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Analysis of consumers' brand choice factors: the case of bottled water brands in Addis Ababa

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Abstract

This study has mainly aimed to analyse the main factors affecting the brand choice of consumers being based on bottled water brands in Addis Ababa, Ethiopia. To achieve this objective the researchers have targeted bottled water user in Addis Ababa city from whom 274 samples have been chosen randomly and structured questionnaires were distributed for them. The responses have been analysed using descriptive statistics and multiple regressions. The findings of the study showed that most of respondents were aware of bottled water brands available in Ethiopia. Particularly “Yes natural mineral water” is a top of mind and mostly preferred brand of all brands available in Ethiopia. The study revealed that advertisement, product quality, packaging, brand availability and price make a significant contribution to bottled water brand choice of consumers in Addis Ababa. Moreover, the study finding shows that, there is a difference among female and male consumers with regard to their perception of packaging and promotion as a factor for brand choice. Difference between age groups is observed only with regard to one variable i.e. promotional activity. Regarding the difference between educational level of respondents on the factors they consider in brand choice, price and packaging were found to have a significant difference. Price and promotional activities were observed to be perceived differently among respondents in different income levels.

Key Words: 1. Brand choice 2. Bottled water 3. Brand Preference 4. Brand Awareness
5. Model of Buying Behaviour

1. Introduction

Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning (Kotler and Keller, 2012). Since customers are, the start and end of marketing, marketers should collect information about their customers' preference and act in a way that can satisfy their needs. A marketing program could not be successful without considering and understanding of customers' needs.

Moreover, as Keller (2004) explains, the strength of a brand depends on how consumers think, feel and act with respect to that brand. In particular, the strongest brands will be those brands for which consumers become so attached and passionate that they, in effect, become missionaries and attempt to share their belief and spread the word about the brand. Although, marketers must take responsibility for designing and implementing the most effective and efficient brand building marketing programs possible, the success of those marketing efforts ultimately depends on how consumer respond.

In order to obtain a favourable consumer response to a company's offering, understanding and predicting brand choice decisions of customers is necessary. American Marketing Association defines brand choice as the selection of one brand from a set of alternative brands. This choice of brands is again highly dependent on several factors that could pull or push the consumers' desire for a product.

Nowadays customers have a number of alternative brands within a particular product category and they make their own evaluation to choose from a large set of brands available in their consideration set. Thus, marketers should focus on identifying the factors that consumers consider to choose a particular brand from a set of alternative brands. The key to branding is that consumers perceive differences among brands in a product category. Brand differences often are related to attributes or benefits of the product itself. In other cases, however, brand difference may be related to more intangible image consideration (Keller, 2004). Currently, in this modern era anything can be branded. Even the former commodity products have become branded. As per Keller (2004) explanation, if marketers can convince customers that not all product offerings in a category were the same and a meaningful difference exists, commodities can be branded and differentiated as a strong brand.

2. Problem Statement

Before two decades in Ethiopia the only bottled water was 'Ambo Mineral water' which was established in 1930. However, within the past several years the number of bottled water companies and the demand for bottled water is highly increasing. The report by Ethiopian Ministry of Trade on June 2021, the number of bottled water companies in Ethiopia has reached above 50 along with the growing demand for bottled water and generally the number of bottled water companies and the competition among them is increasing.

Since water is a commodity like item, which is freely and widely available some consumers may not care whether it is branded or not. Moreover, they may not see any difference among a set of bottled water brands. Thus, marketers who are engaged in

bottling and selling water should focus on how they can differentiate their product through branding strategy. Unless consumers perceive a difference among different brands, their tendency to consider the product as a commodity will increase. Therefore, trying to create a difference and build a strong brand without knowing what customers expect from a brand is a waste. Michel (2008) elucidates that the customers are the one who can decide the exact nature of a brand promise.

Therefore, the bottling companies are expected to identify the factors that are able to differentiate their brands from others in the eyes of the consumers. The researchers here have tried to show the major factors influencing the choices of consumers in this regard.

3. Objectives of the Study

The general objective of the study is to identify underlying factors of brand choice among consumers of bottled water in Addis Ababa. The specific objectives of the study are:

- ✓ To identify the factors that consumers consider when choosing a brand of bottled water.
- ✓ To examine if there is a difference among the demographic profile of consumers and the factors they consider in their purchase/brand choice decision.
- ✓ To examine the level of brand awareness towards various bottled water brands available in Ethiopia.
- ✓ To identify the most preferred brand among the set of brands available in the country

4. Research Design, Methodology and Approach

In order to achieve the study objectives, explanatory research design has been used as the researchers are trying to investigate the potential factors and the how of their effect on the customers' choice of brands in bottled water. On the way, the factor of brand choice and related facts have been described using descriptive design and put in line with the major objectives of the study for better clarity.

The study is both qualitative and quantitative in approach as it utilizes both qualitative and quantitative data along with both qualitative and quantitative data analysis techniques to reach on the desired objectives of this study.

The target population of this study are too large to handle and the researchers have used non probability sampling technique mainly purposive sampling technique to have samples having stronger attachment with bottled water usage. Therefore, sample size for this study was 274. In order to develop accurate sample size researchers use default statistical techniques. However, as Stevens et al. (2006) explain, statistical methods of establishing sample size are only applied to probability samples. In the case of non-probability samples, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researchers.

The data obtained for this study are mainly primary, collected through questionnaires distributed and collected from the desired samples. The questionnaires then were

coded and entered into SPSS 20 version for descriptive and inferential analysis required to achieve the objectives targeted. The descriptive analysis is made using frequency of responses and the inferential analysis is made through multiple regression used to measure the major effects to the factors of brand choice of consumers.

5. Results and Discussion

This study has been made being based on stimulus response model where the factors of brand choice are stimuli affecting the comprehensive determinant and the comprehensive determinant (the black box) intern affects the brand choice of the consumers finally. Consumers’ characteristics and choice determinants can be explained by consumers’ (the black box) or stimulus-response model of buyer behaviour. Thus, the stimulus response model that show the interaction of stimuli, consumer characteristics and decision process and customer response will be considered as a framework for this study. In making a purchase decision, consumers respond to the stimuli deployed by the selling company. The greater the company’s knowledge is about the reactions these stimuli elicit, the greater the competitive advantage for that company (McDonald and Christopher, 2003).

Generally this study has made its analysis based on this model which can be summarized by the figure below.

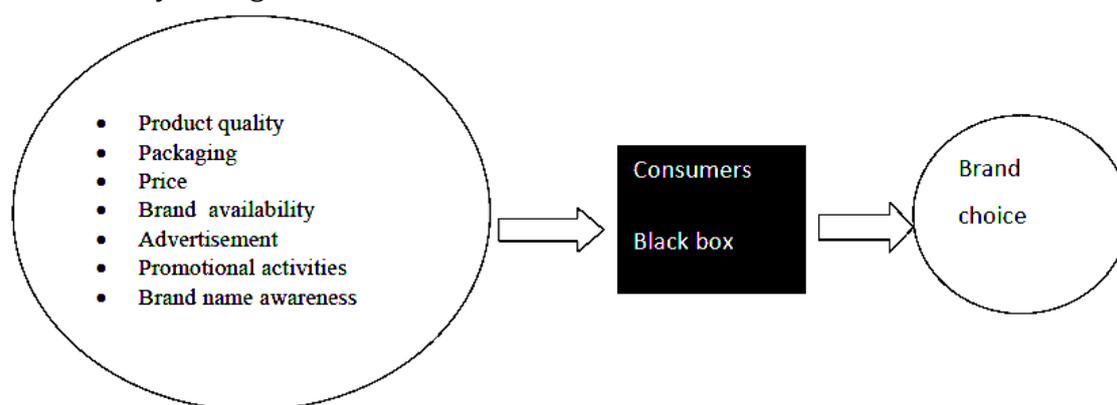


Figure 1. Conceptual frame work of analysis

5.1. Descriptive Analysis of Brand Choice Factors

5.1.1. Consumers’ Level of Brand Awareness

Brand recall and brand recognition are the two measures of brand awareness. Based on the brand recall concept respondents were asked to name the first brand that came to their mind when they think of or heard about the product category bottled water. This has been summarized in the table below.

Table 5.1. Consumers brand recall and source of information

Consumers’ Brand Recall			Source of Information for Awareness		
Brand Name	Frequenc y	Percenta ge	Source for brand awareness	Frequenc y	Percenta ge
Yes	184	67.15	Billboard and banner	64	23.4

Eden	49	17.88	Newspaper/magazine ads	24	8.8
Feker	19	6.93	Sales person advice	19	6.9
Aqua Addis	9	3.28	TV/Radio advertisement	149	54.4
One	2	0.73	Repeated exposure	119	43.4
Origin	3	1.09	Word of mouth	61	22.3
Top	1	0.36	other source	15	5.5
Classy	3	1.09			
Aqua safe	1	0.36			
Tsedey	1	0.36			

As shown in table 5.1, 67.15% of the respondents recall 'YES' as the first brand that came to their mind. From the total respondents who mention yes as the first brand, most of them write the full name of the brand 'YES' natural mineral water|| and a few other even write the slogan 'YES' for a better life||. This shows that there is something that makes respondents recalls the brand name perfectly. Although researches need to be conducted to know the One reason behind 'YES' being the first to be recalled, advertisement and other promotional activities of the company might have played a great role. On the other hand, as most of respondents mentioned, Repeated exposure to brands in shops|| is a source of information. Therefore, the distribution strategy of 'YES' might be considered as a reason for the brand being top of mind. Eden water is the second to be recalled by most respondents. Although, the brand is not available in the current market, it seems that consumers retained the brand name in their minds. This might be because of the fact that Eden is the first non-carbonated bottled water brand in Ethiopia. Based on this finding Yes and Eden can be regarded as the top-of-mind brands for most consumers of bottled water. Furthermore, table 5.1.shows that Feker, Aqua Addis, One, origin, oasis, classy, aqua safe and Tsedeyare top of mind brands for 14.2% of respondents.

With regard to source of information for consumers brand awareness, most consumers (149, 54.4%) were aware of different brands of bottled water through TV/Radio advertisement. In addition to this, if all kinds of advertisement are considered, the three forms of advertisements in general play a significant role in creating awareness. However, TV/Radio advertisement contributes more, not only compared to different form of advertisements but also from the other sources of information. Next to advertisement, consumers (119, 43.4%) believed that they came to know about different brands of bottled water because of the repeated exposure they face in shops while they are purchasing bottled water or any other product. From this result, we can understand that point of sale displays of shopping centers can play a great role in introducing and creating awareness to ones brand.

5.1.2. Consumers' Brand Preference and Associated Reasons

Here it has been tried to evaluate the preferences of the consumers along with their reasons for prioritising one bottled water from the other as it can be seen from the table below

Table 5.2. Brand preference and the reasons

Brand preference			Reason for brand preference		
Brands	Frequency	Percentage	Reason for brand preference	Frequency	Percentage
Yes	219	79.93	Good taste	148	54.0
Eden	22	8.03	Package attractiveness	97	35.4
Aqua Addis	13	4.74	Affordability of price	32	11.7
Origin	6	2.19	Product quality	132	48.2
Cheers	3	1.09	sales person advice/opinion	20	7.3
			Wide availability of the brand	56	20.4
			Sales promotion	3	1.1
			Repeated exposure to brand advertisement	25	9.1
			Recommended by others	21	7.7
			Other reason	4	1.5

As table 5.2 shows one brand (Yes) made up more than 75% of the brand preference of consumers. Next to 'YES' 22 (8.03%), 13 (4.74%), 6 (2.19%), 3 (1.09%) of respondents have more preference for Eden, Aqua Addis, Origin, and cheers respectively. However, since more than ¾ of the respondents prefer 'YES' and the preference for other brands is insignificant, Yes can be regarded as the most preferred brand of all.

On the other hand, As table 5.2 shows consumers reason for brand preference range from good taste (54.0 %) to promotion (1.1%). It was revealed that 54% respondents purchased their preferred brand for its good taste. 48.2% and 35.4% of respondents mention product quality and package attractiveness of the brand respectively, for preferring a particular brand. From this finding, we can understand that good taste, product quality and package attractiveness of a brand are the three most important reasons for brand preference, good taste being the most influential one.

5.1.3 Factors of consumers' brand choice

Brand choice is true to depend on the awareness level of consumers' about the specific brand under consideration as consumers are expected to choose the product brand that they know or understand well. As such here we are to consider what underlying factors

of brand choice are to be considered here using the description through the help of mean and standard deviation of consumers response.

5.1.3.1. Product quality and Packaging

The quality and packaging evaluation of bottled water from the perspective of consumers have been evaluated in the table below.

Table 5.3. Product quality and Packaging

Product quality and Packaging		
Variables	Mean Response	Standard Deviations
I buy a bottled water brand, which I perceive as a high quality	4.02	1.074
I buy bottled water that is produced as per acceptable quality standard	4.12	.913
I buy bottled water that I consider it has a consistence quality.	4.26	.857
I prefer bottled water brand that taste good.	4.19	.934
Product Quality	4.1478	.68343
I choose bottled water brand, which has my preferred package size	3.93	.989
I prefer a bottled water brand with a convenient package shape (easy to carry)	4.04	.962
Visual appeal of packaging influence my brand choice	3.47	1.155
When I buy bottled water, I consider the cleanliness of the package	4.17	.862
Packaging	3.9051	.71556

The mean score for product quality was relatively high (4.1478). This indicates that respondents consider the product quality of a brand when they purchase bottled water. Consumers make brand choice decision depending on the perceptions they have about the test of the water, acceptability of the production process and consistency of the quality. All the four items that measure product quality contributes almost equally to the overall mean.

Next to product quality, the mean score of packaging is higher (3.9051). This indicates that packaging is the most important factor among consumers of bottled water. Although, cleanness of a package scores a higher mean, the other items that measure packaging contributes significantly to the grand mean. The result indicates that consumers give more value to the neatness of a bottled water package. This might be because of the fact that one of the reasons consumers purchase bottled water is for its perceived healthiness. Therefore, if the package seems clear they might perceive that the water is clean and good for drinking.

5.1.3.2. Advertisement and Promotional activities

Advertisement and other promotional activities are means of initiating consumers' choice of brands and here these have been evaluate by the consumers responses below.

Table 5.4.Advertisement and Promotional activities

Advertisement and Promotional activities		
Variables	Mean Response	Standard Deviations
I buy bottled water brand, which is advertised in a better way	2.87	1.130
Advertisements have influence over the types of bottled water I buy	2.92	1.120
I buy a brand of bottled water that I frequently exposed through advertisement	2.73	1.046
I buy a bottled water brand, with attractive and recognizable advertisement	2.91	1.177
Advertisement	2.8577	.91477
I prefer to buy a bottled water brand with some kind of prize or free sample.	2.73	1.130
I buy a bottled water brand that a sales person has recommended	2.51	1.021
I prefer a brand, which seen while it has been used in meetings, or other programs.	2.80	1.159
Promotional activities	2.6788	.90574

Advertisement scores a mean of 2.8577. This indicates that the influence of advertisement in the purchase of bottled water is less among respondents. Similarly brand availability contributes less to brand choice decision (mean score of 2.9535). The result indicates that respondents will be willing to buy any kind of bottled water, if they cannot get their preferred brand (highest mean score 3.31).

The mean score for promotion factor is relatively low (2.6861). The low mean score indicates that, respondents do not consider promotional activities of different brands to make a brand choice decision.

5.1.3.3. Brand Availability and Awareness

Brand availability closer to the consumers along with better awareness creation have been considered to have importance and evaluated being based on consumers response in the table below.

Table 5.4. Brand Availability and Awareness

Brand Availability and Awareness		
Variables	Mean Response	Standard Deviations
I prefer a brand of bottled water, which is widely available	3.35	1.129
I buy any kind of bottled water I found in my surrounding	2.73	1.154
I buy the first brand of bottled water I recognize in a store display	2.40	1.129
If my preferred brand is not available, I buy any bottled water brand available.	3.31	1.143
Brand availability	2.9480	.82336
I feel more secure when I buy bottled water with a well-known brand	3.71	1.049
I buy bottled water brand whose name I remember best.	3.41	1.117
I do not trust new brand names of bottled water	3.22	1.160
I prefer to buy a brand of bottled water I am familiar with	4.22	.794
Brand name awareness	3.6405	.66772

Brand availability has been shown to have relatively lesser mean score (2.9480) indicating that the wider availability of any water brand has lesser significance in influencing the consumers brand choice that the other factors under consideration.

The other variable that scores higher mean (3.6405 is brand awareness. This implies that most respondents are influenced by brand awareness and the more they are aware of a brand their intention to choose that brand will increase. Specifically, consumers prefer to buy a familiar brand, as the highest mean score (4.22) shows. The item with the lowest mean score (3.22) refers to respondents distrust to new brands.

5.1.3.4. Prices

Consumers' evaluation of bottled water prices have been discussed in the table below along with the consideration that the price variations and judgement of consumers is higher.

Table 5.5.Prices

Prices		
Variables	Mean Responses	Std. Deviation
Price affordability	3.41	1.332
Reasonable price	3.73	1.130

Low price as a priority	2.16	1.267
Willing to pay higher price for the preferred brand	2.72	1.379
Price	3.0027	.70467

Price with mean score of 3.0073 implies that it is the significant factor among respondents. This result shows that the price variation among different brands of bottled water affect consumer brand choice. Consumers might seek information about the price of different brands before they make brand choice decision. The two items, which are related with affordability and reasonable price, contributes more to the grand mean.

5.2. Inferential Analysis

In order to evaluate the association of the factors and their potential effect on the consumers brand choice inferential analysis specifically correlation and

5.2.1. Correlation Analysis

Pearson correlation has been used to evaluate the association among the factors of brand choice and with the brand choice as dependent variable.

Table 5.6. Correlation Result

	Price	Package	Product quality	Advertisement	Promotional Activities	Brand Availability	Brand awareness	Brand Choice Decision
Price	1	.386**	.193**	.224**	.386**	.425**	.282**	.434**
Package		1	.232**	.194**	.131**	.161**	.328**	.358**
Product Quality			1	.035	-.022	-.137*	.107**	.253**
Advertisement				1	.545**	.347**	.247**	.488**
Promotional Activities					1	.492**	.170**	.466**
Brand Availability						1	.272**	.390**
Brand name awareness							1	.288**
Brand Choice Decision								1

As per table 5.6 the coefficients shows that the seven factors measuring brand choice were all positively related with brand choice within the range of 0.253 to 0.488, all were significant at $p < 0.01$ level. Five independent variables i.e. package design, advertisement, price, brand availability, and promotional activities show a moderate level of positive relation with the dependent variable (consumer brand choice). The rest

two variables brand awareness and product quality shows a small positive relation (0.288 and 0.253 respectively).

Regarding the relationship between the independent variables, table 5.6 clearly shows that figures with the symbol indicate that each of the variables are significantly correlated with each other at a significance level of $p < 0.01$. The results indicate that product quality is the only variables with negative signs. This indicates product quality is negatively correlated with brand availability. Moreover, the relation between product quality and is not significant ($p = 0.573$ for advertisement, and 0.731 for promotional activities). Price is significantly correlated with all the seven independent variables at $p < 0.01$, at a moderate level with most of the variables. Package design also shows a significant relationship with all variables. Advertisement and promotional activities show a positive moderate relationship almost with all the independent variables except the non-significant relationship of the variable with product quality. Brand availability also show a positive relation with almost all independent variables, except the negative relation it has with product quality ($r = -0.137$, $p < 0.05$). On the other hand, brand awareness show a positive significant relation with almost all variables at $p < 0.01$, except it is not significantly related with product quality.

5.2.2. Regression Analysis

In order to see contribution of factors that consumers consider in choosing a brand of bottled water, multiple linear regression analysis was employed. Brand choice was used as the dependent variable while the underlying factors of brand choice were used as the independent variables. Tables 5.7 provide the results of the multiple regression analysis.

Table 5.7: Regressions for Consumers Brand Choice

	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	1.187	.176		6.728	.000
Price	.077	.035	.124	2.198	.029
Packaging	.100	.032	.163	3.139	.002
Product quality	.112	.031	.175	3.579	.000
Advertisement	.112	.027	.232	4.131	.000
Promotional activities	.033	.031	.069	1.070	.286
Brand availability	.086	.030	.162	2.832	.005
Brand name awareness	.009	.033	.014	.277	.782
Dependent Variable: consumers brand choice					

The R-square value only indicates the variance in overall consumer choice of bottled water brand as it is explained by the independent variables. However, when we see the extent to which each independent variables influence the dependent variable, advertisement, product quality, package design, brand availability and price, was found to be the determinant of brand choice, in their descending order referring advertisement as the most important underlying factor of brand choice. According to Table 5.7, the regression standardized coefficients for the five independent variables, i.e. advertisement, product quality, package design, brand availability, and price are 0.232, 0.175, 0.163, 0.162, and 0.124 respectively. Their significance levels are 0.000, 0.000, 0.000, 0.002, 0.005, and 0.029 respectively, which are less than 0.05. This indicates significant relationship between them and the dependent variable (consumers brand choice). Since, coefficients of the predictor variables are statistically significant at less than five per cent; alternative hypotheses related with advertisement, product quality, package design, brand availability and price, were accepted and the remaining two alternative hypotheses (which are related with brand name awareness and promotional activities) were rejected.

In general as table 5.7 clearly shows, among the seven predictors, multiple linear regression (Beta coefficients) analysis revealed that, brand advertisement is the first most significant variable for consumers brand choice decision followed by product quality. Perceived package design of brands take the third place and availability of brands is regarded as the fourth most important factor of brand choice. Finally, price takes the 5th place. On the other hand, promotional activities and brand awareness have no significant effect on brand choice of consumers as it is explained by the significance level $p > 0.05$.

This indicates that, bottled water users do not significantly consider the promotional activities associated with a bottled water brand in their purchase decisions. Moreover, brand awareness is not a major determinant of consumers' brand choice decision among the sample considered for the study.

6. Conclusion

This study was initiated to investigate the underlying factors of brand choice in Addis Ababa, Ethiopia. More specifically, in this study the brand awareness level of consumers, information source for brand awareness, brand preference of consumers and the associated reasons have been assessed. The study also found that the selection of bottled water brands is based on many factors. The results of regression analysis indicated that there is a positive effect of advertisement, product quality, package design, brand availability and price, depending on their order of importance from most determinant factor to the least. From this finding, it can be concluded that the more consumers exposed to brand advertisements, their tendency to choose the advertised brand will increase. Consumers prefer a company that advertises its bottled water brand. The advertisement persuasion effect could be the reason for consumers' preference for the advertised brand. Moreover, since most consumers

purchase bottled water for its perceived healthiness, the quality of the water can determine their brand choice. Packaging is the other factor that determines brand choice. Packaging that looks clean and attractive influence buying decision of consumers. Moreover, an attractive package can communicate the quality of the water; it could be either by affecting emotion of consumers or by persuading them through the label that indicate the ingredients of the water.

Ease of brand availability can affect brand choice of consumers. If consumers perceive similarity of water quality among different brands of bottled water, the brand, which is distributed intensively, can get the chance to be chosen by many consumers who look for ease of availability. On the other hand price of water can determine brand choice. Different pricing range can be used to target different group of consumers. Brand awareness and promotional activities were found to be less considered in the choice of bottled water brand among consumers of Addis Ababa. Although consumers believe that advertisement is affecting their brand choice, they claim that being aware of a brand would not create a change in their brand choice. As per the finding, the advertisement influence is more of related with convincing consumers. Consumers might become aware of different bottled water brands through advertisement, however to make a brand choice decision the advertisement should convince them. On the other hand, promotional activities, which include publicity and public relation, sales promotion and personal selling, were found insignificant for brand choice decision. This could because of the fact that bottle water companies do not practice such activities. Especially with regard to sales promotion, the activity is not observed when applied by bottled water companies. The Finding of the study shows that consumers of bottled water who belongs to different income groups perceive price and promotional activities differently. Those individuals who are in a low-income category prefer bottled water with affordable price. Price and packaging perceived differently among different respondents who obtain different educational level. Promotional activity is the only factor, which is perceived differently by consumers who are in different age groups. Moreover, packaging and promotional activities are perceived differently as a brand choice criterion among male and female consumers.

Regarding the brand awareness level, consumers of bottled water are highly aware of different brands available in Ethiopia. Advertisements are the most influential source of brand awareness. Moreover, Yes Natural Mineral Water is a top- of- mind brand for most consumers in Addis Ababa. Furthermore, the study found out that 'YES' bottled waterbrand is the most preferred brand by majority of consumers in Addis Ababa. Regarding the reason for the preference, it has been found that good test, product quality and package attractiveness are the most important factors for preferring 'YES'. In general as per the findings of the study, it can be concluded that the branding effort of bottled water companies is creating a difference among consumers. Because the former commodity product, water have become branded and a change has been observed among consumers of bottled water. Consumers are convinced that not all brands in a

category were the same and a meaningful difference exists. Therefore, they are making choices among different brands of bottled water by considering an array of factors.

7. Recommendations

Depending on the findings of the study and conclusions made, the researchers came up with some important recommendations that can be used to influence the way consumers make brand choice decision. In general, bottling companies should focus on two important things: differentiation and communication. In order for consumers choose a given brand from a range of alternative brands, they should perceive that there is a difference between different brands. Therefore, bottled water companies should work on adding a distinct feature that can make consumers believe the existence of difference between a certain marketer brand and the others. However, differentiation is not the only task that marketers should do, but also making consumers see the difference is the best part of it. The recommendations given are the following:

- ✓ Although, advertisement is mainly used to create brand awareness, in the case of Addis Ababa bottled water market the effort should be on educating consumers about the values of a brand. Persuasive advertising becomes important in the competitive stage, where a company's objective is to build selective demand for a particular brand (Kotler, 2002). However, the advertisement objective should emerge from the analysis of the current marketing situations of a company. For example, if a brand is new to a market obviously the advertisement objective should be informative.
- ✓ Regarding product attributes, bottled water companies should make sure that the water is natural and good for drinking or health. Moreover, as consumers believe that a water quality is determined by the origin of the water, companies should make sure that consumers perceive that the place of the water origin is natural, healthy and quality. Moreover, if companies can obtain a certification of quality, it could be either to convince customers that the water is quality and good for drinking.
- ✓ Using packaging to differentiate a brand is also useful strategy. Therefore, if a company creates an attractive and convenient package, consumers can be attracted to the brand. With regard to convenience of a bottled water package, the package should be in a variety of amounts (size) so that it can fit different target markets need. For example, those consumers who use bottled water in their home may prefer a bottled water brand with a large package size. Thus, the package size should be designed in consideration of different target market preferences.
- ✓ Attractiveness of a package could also be a strategy to attract consumers. Those consumers who are influenced by the visual appeal of a product can base their brand choice decision on the physical appearance of the product. As Peter and Donnelly (2007) explain, the physical appearance of a product, packaging and labelling information can also influence whether consumers notice a product in store, examine it and purchase it.

- ✓ The labelling on the package can be a useful tool to attract consumers. For example, environmental conscious consumers might seek for a brand that preserves the environment. Therefore, if the package design and label of a product communicate a company's effort to preserve the environment, those consumers who consider package as a brand choice criteria will definitely choose that brand.
- ✓ Since bottled water is like an everyday commodity, which consumers purchase and use in their day-to-day activities, companies should ensure that their brand is available intensively. Especially in some areas of Addis Ababa, tap water is not supplied regularly. Therefore, companies should start door-to-door delivery in a wide variety of quantity level, since the consumption of a household might be high in those areas, in which accessibility of tap water is low.
- ✓ In Addis Ababa the price of bottled water is almost the same. However, since water is a natural resource that can be accessed by everyone proportionately, customers may expect a lower price. Therefore, if companies are interested to attract new customers to their brand they should think of adjusting their price range. This will help companies to target price conscious potential consumers. As per Peter and Donnelly (2007) explanation price of products and services often influences whether consumers will purchase them at all and if so, which competitive offering is selected in stores such as Wal-Mart, which are perceived to charge the lowest prices, attract many consumers based on this fact alone

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