers’ perceptions of

brand attributes content and their preference development(Cristina M. and Mitchell N., 2009).These models are developed in the area of social-psychology, but its application in marketing requires some modifications. These include altering satisfaction, desirability of attributes, and the probability of attainment by the specification of brand attributes, assigned weights and brand beliefs.

Thebehaviour towardsthe object or act being studied represents the preferences for competing brandsattheindividual-level(RehamS.,2013).

The Rosenberg attitude model is based on the cognitive consistency theory aimed at studying the process of attitude learning and attitude change by formulating the relationship between consumers' personal beliefs and attitude towards objects. The model postulates attitude as a function of the ability of the object to provide a satisfactory outcome and the satisfaction with the offered outcome. According to this model, consumer preference for brands is derived fromthe brand benefits followed by the degree of satisfaction with the brand value. These valuesstem from the brand attributes. Based on this theory, consumer predispositions towardstheobject/brand are illustrated by employing behavioristic learning theory. The evaluativeresponses towards the brand are determined by the strength of belief on the salient brandattributes; postulating a causal relationship between beliefs and attitudes (Cristina M. andMitchellN.,2009).

2.1.4 Summary

Consumers are influenced by a wide range of factors, not just those relating to the obvious features of the product in making a final decision as well as throughout the whole decisionmaking process. Consumers' subjective and behavioural responses forming their brand experiences are fundamental for determining brand preferences and consumer purchasing decisions. This study is more focused on the holistic in nature and captures the responses to the brand at the individual level with various mixes of usability, brand functionality and results of brand experiential outcomes. The significance of emotional experience, one of the most important experiential responses, and some selected demographic factors are spirited in this study. These factors exert a direct, measurable influence on buying decisions, whereas others are less tangible and may only suggest patterns of buying behavior. Accordingly, intangible factors, such as the perception of the product or the relationship between supplier and consumer, are highly considerable here in this study. A good understanding of the different factors that influence consumer brand preference is believed to

crucial to marketers and is therefore the subject of this study. Comprehension of these factors is instrumental in segmenting and positioning products and in motivating consumers to buy.

2.2 Determinants of Consumer Brand Preference

2.2.1 Consumer Brand Preferences

Consumer brand preference is an essential step to understand consumer choice behaviour, and has therefore always received great attention from marketers (Huddleston P. *et al.*, 2001).. Brand preferences reveal the type of attributes a brand possesses, to strengthen its position and increase its market share. Moreover, it forms a critical input in developing a company's successful brand strategy, and gives insight for product development (Reham S., 2013). Uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development. In addition, understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers (Low G. and Lamb C., 2000). Thus, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Schoenfelder J. and Harris P., 2004). In general, consumer preferences are the subjective tastes, as measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The individual consumer has their own set of preferences and determination of these is based upon culture, education, and individual tastes, among a plethora of other factors.

2.2.2 Product Quality

Product quality is one of the marketer's major positioning tools. It is important to note that quality has a direct impact on product or service performance; consequently, it is closely associated to customer value and satisfaction. In the contracted sense, quality can be defined as—freedom from defects.¶ But most customer-centered companies go beyond this narrow definition. Instead, they define quality in terms of creating customer value and satisfaction (Kotler P. and Armstrong G., 2010).

2.2.4 Peer Pressure

There is a powerful force at work requiring members to conform to the overall values of their groups of cultures and subcultures. There are membership groups in which the individual is formally a member (Bayarmagnai E., 2016). Individuals may also have reference groups

(social cliques) to which they would like to belong. They may also identify groups with which they would not wish to associate (Asiegbu I. *et al.*, 2012).

2.2.5 Packaging

By and large, packaging plays a crucial role in product success, especially in the fast moving consumer goods industry and exercises a significant effect on consumers' buying decisions (Simms & Trott, 2010). In fact, changes in retailing and marketing have given packaging a central role in a large and well-developed industry in emerging consumer society (Porter, 1999). It is observed that most of consumers make their purchase decision at the store shelf; B. Mohebbi / *International Journal of Organizational Leadership* 3(2014) 92-102 94 this evidence highlights the immense importance of packaging in affecting consumers' point-of-purchase decisions (Underwood & Ozanne, 1998). In fact, until the end of the nineteenth century, in the majority of sectors of the economy of the USA packaging was limited to simply tying up a parcel with wrapping paper and string (Porter, 1999). Packaging received paramount importance since the 1950s when self-service retailing was burgeoning (Kauppinen-Räsänen, 2014). Unfortunately, traditionally, packaging design was given a subordinate and minor role with regard to production systems design and product design (Azzi, Battini, Persona, & Sgarbossa, 2012). In a similar vein, as Simms and Trott (2014) rightly stress, packaging has received little attention in marketing and there is a lack of robust theory in this field of study. The functions which packaging is required to perform are fundamental, complex, and manifold (Hellström & Saghir, 2007). Packaging is intimately related to marketing communications, logistics and distribution management, sustainable marketing, and branding (Simms & Trott, 2010).

In fact, packaging serves three main communication functions, namely communication of information including content, destination, and means of handling, promoting the product, and enhancing communication with consumers (Hellström & Saghir, 2007). Precisely speaking, packaging serves key roles and functions in enhancing marketing. Silayoi and Speece (2007) summed up the main packaging elements which potentially exert influence on consumers' buying decision, including visual and informational elements; the visual elements relate to graphics and color and size or shape of packaging and informational elements consist of information about the product and the technologies used in the package. More recently, Simms and Trott (2014), based on the studies conducted examining different aspects of packaging, summarized concisely the key roles and functions of packaging.

2.2.6 Product Price

Price is actually the sum or amount of money at which a product is valued, or the value which a seller sets on his goods in market. It is an affected by total cost, suitable price police and payment period (Broda S. and John R., 2008).

2.3 Empirical Literature Review

2.3.1 Global Empirical Studies

Asia N. *et al.*, (2015) studied on determinants of consumer preferences of branded goods and found that due to low income levels more percentage of consumers were using non branded low quality goods as they are cheaper. Results indicated that variable income, education, consumer loyalty, taste, quality, and advertisement were positively related to the choice of branded tea while price was negative related to the choice of branded tea. Aswin R. *et al.*, (2012) studied on relationship between Consumer Preferences and Value Propositions using on Study of residential product. They suggested that planned community (gated) concept, security and prestige helps to determine consumer preferences to purchase a specific residential product and using property developer suggested additional factors of design, accessibility, facilities and brand also influenced the price of the product. More importantly, Bayarmagnai E. (2016) released the determinants of disposable diaper in Ulaanbaatar, Mongolia. He found that the consumer's post purchase satisfaction of diaper is significantly associated with the post purchase decision and social value is a significant key to the post purchase satisfaction with product quality is a significant determinant that diaper customers may consider for buying or not buying the products again. Jiseon A. and Ki-Joon B. (2017) Back 2017 aimed to identify and assess the antecedents of integrated resort brand loyalty from the perspective of Oliver's cognitive, affective, and conative theory of attitudinal brand loyalty model. They found that a positive relationship was observed between two-way communication and brand attitude, emotional exchange and brand attitude, brand partner quality and brand attitude, and brand attitude and behavioral intention toward integrated resort brand. Results revealed the association between cognitive, affective, and conative dimensions and integrated resort brand value. The above notion suggests that integrated resort brands carry a high awareness of relationship, and the brand will invoke an emotional value in customers. On other hand, Pinki R. (2014) found the factors influencing consumer behavior as culture, subculture, social class, membership groups, family, personality, psychological factors, etc. and is influenced by cultural trends as well as social and societal environment. By identifying and understanding the factors that influence their customers,

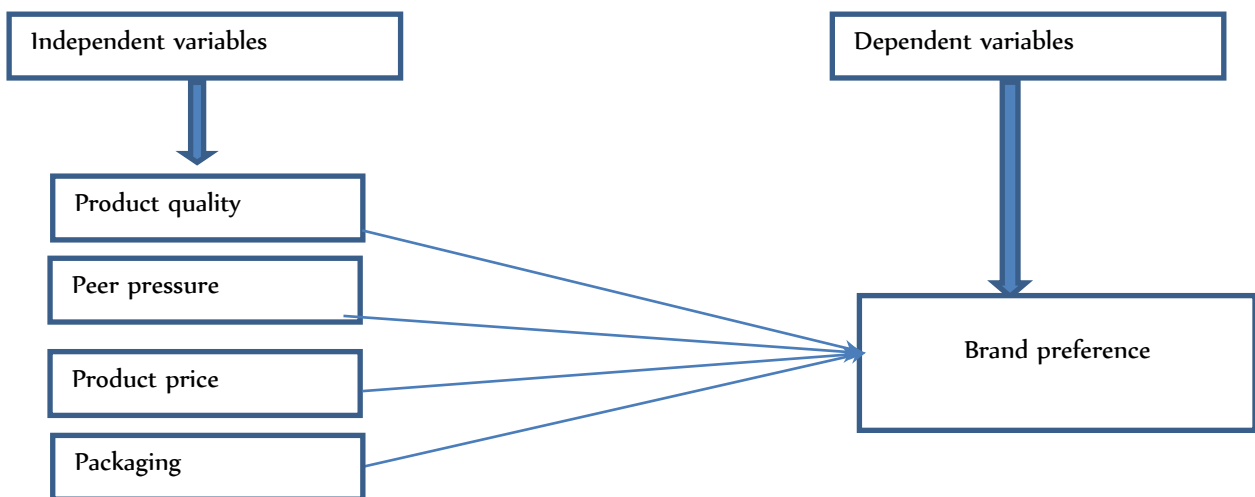
brands have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers. Whereas Jivan K. (2018) studied about affective, cognitive and conative and found that conative (behavioral intention) is most significant whereas cognitive (belief) is less significant for both local and international coffee shops. In addition, cognitive component has greater variation in attitude score among three components. Dejene M. (2019) conducted a study on determinants of consumer preferences in Addis Ababa using consumer behavior literatures and theories it was hypothesized that disposable income, price, quality, hygiene practices, friendliness, safety of food and range or menu variety are important determinants of consumer choice for restaurants. He found that income has insignificant impact up on quality price trade of among consumers of different income categories. Other hypothesis associated with price, quality, friendliness of restaurant staff, quick table service and range or menu varieties are found to be statistically significant. Others stated that consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip.. Associated researches in this regard focused on personal factors, like age, income, education, occupation, lifestyle, personality and self-concept, influencing the buying decision of consumers with respect of gender discrimination. It is found that most of the studies focused on specific factors such as ethnocentricity, quality price, color scheme, country of origin and others. Few studies like Grimm P. (2005) put customer preferences reflect three responses: cognitive, affective, and conative or behavioral. The current study focused on more generic or broad category of consumer preferences as shown below diagrammatically. Overall, Peneal (2017) assessed the factors influencing consumer buying behavior towards selected fast moving consumer goods (FMCG) in Addis Ababa. This study used various variables such as product quality, price, advertisement, availability, brand equity to inquiry the buying behavior of consumers in three FMCG products. It used Kotler's black box model with product quality, price, availability, advertisement and brand equity as the independent variables influencing buying behavior.

2.4 Conceptual Framework

The customer is influenced by the above discussed factors in making choices and preference for products. There are various specific factors that influence customers' decision making include: customers' needs, price, promotions and loyalty are the factors that influence choice (Goodhardt et al., 1987) which was cited by Asiegbu I. *et al.*, (2012). As of Jivan K. (2018)

citation, others like Webster & Washklog (1983) and Zubayr (2008) found that customers tend to be loyal to specific company and stated that mixed results on the importance of content to customers' choices. On other hand, consumers are influenced by the preferences of other consumers, such as family members, friends, neighbors, and colleagues when making product choices. For example, Assael H. (2006) distinguished that wives' choice behavior depends more strongly on their husbands' choice behavior than husbands' choice behavior depends on their wives' choice behavior. More specifically, they assured that differences in levels of spousal interdependence across households are partially explained by the age and the education level of the spouses. This study employ product quality, peers pressure, product price and product advertisement as independent variables and consumers' brand preferences as dependent variable.

Figure 2.1: Conceptual Framework of the Study



Source: Adapted from Assael H. (2009) and Adeolu B *et al*, (2011)

2.6 Hypothesis

Marketers in all industries are looking for ways to offer today's more financially cautious buyers greater value than just the right combination of product quality and good service at a fair price. Brand names help consumers identify products that might benefit them. Brands also say something about product quality and consistency—buyers who always buy the same brand know that they will get the same features, benefits, and quality each time they buy. Branding also gives the seller several advantages. The brand name becomes the basis on which a whole story can be built about a product's special qualities (Kotler P. and Armstrong G., 2010).

- H₁ : Product quality has a significant effect on consumer brand preferences for Jojo milk products. Typical group behavior results in pressure on an individual to conform. Such peer pressure can sometimes be used to great effect by marketers. It is known that the most influential peer group is the family. Since family structure can vary widely between countries, cultures, and subcultures, an analysis of the target consumer's family structure can be crucial. The influence of peers and referents other than family members is relatively less powerful in extended families. Family relations are dynamic as the interplay between generations changes.

Consequently, the use of a nonfamily peer in a promotion may not be successful. (Bayarmagnai E., 2016).

- H₂ : Peer pressure has a significant effect on consumer brand preferences for Jojo milk products. Price and other costs of service sector show the management of various costs endured by customers in achieving the advantages from generating the services. In consumer cooperatives, the first and main aim is to satisfy members that should be considered in pricing followed by achieving the profit, sale increase, more share in the market, survival and development of the company (Broda S. and John R., 2008).

H₃ : Product price has a significant effect on consumer brand preferences for Jojo milk products. Singh B. (2012) stated that a price is more than a tool for selling foods and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create distinctiveness and preference. Adeolu B. *et al.*, (2005) investigated the impact of price on consumers brand preference in different areas, the results showed that from five different media used in

- H₄ : Product package has a significant effect on consumer brand preferences for Jojo milk products. Silayoi and Speece (2007) summed up the main packaging elements which potentially exert influence on consumers' buying decision, including visual and informational elements; the visual elements relate to graphics and color and size or shape of packaging and informational elements consist of information about the product and the technologies used in the package.

CHAPTER THREE

RESEARCH METHODOLOGY

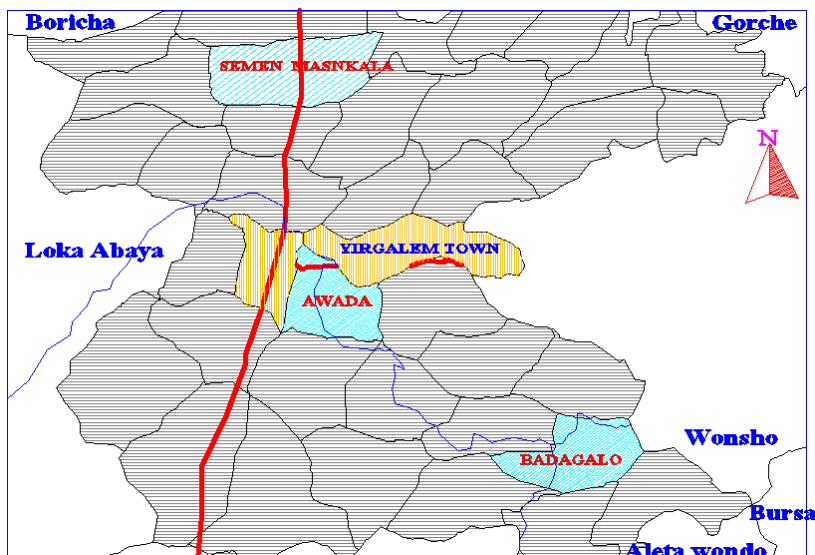
3.1 INTRODACTION

The purpose of this chapter is to describe the research methodology followed during the empirical phases of the study. Therefore, design of the research, population and sampling frame, sampling design, data collection procedure and method of data analysis is given.

3.2 Description of Study Area

The area of this was in Sidama regional state in Yirgalem town. The town has its administrative mayor and it divided into three (2) sub-town administrations. It hosts the Dale woreda sectors and mayor administration of its town. Alternate names include Yirgalem, Abosto, is a town in southern Ethiopia. Surrounded by Lakes Woyima and Gidawo, it is located 260 kilometers south of Addis Ababa and 47 kilometers south of Hawassa in the Sidama Region. The town has a latitude and longitude of 6°45'N 38°25'E and an elevation of 1776 meters. It is the largest settlement in Dale woreda.

Fig 3.1 map of study area



Source: Yirgalem town administration Municipality Study area

3.3 Research Design

Robson C. (2002) proposed classification of studies as exploratory, explanatory and descriptive. Exploratory research is defined as a means to discover —what is happening and —to seek new insights without investigating reasons. Explanatory research seeks justifications and attempts to build causal relationships between variables of a certain phenomenon. And descriptive studies aim only to —portray an accurate profile of persons, events or situations (Robson C., 2002). As a result, this study was undertaken to describe the perception of consumer's on brand preference for Jojo milk products and determinants factors. The study also clarified the relationship between consumer's on brand preference and its factors. The researcher investigated the key determinants of consumer preferences such in Jojo milk market in Yirgalem town. Thus, the researcher was conducted using explanatory and descriptive research design.

3.4. Research Approach

Research approach is a plan and procedure for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. There are three types of research approach namely quantitative, qualitative and mixed. Qualitative research is an approach for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. Quantitative research is an approach for testing scientific theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. Finally, mixed methods research is an approach to an inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may include philosophical assumptions and theoretical frameworks (CreswellJ.,2009).

Accordingly, this study used a qualitative approach to have a better insight into what customers' brand preference for Jojo milk products from a product and why the consumers choose the specific products consequently. In addition, this study utilized quantitative approach to investigate the determinants of consumers' brand preference through the collection of data and apply mathematical models and statistical techniques for data analysis. For that reason, this study combined both qualitative and quantitative forms.

3.5. Data Type and Source

In research theories, there are two types data; primary and secondary data. This study used both primary and secondary data. In addition, the data source of the primary data of this study collected from targeted respondents using questioners and interviews in order to answer the research questions. Regarding secondary data, the data source was collected from different researches journals, books, newsletters and webpages.

3.6 Data Collection Methods

This study used data gathering tools appropriate to quantitative and qualitative research method as questionnaire and semi- structured interviews. These tools used in order to increase the validity of the data and minimize dropping of information. The most basic form of measurement is questionnaire because questionnaires are easily distributed, have less room for bias, have increased likelihood of confidentiality and require much less time and money. It is the most widely used method for collection of primary data. A questionnaire is a general title that includes methods in which each person is asked to respond to an identical set of questions in a predetermined order at a certain point in time. Accordingly, this study adapted a questionnaire from Reham S. (2013) and organizes various questions in two parts. The first part consists of demographic factors and the second part includes questions about consumers' brand preference and its factors in the form of closed-ended. A close-ended questionnaire in a 5 point Likert scales were used to collect data from the sample respondents. The questionnaire will have a 5 rating scales ranging from 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. Data gathered through questionnaire was simple and clear to analyses, and it allowed for the tabulation of responses and quantitatively analyzes certain factors.

Additionally, it was time efficient for both the respondents and the researcher.

3.7. Target Population and Sampling

3.7.1 Target Population

The total population of the study was inhabitants of Yirgalem town such as Arada and Awada studium sub town. The target population (unit of analysis) of the study comprises of 109,788 individuals consumers who live in two sub town in Yirgalem. They are both gender (men or women) and have at least a foundation (writing and reading skills) education. Yirgalem is the target location from where the respondents are obtained.

3.7.2 Sampling Techniques

This study is used stratified sampling as it divided the target population individual consumers who live in two sub town in Yirgalem and are occasional and/or regular users of Jojo milk products in these two sub town, then apply to individuals until the desired sample size is reached.

Interview An interview is a structured conversation where one participant asks questions and the other provides answers. According to (Sarantakos,1998) interviews are the most common and most effective means of obtaining detailed information in a survey design. The researcher used semi structured interview, because in a semi structured interview, the interviewer has the freedom to probe the interviewee to elaborate on the original response, and wide range of data is collected from factual demographic data to highly personal and intimate information relating to person's opinions, attitudes, values, beliefs, past experience and future intentions(Krishnaswani, 2003).

3.7.3 Sample Size Determination

Sample size is the small fraction of the population which is considered a vital element to reduce the sampling error. The formula to find out the sample size (n) of infinite population is Given as under:

$$n = z^2 \cdot p \cdot q / e^2$$

Where,

n= sample size,

z= the value of standard variation at a given confidence level and to be worked out from table showing area under normal curve. p= sample proportion; q= 1-p and e = given precision rate or acceptable error.

$$n = (1.96)^2 (0.5) (0.5) / (0.05)^2 \\ = 384$$

Table 3.1: Sample Size Determination

| Nr | Sub city | Population | Proportion (384/109788) | Sample Size |
|-------|----------------------|------------|----------------------------|-------------|
| 1 | Arada kifle ketema | 72253 | 0.0034976 | 253 |
| 2 | Filwuha kifle ketema | 37535 | 0.0034976 | 131 |
| Total | | 109788 | | 384 |

Source Yirgalem town finance and economic sector, socio economic directorate

3.8 Methods of Data Analysis

The researcher used both quantitative and qualitative methods. Data entry, flitching and coding will be done first. Then, the data was analysed using inferential statistics (correlation and multiple leaner regression) for examining the determinant of consumer's brand preference in case of Jojo milk product market in Yirgalem. In addition, the study used descriptive statistics (percentages, frequency,meanandstandard deviation) to describe consumer's brand preference for Jojo milk product. To support the analysis, SPSS (Statistical Package for Social Sciences) version 26.version was used.

3.8.1 model specification

In addition, the study used multiple leaner Regressionas a part of model building.

$$Y1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where

- $Y1$ = Consumers' brand preference

The following independent variables was used to determinates for the purchase decision of a consumer for buying a Jojo milk product (Y)

β_0 – Coefficient of constant and β_{1-4} are the coefficient of independent variable where

- X_1 –Product quality
- X_2 – Peer pressure
- X_3 – Product price
- X_4 – Product advertisement
- e Is the error term

3.9 Validity and Reliability

3.9.1 Validity Analysis

The content-validity refers to —the degree to which measures items represent a proper sample of the theoretical content domain of a construct. For the items to have content-validity, they also need to be face-valid, which refers to the degree that respondents or users judge that the items of an assessment instrument are appropriate to the target construct and assessment objectives. All the questioners derived from relevant literature to ensure validity of the questionnaire. The questioner was adopted from previous research works that are related to this research.

Pilot Study

After compilation of the variables from different empirical reviews, the researcher distributed it to relevant academics and after the academics review and hand over the questionnaire, the questionnaire was updated based on the feedback that is given. The survey was piloted on a small group (thirty eight respondents), and if there is any comment and feedback, the questionnaire will be adjusted, and the final questionnaire was ready for distribution.

3.9.2 Reliability Analysis

The reliability of instruments measures the consistency of instruments. (Creswell, 2009)

Considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates.

Table 3.2: Reliability Test

| | | |
|---------------------|------|----|
| product Quality | .71 | 5 |
| Peer Pressure | .70 | 4 |
| Product package | .73 | 4 |
| Product Price | .72 | 5 |
| Consumer Preference | .70 | 5 |
| Overall | .918 | 23 |

Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability. In this study each statement was rated on a 5 point likert response scale which includes strongly agree, agree, neutrals, disagree and strongly disagree. Based on this an internal consistency reliability test was conducted and found more than .70 in all variables.

3.10 Ethical Consideration

The researcher assured the anonymity of their response would be kept a secret. The researcher made sure that the participation of any respondent will not affect their life in any kind of way. All the research participants that are included in this study were appropriately informed about the purpose of the research and their willingness and consent were secured before the commencement of distributing questionnaire. The respondents were informed of their full right to fill out the questions or to withdraw from the study at any time, without any unfavorable consequences, and in case any harm comes to them as a result of their participation or non participation. Moreover, information was not modified or changed; therefore information was presented as collected. All the literatures collected for the purpose of this study were acknowledged in the reference list. The researcher ensured the avoidance

of fabrication and misinterpretation of the data that were gathered and interpret in other form than it was meant to be.

CHAPTER FOUR DATA ANALYSIS AND DISCUSSION

Table 4.1: Response Rate

| Nr | Sub town | Sample Size | Collected | Portion | Response Rate |
|-------|----------|-------------|-----------|---------|---------------|
| 1 | Arada | 253 | 242 | 69% | 95% |
| 2 | Filowuha | 131 | 111 | 31% | 84% |
| Total | | 384 | 353 | 100% | 100 |

Source: survey result, 2023

The study attended 92% of the survey response rate; it is mainly composed from Arada and Filowuha which accounted the highest data collections rate. This is because due to filling problem and missing it was difficult to collect data from all total numbers.

4.1 Respondents Background

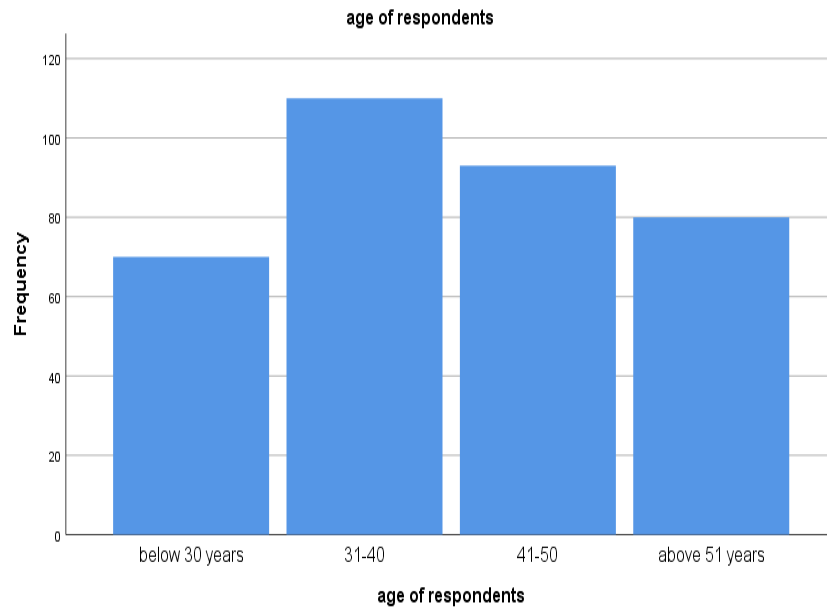
Table 4.2: Respondent Profile

| Respondent age | | Occupation | | Income level (in Ethiopian birr per month) | | Respondent educational background | |
|----------------|------|-------------------|------|--|------|-----------------------------------|------|
| Category | % | Category | % | Category | % | Category | % |
| < 30 years | 19.8 | House maid | 12.7 | Below 1500 | 22.1 | Elementary | 8.2 |
| 31-40 Year | 31.2 | Professional | 53,5 | 1500-3000 | 46.1 | High school | 30.9 |
| 41- 50 Year | 26.3 | Self employed | 22,7 | 3001-5000 | 23.5 | Under graduate | 48.2 |
| > 51Years | 22.7 | Businesss Service | 11.0 | Above 5000 | 7.6 | Post graduate | 12.7 |
| Total | 100% | | 100% | | 100% | | 100% |

Source: survey result, 2023

4.1.2 Age of respondents

Fig 4.1 age of respondents

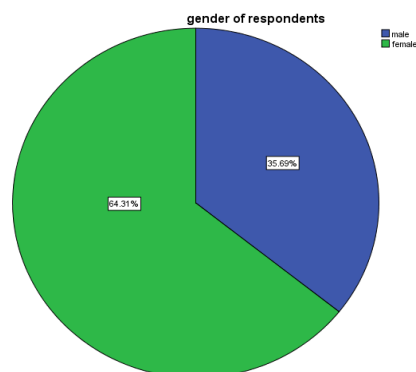


Source: own survey data, 2023

The majority (53%) of the respondents are between the age of 31 and 50 years. Figure 4.2 clearly shows that the relatively young populations of the society are major users of banking services than the aged ones. Another significant percentage which is 26% of the respondents are found in the age group of 41- a 50 years.

4.1.3 Gender of respondents in percents

Fig 4.2 gender of respondents



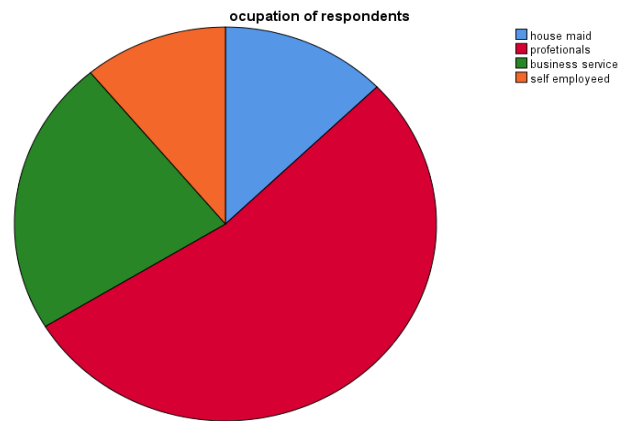
Source: own survey result, 2023

Figure 4.2 Gender Distribution

Moreover, 64 % of the sample respondents were female and others 36% were male. This shows that the respondents who participated in this study are in active age, well educated who have known the milk market, often visits organized market (supermarkets) and have communicated with partner and friends. The study also relatively maintained gender distribution. Thus, it got a good opportunity to gather pertinent data from significant and resourceful respondents.

4.2.3 Occupations of respondents

Fig 4.3 occupation of respondents

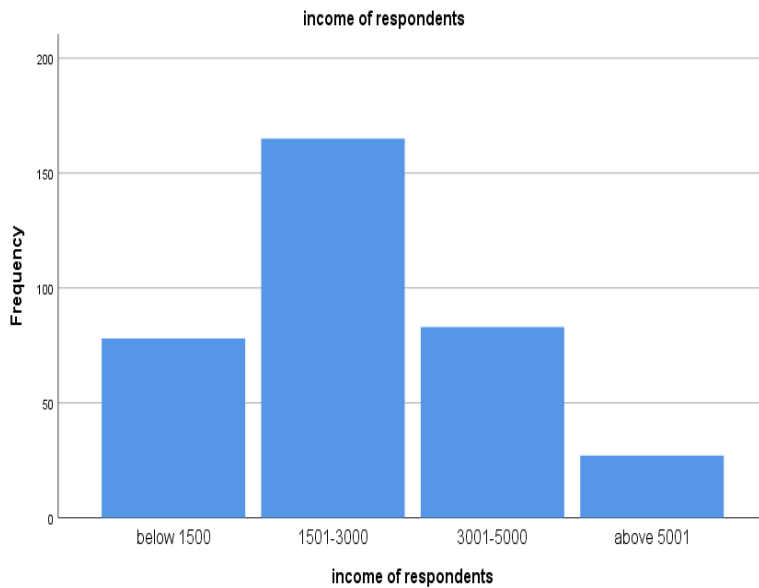


Source: own survey data, 2023

The majority (53%) of the respondents are professionals. Figure 4.2 clearly shows that the relatively more populations of the society are major users of Jojo milk product users than the other housemaid. Another significant percentage which is 22.7% of the respondents is self-employed.

4.4 income level of respondents

Fig 4.4 income level of respondents

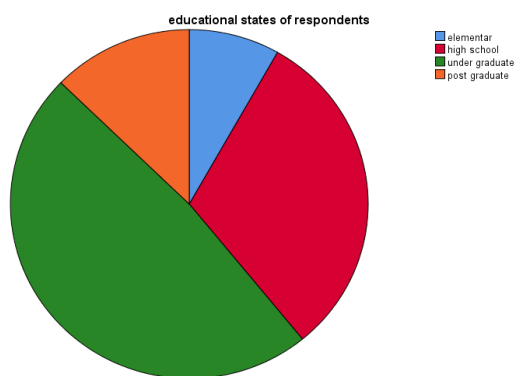


Source: own survey data, 2023

The majority (46%) of the respondents are income level between 1501-3000. Figure 4.4 clearly shows that the relatively high number of populations of the society is major users of Jojo milk product users than the other users which listed above. Another significant percentage which is 23.5% of the respondents is 3001-5000

4.5 Educational status

Fig 4.5 Educational status



Source: own survey data, 2023

The majority (48%) of the respondents are undergraduate. Figure 4.4 clearly shows that the relatively high number of populations of the society is major users of Jojo milk product users than the other users which listed above. Another significant percentage which is 30.9% of the respondents is high school.

4.2 Descriptive analysis of study variables

4.2.1 Product quality

Table 4. 3 Descriptive analysis of product quality

| Statements | Level of agreement (%) | | | | | N | Mean | Std. Dev |
|---|------------------------|------------|------------|------------|------------|------------|-------------|--------------|
| | SD | D | N | A | SA | | | |
| I am attracting to long lasting product | 21% | 15% | 24% | 23% | 14% | 353 | 2.95 | 1.354 |
| I prefer to Jojo milk market | 12% | 23% | 20% | 91% | 18% | 353 | 3.14 | 1.304 |
| I like comfortable Jojo milk product | 20% | 21% | 20% | 23% | 49% | 353 | 2.89 | 1.348 |
| I am interested on high leak protective Jojo milk product | 20% | 17% | 27% | 22% | 13% | 353 | 2.92 | 1.322 |
| I like easily manageable Jojo milk market | 18% | 21% | 20% | 25% | 16% | 353 | 2.99 | 1.352 |
| Aggregate | 35% | 31% | 45% | 88% | 36% | 353 | 2.97 | 1.336 |

Source: Survey Data, 2023

Regarding Service delivery, Table 4.3 above revealed an aggregate mean value of 2.97 with SD 1.336 implying that majority (88%) of the respondents shown agreement and 36% of them strongly agreed with S.D 1.304. whereas, 35% of respondents shown strong disagreement and relatively large number of respondents (31%) were disagreed about the statements of product quality. From this quality it can conclude that the brand preference quality is good enough to address the varying needs of consumers.

4.2.2 Peer pressure

Table 4.4: Descriptive analysis of peer pressure

| Statements | Level of agreement (%) | | | | | N | Mean | Std. Dev |
|---|------------------------|------------|------------|------------|------------|------------|-------------|--------------|
| | SD | D | N | A | SA | | | |
| I trust my friend to buy Jojo product | 20% | 18% | 26% | 23% | 14% | 353 | 2.94 | 1.324 |
| I relay on my friend to buy best Jojo milk product | 14% | 18% | 19% | 28% | 20% | 353 | 3.21 | 1.337 |
| I am willing to buy colleagues choice | 21% | 24% | 19% | 22% | 15% | 353 | 2.87 | 1.374 |
| I feel confident on my friend to buy Jojo milk product | 21% | 16% | 28% | 22% | 12% | 353 | 2.88 | 1.313 |
| Aggregate | 29% | 31% | 47% | 43% | 18% | 353 | 2.97 | 1.337 |

Source: Survey Data, 2023

Regarding peer pressure, Table 4.4 above revealed an aggregate mean value of 2.97 with SD 1.337 implying that majority (47%) of the respondents shown neutral and 43% of them agreed. whereas, 18% of respondents shown stongly agree and relatively large number of respondents (29%) were strongly disagreement about the statements of peer pressure. From this peer pressure it can conclude that the brand preference peer pressure is relatively sufficient to brand preference

4.2.3 Product package

Table 4.5: Descriptive analysis of product package

| Statements | Level of agreement (%) | | | | | N | Mean | Std. Dev |
|--|------------------------|-----|-----|-----|-----|-----|------|----------|
| | SD | D | N | A | SA | | | |
| Packages influence my brand preference | 16% | 21% | 25% | 22% | 15% | 353 | 2.98 | 1.303 |
| Packages tells to me which brand have the feature I am looking for | 17% | 19% | 19% | 26% | 19% | 353 | 3.10 | 1.374 |
| Packaging and its style attracts me | 18% | 22% | 18% | 26% | 16% | 353 | 2.98 | 1.363 |
| Packaging about quality of the oroduct influence my brand preference | 24% | 15% | 27% | 22% | 13% | 353 | 2.85 | 1.344 |
| Aggregate | 38% | 26% | 47% | 42% | 20% | 353 | 2.97 | 1.022 |

Source: Survey Data, 2023

Regarding product package, Table 4.3.3 above revealed an aggregate mean value of 2.97 with SD 1.022 implying that majority (42%) of the respondents shown agreement and 47% of them neutral. whereas, 20% of respondents shown strong agreement and relatively large number of respondents (38%) were strongly disagree about the statements of product package. From this product package it can conclude that the brand preference package is small relation to say it attracts the brands.

4.2.4 Product price

Table 4.6: Descriptive analysis of product price

| Statements | Level of agreement (%) | | | | | N | Mean | Std. Dev |
|---|------------------------|------------|------------|------------|------------|------------|--------------|--------------|
| | SD | D | N | A | SA | | | |
| The price of my favorable Jojo product is reasonable | 13% | 23% | 22% | 26% | 15% | 353 | 2.99 | 1.300 |
| My perception of the products value depends on Jojo milk products brand | 15% | 22% | 24% | 24% | 14% | 353 | 3.00 | 1.283 |
| I get best value for purchasing of my favourite Jojo milk product | 19% | 16% | 26% | 24% | 15% | 353 | 3.01 | 1.327 |
| I do not worry about increasing price for my favorite milk product brand. | 13% | 26% | 22% | 26% | 16% | 353 | 3.08 | 1.288 |
| I pay to distinguished Jojo milk product | 17% | 20% | 22% | 28% | 13% | 353 | 3.01 | 1.303 |
| Aggregate | 23% | 49% | 51% | 64% | 25% | 335 | 3.016 | 1.294 |

Source: Survey Data, 2023

Regarding price, Table 4.3.4 above revealed an aggregate mean value of 2.40 with SD 1.294 implying that majority (64%) of the respondents shown agreement and 51% of them neutral. whereas, 23% of respondents shown strong disagreement and relatively large number of respondents (25%) were strongly agree about the statements product price. From this pricet can conclude that the brand preference qualitgo is strong to address the consumer brand preference.

4.25 product consumer brand preference

Table 4.7: Descriptive analysis of product consumer brand preference

| | Level of agreement (%) | | | |
|--|------------------------|--|--|--|
|--|------------------------|--|--|--|

| Statements | SD | D | N | A | SA | N | Mean | Std. Dev |
|---|------------|------------|------------|------------|------------|------------|--------------|--------------|
| I will consume my favorite milk product again and again | 16% | 21% | 25% | 22% | 15% | 353 | 2.98 | 1.303 |
| I am confident on my Jojo milk preference | 17% | 19% | 19% | 26% | 19% | 353 | 3.10 | 1.374 |
| My favorite Jojo milk product is the first choice of the consumers | 18% | 22% | 18% | 26% | 16% | 353 | 2.98 | 1.363 |
| My milk preference has helped me develop interest in using Jojo product | 24% | 15% | 27% | 22% | 12% | 353 | 2.85 | 1.344 |
| I am satisfied with the value of my favorite milk consumed | 17% | 19% | 19% | 26% | 19% | 353 | 3.10 | 1.374 |
| Aggregate | 32% | 41% | 53% | 53% | 28% | 353 | 3.002 | 1.351 |

Source: Survey Data, 2023

Regarding consumer brand preference, Table 4.5 above revealed an aggregate mean value of 3.002 with SD 1.351 implying that majority (53%) of the respondents shown agreement and neutral. whereas, 28% of respondents shown strong agreement and relatively large number of respondents (41%) were disagreed about the statements of brand preference. From this brand preference can conclude that the brand preference reales with another variables.

This study asked sample respondents about their experience on milk market in Yirgalem based on various measures which describe their intention about the consumer preference of milk products. They preferred to their choice or opinion in the measure on each statement as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and finally 5 for strongly agree. The collected data has been rated based on Asia et al., (2015) indicating more than 4.5 excellent, from 3.5 – 4.5 very good, 2.5 – 3.5 good and below 2.5 as disagree.

Table 4.3: Descriptive Statistics by Variables

4.2.1 Product Quality

Respondents were asked about their preference to long lasting product, preference of Jojo milk product comfortable Jojo milk product highly leak protective and, easily manageable milk product. The result are organized in the above table and appendix 3.

They display the mean results found and preference to long lasting product (2.95), comfortable Jojo milk product (3.14), easily manageable milk (2.8), and high leak protective milk (2.92). The grand mean 2.97 and all dimensions were rated as in very good category with less varying data (below 2 sd). Almost most of them (above 70%) have at least agreed on the provided statements. This shows that they prefer quality products. Product quality has a direct impact on product or service performance as defined it in terms of creating customer value and satisfaction (Kotler and Armstrong, 2010). Interviewees also confident that consumers need the products value ever then.

4.2.2 Peers Pressure

Similarly, they were asked to rate their opinion on positively, rely on their friend to buy best milk, willing to buy their colleagues' and like to be friends who buy best milk. The above table and appendix 3 show that all mean scores except friends' advice is helpful to prefer milk (2.94) marked as above 2.5. (positively influenced by rely on their friend to buy best milk (3.53), willing to buy their colleagues' choice (3.01), like to be friends who buy best milk (2.29). The lowest mean was crosschecked from interviewees and they said that they might be associated with respondents may seek as much suggestions from partners, salespersons and families. The grand mean and all except one were rated as very good. 78 % the respondents preferred the category of agree and disagree for assuming their friends jojo milk choice is friendly and willing to buy their colleagues' choice. Others (more than 81%) are preferred the same category. This shows that consumers are positively influenced by peer pressure. Similarly, Bayarmagnai (2016) stated that peer pressures are the powerful force to influence consumers buying. This is because individuals may also have reference groups (social cliques) to which they would like to belong (Asiegbu *et al.*, 2012).

4.2.3 product package

The study requested that a powerful force at work requiring members to confirm over all of their groups. By and large packaging plays a crucial role in a product success, especially in the fast moving consumer goods and exercise a significant effect on consumers buying decisions (Simms & Trot, 2010). Packaging influences my brand preference of Jojo milk. Packaging tells me which brands have the features I am looking for, Packaging about quality of the product influence my brand preference and Packaging and its design attracts me questions addressed to the consumer.

The above table and appendix 4 displays product packages grand mean as 2.97 and also most of the consumers agree to that it attracts their preference and their child's some time choice the color. The result are organized in the above table and appendix3.

4.2.5 Consumer Preference

The study attempted to collect data from respondents about their emotional bond between them and their favourite milk, creation of a good mood, their pleasure, and others related to consumer behaviour. Acordnglly, it was found that a grand mean of 3.002. Almost all mean and the grad mean were rated as very good. It showsthat consumers feel peace of mind with no worries using their favourite milk, engage in a lot of thinking when they encounter their favourite milk and their favourite milk brand tries to stimulate,

It shows that consumer choice behavior has received great attention from marketers and their brand preferences attached with the attributes a brand possesses and to strengthen its position and increas its market share.

Ethiopian marketers have successfully designed brand strategy, brand positioning, and gives insights to product development. It can also say that marketers have magnificently created long-term relationship with consumers. Thus, it can be agreed with Schoenfelder and Harris (2004) that stated brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes.**4.3**

Commulative frequence of variables

Table 4.8: agregate frequency of variables

| Statements | Level of agreement (%) | | | | | N | Mean | Std. Dev |
|----------------------|------------------------|------------|------------|------------|------------|------------|--------------|-------------|
| | SD | D | N | A | SA | | | |
| Product quality | 35% | 31% | 45% | 88% | 36% | 353 | 2.97 | 1.33 |
| Peer pressure | 29% | 31% | 47% | 43% | 18% | 353 | 2.97 | 1.33 |
| Product package | 38% | 26% | 47% | 42% | 20% | 353 | 2.97 | 1.002 |
| Product price | 23% | 49% | 51% | 64% | 25% | 3535 | 3.016 | 1.29 |
| Brand preference | 32% | 41% | 53% | 53% | 28% | 353 | 3.002 | 1.35 |
| Agrigate mean | 31% | 36% | 49% | 58% | 25% | 353 | 3.000 | 1.26 |

Source: Survey Data, 2023

The above table 4,8 shows the means and standard deviations of determinants of product quality, peer pressure, product package, product and price which influence consumer brand preference by respondents.

The researcher used the five point Likert scales rate ranging from 5= strongly agree, 4=Agree, 3= Neutral, 2= Disagree, 1 = strongly disagree. We can assume that agreement with positively worded items performed and disagreement with negatively worded items performed.

The above table 4.8 indicates that the mean score and standard deviation (M=3.016, SD = 1.29) for product price is moderate, which is above and there is very low variation in standard deviation result.

As shown in the above table 4.8, the responses of respondents for with the mean score 3.002 is high and according to Al-Sayaad, Rabea, and Samrah, (2006)) as explained above notification and the standard deviation is 1.35 which indicates the variation of respondents response for brand preference is very low.

The above table 4.8 presents that the entire mean score of product quality 2.97 is high which is above the average and the standard deviation is 1.33 that indicates the variation of respondents' response for product quality is very low.

The above table 4.8 indicates the mean score and standard deviation (M=2.97, SD =1.33) for peer pressure is high there is high variation in standard deviation result is very low.

Table 4.8 shows that the mean score and standard deviation of package is 2.97 and 1.002 respectively. According to Al-Sayaad, Rabea, and Samrah, (2006) as explained above, the mean result is high which is above the average and the standard deviation is also shown very low variation of responses..

4.3 Inferential Analysis

4.3.1 Correlation Analysis

Pearson’s correlation coefficient (r) measures the strength and direction of a linear relationship between two variables. Values of Pearson’s correlation coefficient are always between -1 and +1. A correlation coefficient of 1 specifies that two variables are perfectly related in a positive sense; a correlation coefficient of -1 indicates that two variables are perfectly related in a negative sense, and a correlation coefficient of zero (0) shows that there is no linear relationship between the two variables (Pallant, 2016). According to Pallent, (2003) the rule of thumb for interpreting the strength of a correlation coefficient is as indicated Table 4.9

Table 4.9: Rule of Thumb for Interpreting the Size of Correlation Coefficients

| Size of correlation | Interpretation |
|--------------------------------|---|
| 0.81 to 0.99/- 0.81 to - 0.99 | Very strong positive/negative correlation |
| 0.61 to 0.80/- 0.61 to - 0.80 | Strong positive/negative correlation |
| 0.41 to 0.60/ - 0.41 to – 0.60 | Moderate positive/negative relationship |
| 0.21 to 0.40/ - 0.21 to - 0.40 | Weak positive/negative relationship |
| 0.01 to 0.20/ - 0.01 to - 0.20 | Very weak positive/negative relationship |

Source: Zikmund, 2009

Correlations

| | | peer pressure | product packaging | product price | pq | consumer preference |
|---------------------|---------------------|---------------|-------------------|---------------|--------|---------------------|
| peer pressure | Pearson Correlation | 1 | .777** | .597** | .721** | .817** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 353 | 353 | 353 | 353 | 353 |
| product packaging | Pearson Correlation | .777** | 1 | .520** | .556** | .946** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 353 | 353 | 353 | 353 | 353 |
| product price | Pearson Correlation | .597** | .520** | 1 | .679** | .636** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 353 | 353 | 353 | 353 | 353 |
| pq | Pearson Correlation | .721** | .556** | .679** | 1 | .663** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 353 | 353 | 353 | 353 | 353 |
| consumer preference | Pearson Correlation | .817** | .946** | .636** | .663** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 353 | 353 | 353 | 353 | 353 |

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

Source: survey result, 2023

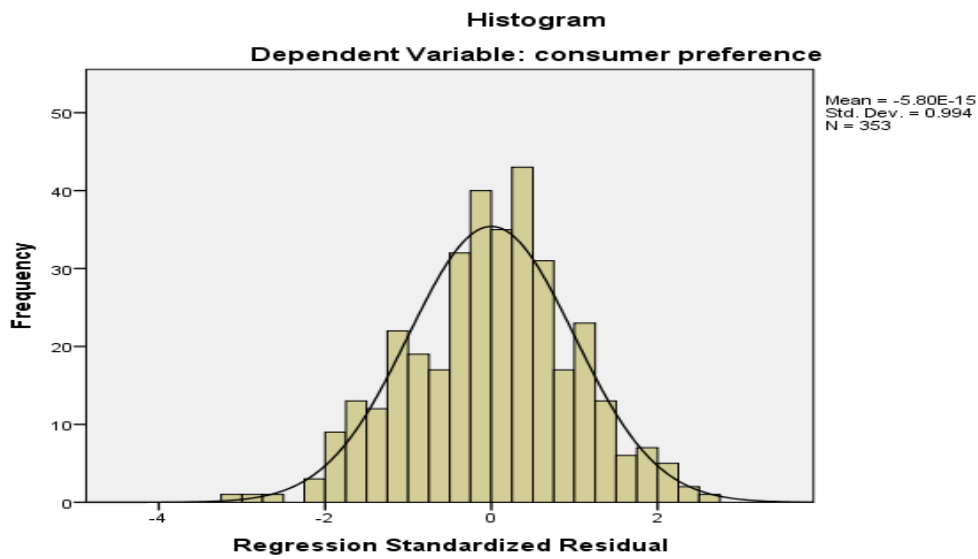
The above table shows correlation result of the study. Accordingly, it is found that the relationship between peer pressure (.817), product packaging (.946) product price(.636), product quality (.663)and consumer preference using Pearson Product Movement Correlation Coefficient. Hence, it is found that there are a perfect positive relationship between all variables and consumer preference. Asia *et al.*, (2015) conducted a study and found that variable income, education, quality, and package were positively related to the choice of branded determined consumer preferences to purchase a specific residential product and using property developer suggested additional factors of design, accessibility, facilities and brand also influenced the price of the product.

4.3.2 Regression Analysis

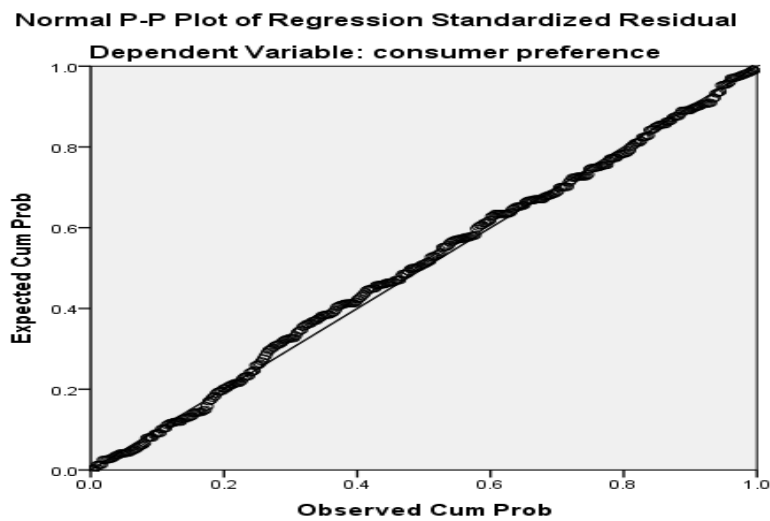
Multiple linear regression analysis was used to measure the statistical significance of the effect of each four individual independent variable on the dependent variable (consumer preference) through F and P value.

4.3.2.1 Diagnostic Tests

Figure 4.6 Histogram and Normal P-P Plot Regression Standardized Residual
A) Normality Test



B) Linearity



Source: survey result, 2023

First, normality through histogram – the study used a histogram plot indicating normality of residuals. It produced a bell-shaped curve that shows the normal distribution of the series. In this study, the figure above shows a bell-shaped distribution of the residuals. The figure shows that X-axis shows the residuals, whereas Y-axis represents the density of the data set. As a consequence, this histogram plot confirms the normality test results from the two tests in this study.

Table 4.11 Durbin-Watson Test

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .966 ^a | .933 | .932 | .20532 | 1.449 |

a. Predictors: (Constant), peer pressure, product price, product packaging, pq

b. Dependent Variable: consumer preference

Source: survey result, 2023

In addition, the popular Durbin-Watson Test was employed in this study to test the presence of auto correlation. It is assumed that the errors are uncorrelated with one another as DurbinWaston result shows below 2 (1.4).

C) Multicollinearity

Multicollinearity refers to a situation in which there is exact (or nearly exact) linear relation among two or more of the input variables (Uma, 2003).

Table 4.12 Multicollinearity diagnostics tests

| Coefficients ^a | | | | | | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Tolerance | VIF |
| 1 | (Constant) | .072 | .050 | | 1.451 | .148 | -.026 | .170 | | |
| | pq | .104 | .024 | .096 | 4.281 | .000 | .056 | .152 | .383 | 2.608 |
| | product price | .124 | .019 | .126 | 6.467 | .000 | .087 | .162 | .507 | 1.974 |
| | product packaging | .692 | .020 | .769 | 34.629 | .000 | .653 | .732 | .390 | 2.563 |
| | peer pressure | .070 | .025 | .075 | 2.812 | .005 | .021 | .120 | .274 | 3.643 |

a. Dependent Variable: consumer preference

Source: survey result, 2023

The study used multicollinearitytest if any of the VIF results exceed 5 or 10, it is an indication that the associated regression coefficients are poorly estimated because of multicollinearity.

According to the result obtained from the analysis, the above table shows that the VIF value of four factors was found less than 5 or 10. It shows there is no strong multi collinearity and degree of association between variables. It can be concluded that no collinearity was observed on this data.

D) Residuals Statistics

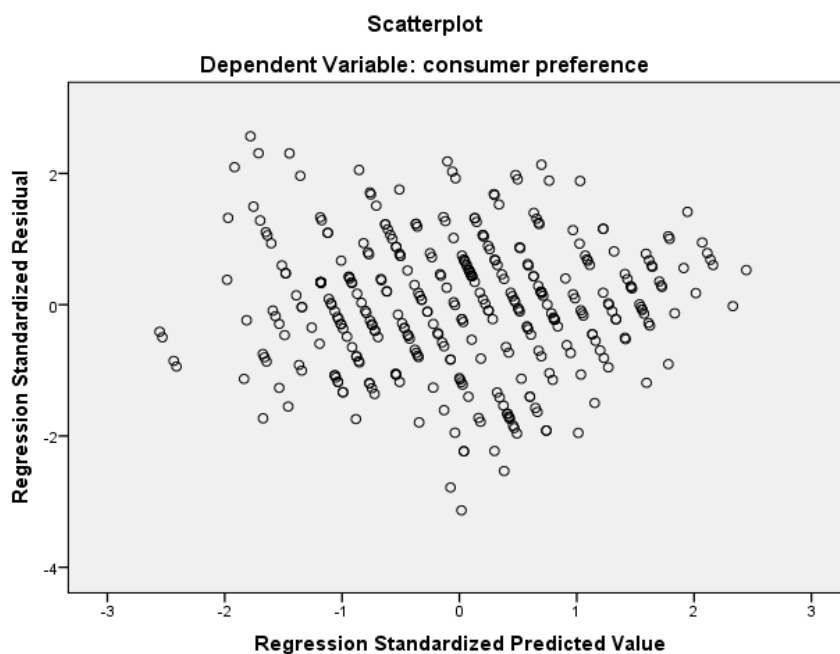
Table 4.13 Residuals Statistics

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|---------|---------|--------|----------------|-----|
| Predicted Value | 1.0843 | 4.8916 | 3.0295 | .76155 | 353 |
| Residual | -.64306 | .52663 | .00000 | .20415 | 353 |
| Std. Predicted Value | -2.554 | 2.445 | .000 | 1.000 | 353 |
| Std. Residual | -3.132 | 2.565 | .000 | .994 | 353 |

a. Dependent Variable: consumer preference

Source: survey result, 2023

Figure 4.7: Scater Plots



Source: survey result, 2023

Because the dots are scattered, it indicates the data meet the assumptions of the errors being normally distributed and the variances of the residuals being constant. As the dots are not created a pattern, this would indicate the residuals are normally distributed, the residual is not correlated with the independent variables, and/or the variances of the residuals are constant.

E) Homoscedasticity Assumption

Homoscedasticity is said to exist when predicted dependent variable residual scores have equal variance (Pallant, 2011). In this study, standardized residuals scatter plot was used to assess the assumption of homoscedasticity. As shown figure 4.4 below, most of the residuals lie in the middle of the scatter plot, i.e. in between -3 and 3. Therefore homoscedasticity does exist.

4.3.2.2 Regression Test Result

4.6.2.2 ANOVA

Table 4.8 below shows ANOVA which describes about the overall variance accounted for in the model. If the significance value of the F statistic is small (smaller than 0.05) then the independent variables well explained the variation in the dependent variable. If the significance value of F is larger than say 0.05 then the independent variables do not explain the variation in the dependent variable. The below ANOVA table has confirmed the explained variance by the model could truly explain the change in brand preference (F ratio = 301.102, P < 0.05). In the table below, quality, peer pressure, package and price, good determinants of brand preference.

Table: 4:14 ANOVA

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|----------|-------------------|
| 1 | Regression | 195.976 | 1 | 195.976 | 3011.964 | .000 ^b |
| | Residual | 22.838 | 351 | .065 | | |
| | Total | 218.814 | 352 | | | |

a. Dependent Variable: consumer preference

b. Predictors: (Constant), product packaging

Table 4.14 model summary

4.6.2. Model Summary

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .946 ^a | .896 | .895 | .25508 |

a. Predictors: (Constant), product packaging

b. Dependent Variable: consumer preference

Source: survey result, 2023

The above table shows the result of regression analysis; this measurement is made by inferring the value of R^2 to explain the magnitude of the effect of the independent variable on the dependent variable. As shown in the result table, the overall bundle of determinant

factors of the four independent variables were 90% (adjusted R = .895) explained the dependent variable (consumer preference). This suggests that 90% of consumer preference obviously depends on the independent variables while the remaining is determined by other unaccounted factors in this study.

Table 4.16 coefficients

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | Collinearity Statistics | |
|-------------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|-------------------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Tolerance | VIF |
| | 1 (Constant) | .072 | .050 | | | | 1.451 | .148 | -.026 |
| pq | .104 | .024 | .096 | 4.281 | .000 | .056 | .152 | .383 | 2.608 |
| product price | .124 | .019 | .126 | 6.467 | .000 | .087 | .162 | .507 | 1.974 |
| product packaging | .692 | .020 | .769 | 34.629 | .000 | .653 | .732 | .390 | 2.563 |
| peer pressure | .070 | .025 | .075 | 2.812 | .005 | .021 | .120 | .274 | 3.643 |

a. Dependent Variable: consumer preference

Source: own survey result, 2023

The result revealed that there is a positive and significant effect between product quality (.000), peer pressure (.005), product package (.000) and product price (.000) and have a statistically significant contribution to the prediction of consumer preference. Others stated that consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip. Irt & p (2003) found that most of the studies focused on specific factors such as ethnocentricity, quality price, color scheme, country of origin and others.

4.3.2.3 Regression Mathematical Model

The equation of multiple regressions is generally built on two sets of variables, namely dependent variable and independent variables. The basic objective of using regression equation on this study is to make the researcher more effective at understanding, describing, predicting, and controlling the identified variables. The model of the study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

In the above equation,

- Y = Consumer Preference
- X1 = Product Quality, X2 = Peer Pressure, X3 = Product package and X4 Product price

- e = Error

$$Y_i = .072 + .104 X_1 + .124 X_2 + .692 X_3 + .070 X_4$$

Where α ' is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero. X1, X2, X3 and X4 refer to the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

4.4 Discussion of Result

4.4.1 Product Quality

H1 : Product quality has a positive and significant effect on consumer brand preferences for Jojo milk products.

The correlation analysis is applied in this study to examine if product quality has relationship with consumer brand preferences for milk products; and product quality has a significant relationship with consumer brand preferences for milk products ($r=0.663$; significant at the 0.01 level (2-tailed); and a multiple regression test has been conducted and found that it has a significant effect on consumer brand preferences (Sig, 0.000). The finding agrees with results of previous researches conducted on consumer brand preferences. Positive association between consumer behavior and choice of high quality branded product is revealed by Golub and Binkley (2005). This is because Quality of any product play significant role in consumer decision making. As Grunert (2005) argued that consumer perception of quality as choice determinant is considered as most imperative variable. Brands also about somewhat about product quality and consistency that buyers who always buy the same brand know that they will get the same features, benefits, and quality each time they buy. Branding also gives the seller several advantages (Kotler and Armstrong, 2010). As a consequence, this study found that product quality has a positive and significant effect on consumer brand preferences for milk products.

4.4.2 Peer Pressure

H2 :Peer pressure has a positive and significant effect on consumer brand preferences for milk products,

The correlation analysis is applied in this study to study if peer pressure has relationship with consumer brand preferences for milk products; and it has a significant relationship with consumer brand preferences for milk products (.817); significant at the 0.01 level (2-tailed). A multiple regression test has been conducted to investigate its influence on consumer brand preferences and found significant result (Sig, 0.000). The finding matches with results of previous researches conducted on consumer brand preferences. Typical group behavior results in pressure on an individual to conform and influence buying behavior. The influence of peers and referents other than family members is relatively less powerful in extended families (Bayarmagnai, 2016). Anand and Krishna (2008) found that that preference for fast moving consumer goods brands were determined by good quality, value of money and by the recommendations of social group or friends. Thus, this study found that peer pressure has a positive and significant effect on consumer brand preferences for milk products.

4.4.3 Product package

H3 :product package has a positive and significant effect on consumer brand preferences for milk products.

The correlation analysis is applied in this study to study if peer pressure has relationship with consumer brand preferences for milk products; and it has a significant relationship with consumer brand preferences for milk products (.946); significant at the (0.000) level (2-tailed). A multiple regression test has been conducted to investigate its influence on consumer brand preferences and found significant result (Sig, 0.000).

Package is also very important in determining the consumer choice in case of branded goods. In case of low involvement goods consumer do not spend much time and effort in collecting information about the product, hence consciously or unconsciously they rely on information provided by package (Asia *et al.*, 2015). Singh (2012) stated that packaging is more than an instrument for selling products to create distinctiveness and preference. Adeolu *et al.*, (2005) investigated the impact of packaging on consumers brand preference in different areas, positive result was found and for most consumers their preference is wrapping while on a products. Thus, product package has a positive and significant effect on consumer brand preferences for diaper products,

4.4.4 Product Price

H4: Product price has a positive and significant effect on consumer brand preferences for milk products

The correlation analysis is applied in this study to study if product price has relationship with consumer brand preferences for milk products; and it has a significant relationship with consumer brand preferences for milk products ($r=0.388$); significant at the 0.01 level (2-tailed). A multiple regression test has been conducted to investigate its influences consumer brand preferences and found significant result (Sig, 0.009). The finding matches with results of previous researches conducted on consumer brand preferences. Price of any product is significant element in consumer decision making or choice of a product, however it is not the one and only factor, but whenever the price of a product increases its demand decreases. Price of the substitutes also plays a significant role in choice (Asia *et al.*, 2015). The aim is to satisfy members that should be considered in pricing followed by achieving the profit, sale increase, more share in the market, survival and development of the company (Broda and John,(2008).Hence, product price has a positive and significant effect on consumer brand preferences for milk products

Table 4.17 Summary of Hypothesis Tested

| Hypothesis | Sig. | Status |
|---|-------|----------|
| Product quality has a positive and significant effect on consumer brand preferences for milk products | 0.000 | Accepted |
| Peer pressure has a positive and significant effect on consumer brand preferences for milk products | 0.005 | Accepted |
| Product price has a positive and significant effect on consumer brand preferences for milk products | 0.000 | Accepted |
| Product packaging has a positive and significant effect on consumer brand preferences for milk products | 0.000 | Accepted |

**CHAPTER FIVE
SUMMARY OF MAJOR FINDINGS, CONCLUSION AND
RECOMMENDATIONS**

5.1. Summary of Major Findings

- The overall objective of the study was to investigate the effect of accessibility of milk on consumers' brand preference in Yirgalem town. The study collected data from active age, well educated that have known the milk market, have communicated with partner and friends.
- The study also relatively maintained gender distribution. Using descriptive and inferential analysis, this study found that respondents have at least agree indicating they are extremely attracted to product quality(4.42);consumers are highly sensitive to product price (4.31) and they give value for product quality(4.22) and influenced by peers pressure (4.18). Moreover, the study found that there is a moderate relationship between product quality (.464), peer pressures (.512), product package (.440) and product price (.388) and consumer preference using Pearson Product Movement Correlation Coefficient.
- Further, it is found that there are strong positive relationships between all variables. Moreover, the result revealed that there is there is a positive and significant effect between product qualities (.000), peer pressure (.000), product package (.000) and product price (.005) and have a statistically significant contribution to the prediction of consumer preference.

5.2 Conclusion

Consumer choice making or buying process has various stages that include need recognition, information collection, and evaluation of substitutes, purchase and subsequent to purchase assessment. Consumer passes through various stages during every purchase. Consumers will incline to select a brand that they consider congruent with their self-perception. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices incline to converge to a certain pattern thus forming the basics of an individual social identity. In the same way, brand preference is viewed as a key step in consumer decision making, involving elements of choice.

In creating brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set, with a thought of referring to brands that a consumer would consider buying in the near future. Also, product

quality, peer pressure, product package and product price and have a positive effect on consumer brand preferences.

5.3. Recommendations

Thus, this study recommends the following points to be followed by marketers and other concerned bodies:

- It may be essential to study behavioral pattern of consumer leading their buying references & attitude. This is because consumer behavior is an active and dynamic aspect having the potential to magnetise businesses,
- Since the key purpose behind marketing a product is to satisfy demands and wants of the consumers, the study of consumer behaviour helps to achieve this purpose and marketers may understand what consumer's purchase and why they purchase it.
- Since quality of any product as it plays significant role in consumer decision making, marketers may provide long lasting product, smoothen, easily manageable, leakprotective and comfortable milk. This is because consumer perception of quality as choice determinant is considered as most imperative variable.
- Since typical group behavior results in pressure on an individual to conform and influence buying behavior, marketers may focus on social group or friends influences and their market strategy should be based on peer pressure as it has a positive and significant effect on consumer brand preferences for milk products.
- Since consumer's values product quality with its price, marketers should focus on the management of various costs endured by customers in achieving the advantages from generating the services.
- Since packaging is vital in determining the consumer choice in case of branded goods, marketers may exclusively active in providing appropriate information about the product, henceforth consciously or unconsciously consumers rely on information provided by packages.
- Since consumers get brand features of milk via packaging wrapping, marketers may use an wrapping which has background content, fact full information message and use trusted packages.

5.4 Direction for Future Research

The study sample is mainly focused on determinants of brand preference in Yirgalem town and only four variables. However, this can be further explored as there are other various determinants such as advertise, perception, attitude, culture, religion, and nature. Anjali B.

and Rajesh K.(2017)stated that there are individual determinates to consumer behavior in the form of personality, self-concept, motivation and involvement, learning and memory and attitude of consumers. Moreover, researchers can find a better result by applying additional statistical techniques, such as factor analysis-to determine variables and increase the validity of the research. Future research might also consider confounding variables that could possibly change the strength or direction of an effect between the independent and dependent variable. A Researchers have also established that price, packages is more determinants of this study.

5.5 Limitation of the study

As consumers there are several faces when the use the products. Like undifferentiate the product from one other and some times comptiter penetrate the market through similarty brand. The researcher conducted this study in Yirgalem town and thus the findings are more meaningful in this consumer context. This study used a cross-sectional design and cannot reflect the long time or long term effects determinationon brand preference. The study only examined the moderating effect on the relationship and organizational performance. Finally, by focusing on the market, the researcher developed a broad picture of the relationship between brand preference on market.

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APPENDICES

APPENDIX - 1 Amharic Questionnaire

Questionnaire

መጠይቅ

የድህረ ተመራቂዎች ትምህርት ቤት ሀዋሳ ዩኒቨርሲቲ የጆጆ ወተት ምርት ተጠቃሚዎች ብራንድ ምርጫ በይርጋለም

የተከበሩ ተሳታፊዎች፣ ስሜ ማቴዎስ ላሌጎ ይባላል።

እኔ በሀዋሳ ዩኒቨርሲቲ የገበያ ጥናት እና የግብይት አስተዳደር ተማሪ ነኝ።

በመጀመሪያ ስለተሳትፎዎን ትብብርዎ አመሰግናለሁ።ይህ መጠይቅ የማርኬቲንግ ድህረ ምረቃ ትምህርት ውስጥ የሚካተት የምርምር ፕሮጀክት ነው።ይህ የዲሰሳ ጥናት የተደረገው በሀዋሳ ዩኒቨርሲቲ የጆጆ ወተት ግብይት ወይም ገበያ ውስጥ የሽማቾች የምርት የሚሳይ ወይም የሚወስን ምን እንደሆነ ለማወቅ ነው። የእርስዎ ጠቃሚ ተሳትፎ የደንበኞች ሌዩነት ወይ ምርጫ (ምርጫ) ምርጫዎች እንድንገነዘብ ይረዳናል።

በድጋሚ አመሰግናለሁ።

ምሌካም ምኞት፣

ማቴዎስ ላሌጎ 0931560055

E-mail address: mathewoslalego55@gmail .com

ክፍል 1 - የመልሶች የስነ ሕዝብ አወቃቀር መግለጫ እባክዎን በእያንድንደ መግለጫ ሊይ ባለው ክበብ ውስጥ ምሌክት ያድርጉ።

| | | | | |
|------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|
| የታ | ወንድ <input type="text"/> | ሴት <input type="text"/> | | |
| ዕድሜ | ከ30 በታች <input type="text"/> | 31-40 <input type="text"/> | 41-50 <input type="text"/> | ከ50 በላይ <input type="text"/> |
| ሥራ | የቤት እማቤት <input type="text"/> | ባለሙያ <input type="text"/> | የንግድ አገሌግልት <input type="text"/> | በግልተዳዲሪ <input type="text"/> |
| የገቢ ደረጃ | ከ 1500 በታች <input type="text"/> | 1500- 3000 <input type="text"/> | 3000-5000 <input type="text"/> | ከ 5000 በላይ <input type="text"/> |
| የትምህርት ደረጃ | የመጀመሪያ ደረጃ <input type="text"/> | ሁለተኛ ደረጃ <input type="text"/> | የመጀመሪያ ድግር <input type="text"/> | ድህረ ምረቃ <input type="text"/> |

ክፍል II - ከጥናቱ ጋር የተዛመደ ጥያቄዎች

ይህ ጥናት በሀሞላ የኒቨርሲቲ በገበያ ሊይ ያጋጠመዎትን ሌምድ ይጠይቃል። ስለጆጆ ምርቶች የሽማቾች ምርጫ ፍሊጎትዎን የሚገለፅ የሚከተለው የጥናት ሳይንስ የሚከተለውን ሌኬት አለው። እባክዎን የሁሉም መግለጫዎች በክብ ሊይ ምሌክት በማድረግ 1 ከመረጡ በጣም አለ መስማማት ወይም መቃወም፣ 2 አለ መስማማት፣ 3 የግል አስተያየት ከመስጠት መቆጠብ፣ 4 መስማማት እና በመጨረሻም 5 በጥልቀት መስማማት እባክዎን በእያንዳንድ መግለጫ ሊይ ያህን(✓) ምሌክት ያድርጉ። PQ ምርት-ጥራት፣ PP እኩዮች ግፊት፣ PR ምርት ዋጋ እና Pk ምርት ማሻሻያ እና ሽማቾች ምርጫ CP ።

| Variable | Code | Dimensions | 1 | 2 | 3 | 4 | 5 |
|-----------|------|---|---|---|---|---|---|
| የምርት-ጥራት | PQ1 | እኔ ረጅም ጊዜ ዓላቂ ምርት ይማርኩኛል። | | | | | |
| | PQ2 | ለስላሳ፣ ቀላል የጆጆ ወተት ምርት እመርጣሁ። | | | | | |
| | PQ3 | እኔ ተስማሚ እና በቀለሉ የሚገኝ ወተት እመርጣሁ። | | | | | |
| | PQ4 | በቀላል የሚተዳደር ጆጆ ወተት እወዳለሁ። | | | | | |
| | PQ5 | ምቹ የሆነ የጆጆ ወተት ምርት እወዳለሁ። | | | | | |
| እኩዮች ተጽዕኖ | PP1 | ጆጆ እንዲገዛ በጓዳኞቼ አዎንታዊ ተጽዕኖ አሳድረኛል። | | | | | |
| | PP2 | በጓዳኞቼ ምክር ምርጥ ጣዕም ወተት መግዛት ችያለሁ። | | | | | |
| | PP3 | በጣም ጥሩ ጆጆ መግዛት በጓዳኞቼ አተማመናለሁ። | | | | | |
| | PP4 | የጓዳኞቼ ምክር ጆጆ ወተት መምረጥ ጠቃሚ ነው። | | | | | |
| የምርት ማሻሻያ | pk1 | የምርት ማሻሻያ ጆጆ እንድመርጥ ያደርገኛል | | | | | |
| | pk2 | የትኛውን ምረት እንድገዛ ማሻሻሪያ ያመላክተኛል | | | | | |
| | pk3 | ማሻሻሪያን በጣም እወዳለሁ | | | | | |
| | pk4 | በምረቱ ላይ ያለ ማሻሻያ ይስበኛል | | | | | |
| የምርት ዋጋ | PR1 | የእኔ ተወዳጅ የጆጆ ምርት ስም በተመጣጣኝ ዋጋ ነው | | | | | |
| | PR2 | የምወደው ጆጆ የምርት ስም የምርት ዋጋ በመጨመሩ አልጨነቅም | | | | | |
| | PR3 | የእኔ ተወዳጅ ጆጆ ምርት ገንዘብ ዋጋ ይሰጣል | | | | | |
| | PR4 | ይህ የምርት ስም ገንዘብ ዋጋ ይሰጣል | | | | | |
| | PPR5 | የትኛውን የጆጆ ወተት ምርት ለመግዛት ከፍተኛ ዋጋ እከፍላለሁ። | | | | | |

| | | | | | | | |
|---------|-----|---|--|--|--|--|--|
| የስም ምርጫ | CP1 | በእኔ እና በተወዳጁጆጆ ምርት መካከል ስሜታዊ ትስስር አለ | | | | | |
| | CP2 | የምወደው ጆጆ ምርት በጥሩ-ስሜት ውስጥ ሊያስቀምጠኝ ይሞክራል | | | | | |
| | CP3 | የምወደው ጆጆ ምርት በመጠቀም መዝናናት የሰማናል | | | | | |
| | CP4 | የምወደው ጆጆ ወተት ተጠቅሜ ምንም ጭንቀት አይሰማኝም | | | | | |
| | CP5 | የምወደውን ጆጆ ምርት ባገኘሁ ጊዜ በብዙ አስተሳሰብ ውስጥ እሳተፋለሁ | | | | | |

ቃለ መጠይቅ

የስም ምርጫ ከጥራት፣ ወጋ፣ ጓደኛ ግፍት እና መጠቀልያ/ ማሸግያ ተጠቃሚዎች ምርትን እንድመርጡ ያግዛችኋል

አዎ

አይደለም

1. መልሶዎ አዎ ከሆነ እንዴት

2. መልሶዎ አይደለም ከሆነ እንዴት

- 1.
- 2.
- 3.



HAWASSA UNIVERSITY

DETERMINANT OF CONSUMER'S BRAND PREFERENCE: CASE OF JOJO MILK MARKET IN YIRGALEM

Dear Participant,

My name is Mathewos Lalego. I am a student of marketing management in Hawassa University.

First of all, I am thankful for your participation. This questionnaire is for a research project. Conducted by a student of Master of Arts in Marketing of Master Thesis. This survey is conducted to figure out the determinants of consumer's brand preference in Jojo milk market in yirgalem town. Your valuable participation will help us to understand customers' preferences towards different milk in yirgalem. Please read the given instruction carefully before completing the questions. Required Note for cell phone users: Fill the form in landscape mode Demographic Information. Please click the appropriate options under which category you will fall in and best describe you.

MathewosLalego

Tel- +251931560055

E-mail address: mathewoslalego55@gmail .com

Part 1 – Demographic Profile of Respondents

Please click the circle in the measure on each statement.

1. Gender

Female Male

2. Age

Below 30 years 31-40 Years 41-50 Years above 50 years

3. Occupation

House maid Professional Business Service Self employed

4. Income level (In Ethiopian Birr per month)

Below 1500 1501-3000 3001-5000 Above 5001

5. Education you acquire?

Elementary high school undergraduate post graduate

Part II - Questions related with the study

1 This study asks your experience on Jojo milk market in Yirgalem; following measure which

Describe your intention about the consumer preference performance of milk products.

Please click the circle in the measure on each statement as 1 for strongly disagree, 2 for

Disagree, 3 for neutral, 4 for agree and finally 5 for strongly agree.

PQ for Product quality, PP for peer's pressure, PPR for product price and Pk for product packaging and CP for consumer preference.

Variable Code Dimensions 1 2 3 4 5

| Variable | Code | Dimensions | 1 | 2 | 3 | 4 | 5 |
|-----------------|------|--|---|---|---|---|---|
| Product quality | PQ1 | I am attracted to long lasting products. | | | | | |
| | PQ2 | I prefer to slightness, of product | | | | | |
| | PQ3 | I prefer easily re-adjustable milk products. | | | | | |

| | | | | | | | |
|---------------------------|-----|--|--|--|--|--|--|
| | PQ4 | I like easily manageable products. | | | | | |
| | PQ5 | I like comfortable jojo milk. | | | | | |
| Peers pressure | PP1 | I trust my friend to buy Jojo milk. | | | | | |
| | PP2 | I feel confident in my friend to buy Jojo milk product. | | | | | |
| | PP3 | I rely on my friend to buy the best Jojo milk product. | | | | | |
| | PP4 | My friend's advice is helpful to prefer Jojo milk. | | | | | |
| Product Packaging | Pk1 | Packaging influences my brand preference of jojo milk. | | | | | |
| | Pk2 | Packaging tells me which brands have the features I am looking for. | | | | | |
| | Pk3 | Packaging about quality of the product influence my brand preference. | | | | | |
| | Pk4 | Packaging and its design attracts me | | | | | |
| Price | Pr1 | I am willing to pay high price for my favorite milk product brand. | | | | | |
| | Pr2 | I do not worry about increasing price for my favorite milk product brand. | | | | | |
| | Pr3 | I get best value for purchasing of my favorite milk brand. | | | | | |
| | Pr4 | The price of my favorable milk product is reasonable. | | | | | |
| | Pr5 | My perception of the product's value depends on milk price. | | | | | |
| Consumer brand preference | Cp1 | I will consume my favorite milk product again. | | | | | |
| | Cp2 | I am satisfied with the value of my favorite milk I consumed. | | | | | |
| | Cp3 | My favorite milk product is the first choice of the consumers | | | | | |
| | Cp4 | My jojo milk preference has helped me to develop awareness of the product. | | | | | |
| | Cp5 | My favorite milk product is the first choice of the consumers | | | | | |

Interview question

Product quality, peer pressure, package and price can determine the consumer brand preference? Yes No

1. Your answer is “yes” how?
2. Your answer is “no” how?

- 1.
- 2.
- 3.

