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COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF MANAGEMENT

DEPARTMENT OF MANAGEMENT

PROGRAM: MASTER OF BUSINESS ADMINISTRATION

**ASSESSING THE EFFECT OF BRAND AWARENESS ON ENHANCING
EXPORT OF GROUNDNUT IN ETHIOPIAN TIGRAY REGION**

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Declaration

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First and foremost, I would like to thank to the Almighty God for everything he has done to me throughout my career. I express my sincere gratitude and heartfelt appreciation to my advisor Hassen Mehammodbirhan (Assistant Professor) as it was serious difficult without his consistent advice, guidance and supervision, to the completion of this work could possible. I also want to say thanks to the farmers and merchants and consumers who engaged in the study for investing their precious time and energy for answering positively to the interview questionnaires. Finally, I would like to express my admiration to all my families for their remarkable support and tolerance throughout my study during day and night

Abstract

Groundnut is economically important oilseeds grown in Ethiopia This crop most of the time grown as a food crop and a cash crop by smallholder farmers in the study area. The area has potential to the production of Groundnut for food and nutrition security as well as export. However, shortage of suitable environment imposes biggest obstacles to its production. To this end, the experiment was conducted in Abregele district five kebeles Hadnet, Lemlem, Enda Rufael, Negedebirhan, Gera. The aim of the study was to evaluate and identify the adaptable, best performing variety in agronomic traits and high yielding at study area. The study also considered four measurements of brand awareness such as recognition, recall, Top of the mind and Dominant to measure the customer buying decision behavior of groundnut products in Tigray region. The researcher uses quantitative research design, among the various quantitative methods, the researcher used explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship variables. 183 groundnut consumers are selected from the total ground nut producers, merchants and consumers. the Pearson correlation test conducted between customer buying decision and brand awareness, there is a strong relationship between them. The regressions result showed that, the linear combination of all the components of brand awareness takes into account that the present study was significantly affected to the variance, except Dominant. The ANOVA test result also confirmed that, the prediction power of brand awareness is found to be statistically significant. From the beta coefficient result, the researcher found that, recognition is found to be the most important variable in predicting the dependent variable customer decision making, followed by top of the mind, recall and Dominant. Finally, the researcher concludes that brand awareness about groundnut has a significant positive effect on improving export performance of the groundnut and customer decision making.

Key words: Brand Awareness, Recognition, Recall, Top of the Mind, Dominant and customer decision making

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Acronyms

M.A.S.L-----METERS ABOVE SEA LEVEL

FAO -----FOOD AND AGRICULTURE ORGANIZATION

TMD -----TRADE AND MARKET DEVELOPMENT

TARI ----- TIGRAY AGRICULTURAL RESEARCH INSTITUTE

SEO -----SEARCH ENGINE OPTIMIZATION

SPSS -----STATISTICAL PACKAGE FOR SOCIAL SCIENCES

VIF -----VARIANCE INFLATION FACTOR

ANOVA-----ANALYSIS OF VARIANCE

WTP-----WILLINGNESS TO PAY

Chapter one

Introduction

1.1. Background of the Study

In Ethiopia, groundnut is the second most important lowland oilseed after sesame, and has become an important high value crop grown in the dry land areas of the Tigray region, Northern Ethiopia it is a high-value crop and a significant source of oil, second only to sesame (hailay, 2016).it is one of the most important oilseed crops in the world and ranked as the fourth most important oilseed crop and the thirteenth most important food crop It is one of the most important oilseed crops in the world . Its seeds contain approximately of 50% edible oil, with the remaining 50% containing high-quality protein (36.4%), carbohydrates in the range of 6–24.9%, minerals, and vitamins (Biru A, 2014). Nuts can be eaten raw, roasted, or boiled, while the oil extracted from the seeds is used for culinary purposes. Estimates put that the Ethiopia peanut to have at as it 1.4 tons per hectares of each farm, the fact that Ethiopia possesses varying climatic conditions results in the cultivation of a wide range oil crops including groundnut. Though groundnut is introduced to Ethiopia recently in the early 1920s currently it accounts 13.64% of total oil seed produced. in 2014/2015 production year, groundnut covered about 64,643 ha of land at the national level. The total output of groundnut in the same year produced at the national level will be 1,037 tones. The major groundnut producer regions in Ethiopia are Oromia region (41,089 ha), Benshangul-Gumuz (14,759 ha) , Amhara (3,161 ha) and Tigray regional states groundnut production covers 80,841.57 hectares and yields 1,451,728.20 quintals. The 2017/18 cropping season saw more than 521,326 peasant households cultivating groundnut on this land. According (KOPP, 2024) brand awareness is a marketing term for the degree to which consumers recognize a product by its name. Ideally, consumers' awareness of the brand not only means recognition but also includes positive studies. From this definition it can be seen that brand awareness consists of brand recall and brand recognition. According to (Hanna, aug 23,2023) Brand recognition is a pivotal concept in the world of marketing and consumer behavioral one includes positive studies have found that consumers naturally pay more attention to products with higher brand awareness, influencing how well they recognize and remember these.

1.2. Research Problem

Groundnut production in Ethiopia is constrained by biotic and abiotic factors while these factors are moisture stress specially during the flowering, lack of proved varieties and appropriate production and post-harvest practices, and diseases affecting both above and underground parts of the plant (Kebede, 2020). These caused low productivity of groundnut in Ethiopia though under underground cultivation and yields of the ground nut are improved. Problems related to international market conducting marketing research requires collecting data from those markets hence the importance of foreign language speaking human resources limits the firms to access the data related to the product that is to be exported to the market. There are different problems in export of agricultural products such as problems related to the location, problems in hiring qualified human resources in exporting. Exporting firms faced exporting quotas, foreign merchant lacks accurate information about the product, exporting firms required new technologies to produce acceptable products for the foreign markets, however because of lack of financial resources they were unable to fulfill this requisite. Most of the exporting firms used to produce on order-based system which increases the operating risks, frequent changes in foreign exchange regime created various exporting problems for the firms, particularly in determining the prices for the international markets. Exporting not only affects the economic indicators but also social, cultural and political life and relations. In addition, exporting contributes to the economies of the countries at the macro level and directly affects the firms at the micro level.

1.3. Objective of the Study

1.3.1. General objective of the study

The main objective of this research is to assess the effect of brand awareness on enhancing export of ground nut in Ethiopia Tigray region.

1.3.2. Specific objective of the study

- to show how brand awareness affects export of groundnut
- To examine the contribution of the brand awareness on enhancing export groundnut
- identify and assess production and marketing constraints and challenges
- Examine culture of export of agricultural products in Ethiopia and its effects on foreign merchants

1.4. Research question

The objective of this research is to figure out which approaches to satisfy customers and how to

Promote awareness of its brand image, and loyalty to what variables affect consumers' behavior

And decision making which can build the offers of the product and services? There are focal inquiries that must be replied so as to determine the purpose for these low customers turn out and

1. Which among these three dimensions of customers based-brand value brand image, brand loyalty and perceived quality seems to have the slightest brand equity rating?
2. Which factors have significant impacts on customer's behavior to product and services?
3. Which strategies may be utilized to improve the brand value and image, loyalty awareness of the cooperative?
4. Does customer based-brand value differ between merchants as for each one quality of brand awareness, brand image, perceived quality and brand loyalty
5. What are the productivity gaps in groundnuts among small holder farmer groups in Ethiopia Tigray region Abregele district and what are the opportunities for closing those gaps?
6. What are the key farm household characteristics driving the production of ground nuts in Ethiopia?

7. How much of the produced groundnuts are consumed by farm house holds and in what forms?
8. What are the main pathways and magnitudes of groundnut marketing in Ethiopia and who are the key marketing participants?
9. What are the factors determining the pricing of different types of groundnuts? Spatial and temporal dimensions? How can price volatility be minimized?
10. What are the export destinations of Ethiopian ground nuts and the factors that determining the direction and magnitude of these groundnuts?

1.5. Research Aims

The main aims of the research are depicted as follows

1. Highlight the significance of brand awareness of products and how it can improve their market Success rate.
2. Provide that a direct relationship exists between brand awareness and consumer purchase Design making behavior.
3. Depict how new and alternative media can be used in a more creative and effective manner to Improve brand awareness for new brands amongst consumers.

1.6. Scope of the study

Trying to analyze the whole groundnut markets in local and abroad are an impossible action given the limited resources and human skill. Thus, the research was narrow down to focus on the production and market activities in Abregele District and Mekele city. The study limit to ground nut crop only for its increasing coverage and the marketing problem it faces. The study was delimited to those variables mentioned in specific objective. Different market levels, determinants of marketed supply, constraints of marketing, discovery and bargaining characteristics of producers, merchants and consumer involved in the mentioned above study area will be studied. The time frame that the research encompasses from sep,2024 up to June, 2025.and I will use 30,000(thirty thousand birr) budgets for transportation, printing materials, computer, internet and other related costs that will be utilized to do the research.

1.7. Operation definition of terms

- a. **Brand awareness:** According (KOPP, 2024) brand awareness is a marketing term for the degree to which consumers recognize a product by its name. ideally, consumers' awareness of the brand not only means recognition but also includes positive studies have found that consumers naturally pay more attention to products with higher brand awareness, influencing how well they recognize and remember these brands
- b. **Brand recognition:** according to (Hanna, aug 23,2023)brand recognition is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tagline, packaging or advertising campaign. Brand recognition is pivotal concept in the world of marketing and consumer behavior. A brand is said to have high recognition if it's easily and widely identifiable by these features alone. In today's highly saturated, competitive market, brand recognition is more important than ever. Consumers are constantly bombarded with choices from local shops to multinational online marketplaces.
- c. **Brand Image:** according (Mika, Jun 3, 2025) brand image is your company's brand image is what people think about your business whenever they see your brand's products or any marketing collateral. It may seem simple, but building a positive and consistent brand image involves multiple layers to build a better business-Customer relationship. It is similar to how a person develops desirable qualities in others.
- d. **Brand association:** according to (Hill, 2024)brand Association is the most straightforward definition of brand association is how customers remember a brand-what's burned in their minds from interactions with a brand. Positive emotional associations with people, places, and things connected to a brand are what define positive brand association. In order to build a strong, long-lasting brand, positive traits need to be entrenched in customers' minds in connection to that brand. Positive brand association sells products and increases company value.
- e. **Brand recall:** according to (Wilson, OCTOBER 17, 2022)brand recall is your consumer's capacity to remember your brand with as few prompts as possible. When someone asks you to name a food ,food restaurant, and you reply "McDonald's", that's unaided recall.

- f. **Top-of-mind brand:** according to (Fareena, The Art of Brand Dominance /17 Proven Strategies for Market Leadership , 2024)top-of-mind awareness is about being the first brand that comes to people's minds when they think of a product or service. You may not necessarily dominate the market, but you hold a special place in people's minds. Whether it's smartphones, soft drinks, or sneakers, being top of mind means your brand is the default choice, the one that's prings to mind without any prompting. Consumers typically consider only the top three brands in their decision-making process, making top-of-mind awareness a crucial battleground for brands vying for consumer attention and preference.
- g. **Dominant Brand:** according to (Fareena, The Art of Brand Dominance 17 Proven Strategies for Market Leadership , MAY 14,2024)Brand dominance is when one brand rules over others in its market. You see it everywhere, from tech giants to soda companies. It's like being the king of the hill in your neighborhood. Customers think of that brand first, and others follow along. A dominant brand effortlessly stands out among competition, capturing the attention and trust of consumers with your compelling offerings and consistent quality
- h. **Consumer buying behavior:** the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants (American Marketing Association, 2014)

1.8. Limitation of the study

Some respondents did not fill out the questioner, so, the researcher cannot collect the entire questioner, but most of the respondents would fill the questioner.

1.9. Significance of the study

The proposed research is significant as it not only highlights the importance of brand awareness for new brand penetration in the market but provides strategies that can be employed by new Brands to create awareness in the market place in a more cost effective and efficient manner. Theory as well as practical strategies can be tied through the proposed research using analysis of Case studies of different strategies employed by businesses for increasing new brand awareness Through different media options.

1.10. Organization of the paper

The first chapter is an introductory part of the paper. It includes the background of the study, statement of problem, research questions and objective, significance, scope and limitation of the study. The components of this chapter explain the purpose of the study and what this study is all about. The second chapter is Literature review will address the review of related literature the third chapter is methodology and will address the research design of the study, sampling techniques and data collection instruments. Finally time and budget schedule, the interpretation and discussion of the findings will be determined.

Chapter two

Literature Review

2.1. Brand awareness

According (KOPP, 2024) Brand awareness is marketing term for the degree to which consumers recognize a product by its name ideally consumers' awareness of the brand not only means recognition but also includes positive studies have found that consumers naturally pay more attention to products with higher brand awareness, influencing how well they recognize and remember these brands. Entrepreneurs can build brand awareness by creating thought leadership content, volunteering, and building a strong network. Brand awareness significantly enhances export performance by making potential customers more likely to search for, trust, and ultimately buy from a brand. This familiarity and trust are crucial for success in foreign markets. The impacts are:

- Increased Recognition and Familiarity: Search: People are more likely to search for a brand they already know when looking for a product or service, increasing the chances of them finding and considering it.
- Trust: Brand awareness builds trust. Consumers are more likely to trust and feel comfortable purchasing from a brand they are familiar with.
- Purchasing: The combination of recognition and trust makes it more likely that consumers will choose a known brand over an unfamiliar one, especially in a competitive environment.
- Enhanced Market Share and Competitive advantage: A strong brand can differentiate a company from competitors, allowing it to offer unique products or services at a premium price.
- Larger Market Share: Higher brand awareness can lead to a larger share of the market in a specific industry or region.
- Customer Loyalty and Retention: Positive Experiences: Building brand awareness through positive customer interactions can lead to increased customer loyalty and word-of-mouth marketing, further boosting brand reputation.
- Long-Term Relationships: Familiarity and trust can foster long-term relationships with customers, creating a base of loyal buyers who are less likely to switch to Competitors.
- Leveraging digital marketing: Social media engagement: Social media platforms can be used to increase brand awareness and engagement with international audiences.
- SEO: improving search engine optimization (SEO) can help a brand rank higher in search results, making it more visible to potential customers in export markets.
- Challenges and Considerations: Adaptation to International Trends: Companies need to adapt their marketing strategies to align with the cultural and digital

land escapes of their target export markets. Data Security and Compliance: Ensuring data security and compliance with international regulations is crucial for maintaining brand integrity and trust in export markets experiential marketing: Creating memorable experiences for consumers can leave a lasting impression and build brand loyalty.

2.1.1. Building brand awareness

Building brand awareness for oilseeds involves leveraging various strategies to increase consumer recognition and preference. Key approaches include utilizing social media highlighting the unique benefits of oil seed products, and focusing on quality and affordability. Advertising Consistent and effective advertising campaigns crucial for building brand recognition content Marketing: Creating valuable and engaging content can help drive brand awareness and attract the right audience social media: leveraging social media platforms to connect with consumers and share brand stories can significantly enhance brand visibility. Public Relations: Positive media coverage and industry recognition can build credibility and awareness. Experiential Marketing: Creating memorable experiences for consumers can leave a lasting impression and build brand loyalty.

2.1.2. Levels of Brand Awareness

Brand Recognition: Consumers recognize the brand but may not having depth knowledge about it. Brand Recall-Consumers can remember the brand spontaneously when thinking about a particular product re-building brand awareness for oilseeds involves: Leveraging social media: Establish a Strong Online presence: Create engaging content on platforms like Instagram, Facebook, and you tube, showcasing the uses and benefits of oilseeds. Targeted Advertising: Utilize social media advertising to reach specific demographics and interests, enhancing brand visibility. Collaborate with Influencers: Partner with relevant social media influencers to promote oilseed products and reach a wider audience. Highlighting Unique Benefits: Sensory Appeal: Emphasize the taste and texture of oilseed products, particularly for those like mustard oil, which have distinct culinary characteristics. Health and Nutrition: Promote the health benefits of oilseeds, such as their high nutritive value and suitability for specific diets. Versatility: Showcase the diverse applications of oilseeds, including their use in various cuisines and processed food industries. Focus on Quality and Affordability: Certification and Standards: Highlight any certifications or quality standards held by the product, building consumer trust and confidence. Affordability: Emphasize the cost-effectiveness of oilseed products, particularly when compared to imported

alternatives, making them accessible to a wider range of consumers. Availability: Ensure a reliable supply chain and widespread distribution to make oilseed products easily accessible to consumers, both in urban and rural areas.

2.2. Brand recognition

According to (Hanna, aug 23,2023) Brand recognition is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tagline, packaging or advertising campaign. Brand recognition is pivotal concept in the world of marketing and consumer behavior. A brand is said to have high recognition if it's easily and widely identifiable by these features alone. In today's highly saturated, competitive market, brand recognition is more important than ever. Consumers are constantly bombarded with choices -- from local shops to multinational online marketplaces.

2.3. Brand recall

According to (Wilson, OCTOBER 17, 2022)Brand recall is your consumer's capacity to remember your brand with as few prompts as possible. When someone asks you to name a food, food restaurant, and you reply "McDonald's", that's unaided recall.

2.4. Top-of-mind brand

According to (Fareena, The Art of Brand Dominance /17 Proven Strategies for Market Leadership , 2024)top-of-mind awareness is about being the first brand that comes to people's minds when they think of a product or service. You may not necessarily dominate the market, but you hold a special place in people's minds. Whether it's smart phones, soft drinks, or sneakers, being top of mind means your brand is the default choice, the one that springs to mind without any prompting. Consumers typically consider only the top three brands in their decision-making process, making top-of-mind awareness a crucial battleground for brands for consumer attention and preference.

2.5. Dominant Brand

According to (Fareena, The Art of Brand Dominance 17 Proven Strategies for Market Leadership , MAY 14,2024) brand dominance is when one brand rules over others in its market. You see it

everywhere, from tech giants to soda companies. It's like being the king of the hill in your neighborhood. Customers think of that brand first, and others follow along. A dominant brand effortlessly stands out among competition, capturing the attention and trust of consumers with your compelling offerings and consistent quality.

2.6. Consumer attitude

Past research works has proven that brand awareness and association play critical role in buying behavior. According to (Tsabitah, N., & Anggraeni, R., 2021) brand awareness is important for purchase intention

2.7. Enhancing exports

In Tigray enhancing exports recently involves a multi-faceted approach focused on agricultural products, particularly oilseeds and pulses, and leveraging new market opportunities like India. This includes improving productivity, value chains, and market access for farmers, while also addressing challenges like documentation and infrastructure. Additionally, strengthening institutional capacity, promoting commercial farming, and adopting modern practices like digitalization are crucial. Strengthening Exporter-Producer Linkages: The FAO Knowledge Repository emphasizes the importance of building stronger relationships between exporters and smallholder farmers to improve efficiency in the value chain (FOA, 2009). This involves ensuring consistent supply by providing regional-specific input packages, developing new export-appropriate varieties, and leveraging cooperatives for input supply and off-take. The International Trade Administration notes that major agro-processing potential in Ethiopia includes cattle fattening, chicken production, livestock feed, and sesame processing (Annual Report. Addis Ababa, 2010). The International Trade Administration notes that major agro-processing potential in Ethiopia includes cattle fattening, chicken production, livestock feed, and sesame processing. Key Strategies for Enhancing Exports:

2.7.1 Agricultural Focus:

Increase productivity: Improve yields and quality of crops like oilseeds and pulses through better farming techniques, access to technology, and training. Enhance value Chains: Add value to products through processing. Packaging and branding which can command higher prices in

international markets. Expand market Access: Liberalize commodity exports to allow direct sales to foreign companies, and explore new markets like India. Promote Commercial Farming: Encourage large-scale commercial farms alongside

2.7.2. Institutional Capacity:

Strengthen exporters and provide exporters with knowledge of international trade practices and global quality standards and improve Coordination enhance collaboration between government agencies and private sector stakeholders to ensure policies and investments align with export goals.

2.7.3. Modernization and Innovation:

Adopt digitalization: Use technology to improve efficiency, track products, and facilitate trade. embrace modern practices: adopt value- added opportunities and professionalize the sector with a forward-thinking mindset.

2.7.4. Addressing Challenges

Streamline export processes, simplify documentation and regulatory hurdles to facilitate smoother exports and improve infrastructure and also invest in transportation, storage, and logistics to ensure efficient delivery of goods.

2.7.5. Market Diversification

Explore new markets target markets like India and diversify export destinations to reduce reliance on a single market and customize products: Adapt products to meet the specific needs and preferences of different markets. By implementing these strategies, Mekelle can capitalize on its potential for export growth and contribute to a more vibrant and competitive economy. Facilitating Development across borders: International organizations play a crucial role in facilitating development by promoting good governance, human rights, and social justice, which are all important factors for long-term economic growth and stability, benefit in businesses in the long run. They also work to improve infrastructure, education, and healthcare, which can enhance the competitiveness and productivity of businesses.

2.8. Groundnut

2.8.1. Groundnut back ground in Tigray

In Ethiopia, groundnut is the second most important lowland oilseed after sesame, and has become an important high value crop grown in the dry land areas of the Tigray region, Northern Ethiopia. It is a high-value crop and a significant source of oil, second only to sesame (Hailay, 2016). Despite its importance, production and productivity are still low in some areas like Abergelle district. Here's a more detailed look at groundnut in Tigray importance and Growing Areas: High-value crop: Groundnut is a valuable cash crop for farmers in Tigray. At Lowland cultivation: It's primarily grown in lowland areas of the region. Second most important oilseed: After sesame, groundnut is the most important oilseed crop in the Tigray region. Potential for increased production: The lowland areas of Ethiopia, including Tigray have the potential to significantly increase groundnut production.

2.8.2. Challenges and Research

2.8.2.1. Challenges

There are different challenges in production and marketing of groundnut in Tigray region. Low production and productivity: Despite its potential, groundnut production and productivity are low in some areas like Abergelle. Lack of access to improved seeds: One of the main challenges is the lack of access to improved, high-yielding varieties. Biotic and abiotic stresses: groundnut crops can be affected by various pests, diseases, and environmental factors.

2.8.2.2. Research on groundnut:

Various research studies are being conducted in Tigray to improve groundnut production, including studies in Nitrogen and phosphorus fertilization, earthing up practices, participatory variety selection, Genotype response to different fertilization methods, management of post-harvest practices, addressing aflatoxins contamination and optimizing fertilizer application, investigated the effect of nitrogen and phosphorus fertilizers on nodulation, nitrogen fixation, and net nitrogen balance in groundnut. Researchers are also exploring the effectiveness of integrated crop management practices, including the combined application of phosphorus and foliar zinc.

fertilizers. Additionally, research is being conducted on pre and post-harvest management practices to minimize aflatoxin contamination and improve the quality of groundnuts.

A. Fertilizer Application and Nitrogen Fixation: Studies have examined how starter nitrogen and phosphorus fertilizer rates affect groundnut nodulation, biological nitrogen fixation, atmospheric nitrogen, and the net nitrogen balance in the Tigray region. The research has shown that the application of nitrogen fertilizer significantly affects groundnut plant height, the number of branches per plant, the number of pods per plant, the number of seeds per plant, seed weight per plant, and haulm yield. • A study in the Tanqua-Abergele district found that the combined application of nitrogen fertilizer and earthing up did not significantly affect flowering and maturity in groundnut. **Aflatoxin management:** Research has identified common groundnut management practices in the Tigray region that contribute to aflatoxin contamination, such as delayed harvesting, irrigation during harvesting, inadequate use of improved varieties, and improper drying and storage methods. Of Studies have highlighted the need for proper drying, cleaning, storage, and shelling methods to minimize aflatoxin contamination. Studies have highlighted the need for proper drying, cleaning, storage, and shelling methods to minimize aflatoxin contamination. Researchers are exploring strategies to enhance aflatoxin management, including the development and use of aflatoxin-tolerant groundnut varieties.

C. Integrated Crop Management: A study in the Tigray region investigated the response of groundnut genotypes to the combined application of phosphorus and foliar zinc fertilizers. Researchers are exploring the use of integrated crop management practices, including the application of foliar zinc and phosphorus fertilizers, to improve groundnut yields and quality. e

D. Variety Evaluation and Breeding: Research is ongoing to evaluate different groundnut varieties for yield and yield-related traits in the Tigray region. The Tigray Agricultural Research Institute (TARI) has been actively involved in groundnut variety development and adaptation trials. Researchers are exploring the potential of using molecular breeding techniques to enhance genetic diversity and improve groundnut varieties. **Production Constraints and Challenges:** Research has identified several constraints to groundnut production in the Tigray region, including low macro and micronutrient levels, Moisture stress, lack of improved varieties, and poor agronomic practices. Researchers are working to address these constraints through the development and implementation of improved management practices. in the Tigray region is

focused on improving groundnut production by addressing aflatoxin contamination, optimizing fertilizer application, exploring integrated crop management practices, evaluating groundnut varieties, and addressing production constraints

2.9. The effect of brand awareness on enhancing export of groundnut

Brand awareness significantly enhances export performance by making potential customers more likely to search for, trust, and ultimately buy from a brand. This familiarity and trust are crucial for success in foreign markets. The effect is:

- Increased Recognition and Familiarity:** Search: People are more likely to search for a brand they already know when looking for a product or service, increasing the chances of them finding and considering it.
- trust:** Brand awareness builds trust. Consumers are more likely to trust and feel comfortable purchasing from a brand they are familiar with.
- Purchasing:** The combination of recognition and trust makes it more likely that consumers will choose a known brand over an unfamiliar one, especially in a competitive environment.
- Enhanced Market Share and Competitive advantage:** A strong brand can differentiate a company from competitors, allowing it to offer unique products or services at a premium price.
- Larger Market Share:** Higher brand awareness can lead to a larger share of the market in a specific industry or region.
- Customer loyalty and retention:** Positive experiences: building brand awareness through positive customer interactions can lead to increased customer loyalty and word-of-mouth marketing, further boosting brand reputation.
- Long-Term Relationships:** Familiarity and trust can foster long-term relationships with customers, creating a base of loyal buyers who are less likely to switch to competitors.
- Leveraging Digital Marketing:** Social media engagement: Social media platforms can be used to increase brand awareness and engagement with international audiences.
- SEO:** improving search engine optimization (SEO) can help a brand rank higher in search results, making it more visible to potential customers in export markets.
- Challenges and Considerations:** export markets. **Data Security and Compliance:** Ensuring data security and compliance with international regulations is crucial for maintaining brand integrity and trust in export markets.

2.10. Customer decision

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision-making process study has taken the consumer buying decision making process model from.

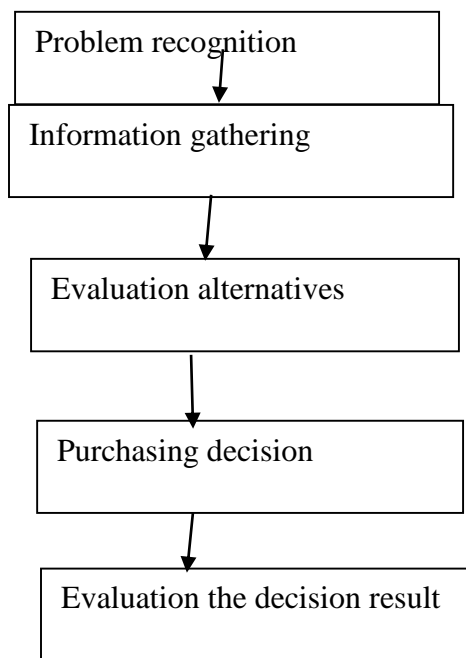


Figure 1: Consumer decision making process

Need recognition: Need recognition the impact of need recognition on purchasing behavior has garnered substantial attention in diverse research studies. For instance, (Moser, 2015). identified willingness to pay (WTP) as a robust predictor of green purchasing behavior, highlighting the influential role of personal norms and environmental concerns in shaping consumer decision-making. This underscores the importance of recognizing individual needs in influencing environmentally conscious purchasing behaviors (Moser, 2015). emphasized the pivotal role of need recognition throughout the entire purchasing decision process, indicating its significance in shaping customer experience and subsequent behavior. (Azzara, R. C., Simanjuntak, M.,

Retnaningsih, R., & Yandri, Y., 2023.) further contributed to this understanding by highlighting the substantial contribution of consumer needs and desires to purchasing behavior, underscoring the central role of need recognition in the overall decision-making process (Azzara, R. C., Simanjuntak, M., Retnaningsih, R., & Yandri, Y., 2023.), The need can be triggered by internal stimuli or by external stimuli

Information Search: The provided references collectively underscore the significant influence of information search on consumer purchasing behavior across various contexts. Flavián et al. (2016) emphasize that the combination of online searches and offline purchases enhances the consumer's overall purchase experience, highlighting the impact of information search on pre-choice variables. (Yan, Z., & Cao, D. , 2022) reveal that attitude mediates the effects of information disorder on purchasing behavior, underlining the crucial role of information search in shaping consumer behavior.

Evaluation of Alternatives: The referenced studies collectively offer valuable insights into the factors influencing consumer behavior, specifically focusing on the evaluation of alternatives and purchase decisions. (Voramontri, D., & Klieb, L. , 2019) emphasize the impact of social media on consumer satisfaction throughout various stages of the decision-making process, particularly highlighting its influence on information search, alternative evaluation, and post-purchase evaluation. Similarly, (Bil, E., İNAL, M., & Özkaya, M. , 2022) utilize structural equation modeling to reveal the significant and positive direct effects of influencer attributes, such as informativeness, perceived ease of use, and admiration, on purchase intention.

Purchase Decision: Framing the concept as “the influence of Purchase Decision on purchasing behavior” may seem redundant, as the purchase decision is inherently a component of purchasing behavior. A more precise approach would be to explore the factors influencing the purchase decision within the broader context of purchasing behavior. Understanding the purchase decision involves delving into the cognitive processes, psychological factors, and external stimuli that contribute to the selection of a specific product or service. These elements collectively shape the consumer's ultimate choice and contribute to the overall purchasing behavior. By examining the influencers and determinants of the purchase decision, researchers can gain insights into the nuanced dynamics that guide consumers through the decision-making process. This exploration allows for a more comprehensive understanding of how individual choices within the purchase

decision stage contribute to the broader spectrum of purchasing behavior, unraveling the intricate interplay between consumer preferences, external influences, and the ultimate act of making a purchase.

Post-Purchase Evaluation: The relevant references provide valuable insights into the influence of post-purchase evaluation on purchasing behavior, shedding light on various aspects and contexts within this relationship. (Taralik, K., Molnár, Z., & Kozák, T. , 2022) emphasize the significance of post-purchase evaluation in shaping customer experience throughout the entire purchasing decision process evaluation in sustainability choices.

2.11. conceptual frame work

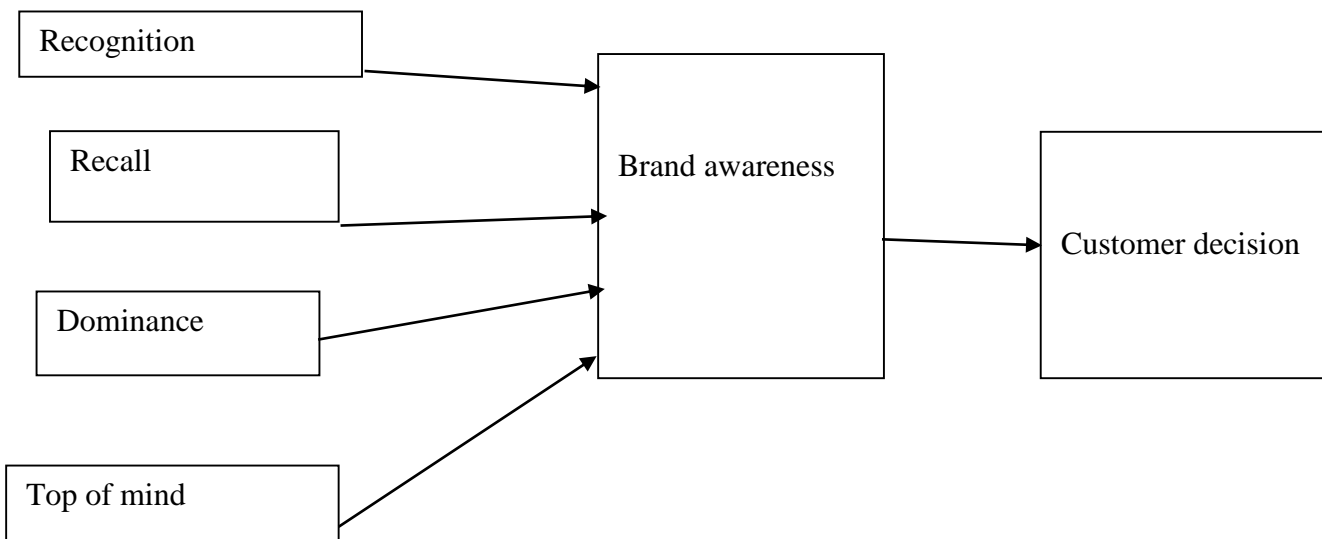


Figure 2:conceptual frame work

2.12. Hypothesis of the Study

The next hypotheses are drawn after a serious examination of different literatures had been done, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study. In the hypothesis Brand awareness measurements are:

(Recognition, Recall, Top of the mind and Dominant) are the independent variables while customer decision making about buying the branded product is the dependent variable.

H1: Recognition has a significantly and positive effect on customer decision making of groundnut in Tigray region

H2: Recall has a significantly and positive effect on customer decision making to buy groundnut products in Tigray region.

H3: Top of the Mind has a significantly and positive effect on customer decision making to buy groundnut products in Tigray region.

H4: Dominant has positive but insignificant effect on customer decision making to purchase groundnut product in Tigray region.

2.13. Research model

A research model is model that is used to assess the effect of brand awareness on enhancing export performance which would typically involve several key components: identifying the independent variable (brand awareness), the dependent variable (enhancing export), and potential mediating and moderating variables that affects the relationship between them. Quantitative research methods, such as structural equation modeling, could be used to analyze data and test the proposed relationships.

2.14. Independent variable

Independent variable here is: Brand Awareness the degree to which consumers recognize and are familiar with a brand. Measurement: This could be assessed through surveys, where respondents are asked about their familiarity with the brand, their ability to recall the brand name, and their knowledge of the brand's products or services. Levels: Brand awareness can be measured on a scale, with higher levels indicating greater brand awareness.

2.15. Dependent variable

Dependent Variable here is customer decision about the export of the success of a company's export: This can be measured using various indicators such as: export volume, export value, market share, export growth rate, profitability, levels the total quantity of goods exported.

2.16. Potential Mediating Variables:

Mediating variables are the intermediate in causal sequence between dependent and variables such as brand image, brand loyalty, consumer trust, perceived quality, word of mouth, and purchase intention

Brand Image: The perceptions and associations consumers have with a brand.

Brand Loyalty: The tendency for consumers to repeatedly purchase a brand over competitors.

Consumer Trust: The extent to which consumers believe a brand is reliable and trustworthy

perceived Quality: The extent to which consumers believe a brand's products or services are of high quality.

Word-of-Mouth: The positive or negative recommendation that consumers make about a brand.

Purchase intention: The willingness of consumers to purchase a brand's products or services.

2.17. Potential Moderating Variables:

Are variables such as competitive landscape, Market Characteristics, Communication Strategy?

The competitive landscape that is level of competition in the export market as this can affect the effect of brand awareness and market characteristics. Market Characteristics are factors like market size, economic conditions and cultural differences in the target market can affect the effect of brand awareness

Communication strategy: the effectiveness of the brand's marketing and communication efforts in the export market

2.18. Ethical Consideration

The researcher observed strict ethical responsibilities in conducting this research. Research ethics relating to rights of human subjects in fieldwork, notably the right to informed consent; right to privacy and confidentiality; and right not to be deceived or harmed as a result of participation in the research should be emphasized (Bryman, A., & Bell, E., 2010). The prospective participant was informed about the procedures and risks involved in the research and must give their consent to participate in the survey. They are informed that their participation is voluntary and they may readily withdraw at any time. The prospective participants were also assured that their participation was not result in any adverse consequences, and all information provided was treated with the strictest

Chapter three

Methodology

3.1. Site selection and description of study area/organization

In Ethiopia, groundnut is the second most important lowland oilseed after sesame, and has become an important high value crop grown in the dry land areas of the Tigray region, Northern Ethiopia it is a high-value crop and a significant source of oil, second only to sesame (hailay, 2016)It is one of the most important oilseed crops in the world and ranked as the fourth most important oilseed crop and the thirteenth most important food crop. Its seeds contain approximately of 50% edible oil, with the remaining 50% containing high-quality protein (36.4%), carbohydrates in the range of 6–24.9%, minerals, and vitamins (Biru A, Daraje A., 2014). Nuts can be eaten raw, roasted, or boiled, while the oil extracted from the seeds is used for culinary purposes. It also generates significant cash income for a number of small-scale producers and foreign exchange. Moreover, it serves as an industrial raw material and animal feed] (Babatunde, 2014). Because groundnuts are legumes, they fix atmospheric nitrogen in soils, increasing soil fertility and reducing the need. for fertilizer in ensuing crops. This is especially crucial in light of the growing cost of chemical fertilizers, which makes it harder for small-scale farmers to afford them. From 26.4 million hectares of producing area, the globe produced about 38.2 million tons of groundnuts annually. One of the five oil-seed crops that are commonly grown in Ethiopia is groundnut (Gezahagn, 2013). This crop is mostly grown by the traditional farming population in rain-fed environments. According to CSA (2018), the estimated gross annual output in Ethiopia was 1,451,728.20 quintals, equating to an area of around 80,841.57 hectares. Oromia region (41,089 ha) is Ethiopia's largest groundnut producing region, with Benshangul-Gumuz (14,759 ha) and Amhara (3,161 ha) regional states following. In this study covers some areas of Ethiopia Tigray region Tanqua Abregele districts five kebeles such as, Hadnet, Lemlem, Enda Rufael, Gera. Groundnut is cultivated in both the main season (June) and the "Belg" season (March). In Tigray region, groundnut production covers 80,841.57 hectares and yields 1,451,728.20 quintals. The 2017/18 cropping season saw more than 521,326 peasant households cultivating groundnut on this land. The field survey was conducted in Tanqua-Abergele district, located in the central zone of Tigray, Northern Ethiopia (Figure 1) in the 2015/2016 cropping season. The district is one of the major

groundnuts growing areas in Tigray region situated at 938-2201 meters above sea level (m.a.s.l). Agro-ecologically, the study area is categorized as lowland with average annual rainfall from 400-650mm and an average temperature from 21- 410C. The major cropping season begins in late June and ends in September

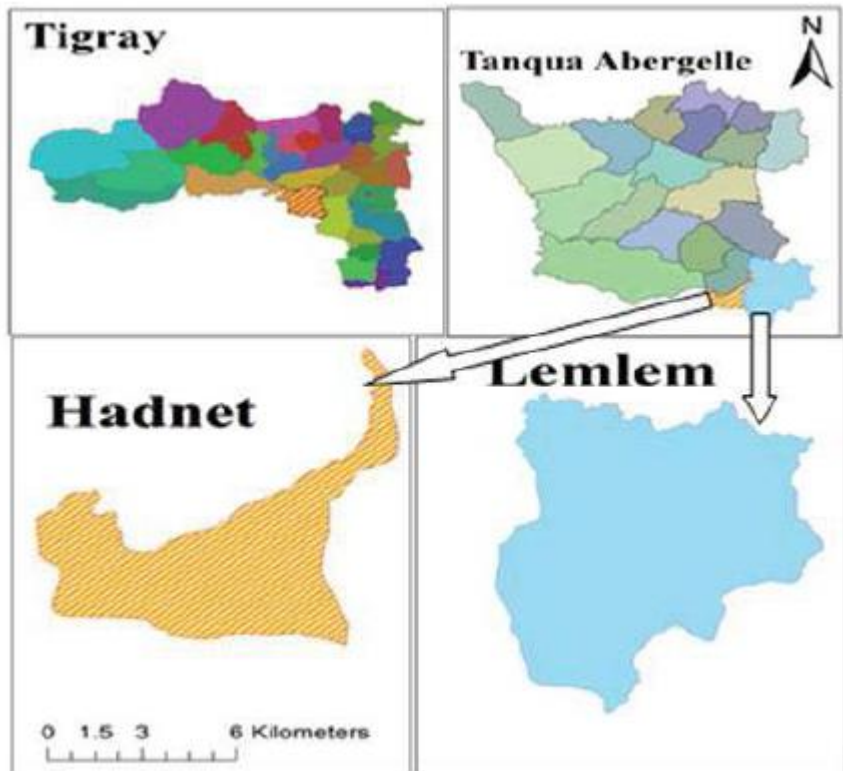


Figure 3:location of study area

3.2. Research Design

Research design is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. A research design provides a framework or a plan of action for the research. (Zikmund, w. ..., Babin, b., Carr, J., & Griffen, M. , 2013) Among the various types of quantitative design, the researcher was conducting an explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship between variable. Explanatory researches (Causal research) are conducted in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms; various processes etc.

Explanatory research was used because it enables the researcher to critically examine the relationship between independent variable of brand awareness such as Recognition, Recall, Top of the Mind and Dominant and the dependent variable enhancing export of groundnut. By employing inferential statistics (correlation and regression analysis), the effect of the independent variable (brand awareness) on the dependent variable (enhancing export of groundnut) was assessed. Quantitative survey method was used to meet the purpose of this study. The researcher focused heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issue. Therefore, the researcher preferred the quantitative research strategy because the study needs to address the factors that affect brand awareness on enhancing export of groundnut

3.3. Target Population

(Willie, 2024)Target population of study is the broad of people that researchers are examining. The target population (unit of analysis) of the study comprises all individual consumers who are occasional and/or regular users of groundnut, which are either men or women aged 18 and more years old and have at least a foundation education. Tigray region Tanqua Abergele wereda is the target location to obtain the respondents The distribution of population in the surveyed districts (Table 1) shows that Tanqua Abregele, saharti samre region has the lowest population (160,375) while Mereb Leke in Tabora region has the highest population of 455,305 (URT 2013).

3.4. Method of data collection and data type

Both quantitative and qualitative data types were collected from both primary and secondary data sources for the study. Primary data was collected from sample household head farmers and traders using semi-structured questionnaire. The discussions made with key informant farmers, traders, and agricultural and relevant experts from government organizations. Checklist was used to guide the informal discussion conducted to generate data that could not be collected from individual interviews. Pre-testing was done in one Kebele (Hadnet), this is not included in the randomly selected Kebeles. During the pre-testing, the questionnaire was assessed for its clarity, understandability and completeness. In addition, the sensitivity of the subject matter and pattern of response was assessed and a correction was done accordingly. Five group discussions

undertaken to have general overlook about the current situation of production and marketing opportunities and problems, availabilities and functioning of services like credit, extension contact, groundnut price information and transportation. The method of choice is questionnaire, which is a technique of data collection by giving a series of written questions to respondents to obtain their answers. The questions are given using Likert scale (1-5) by using scaling questions.

3.5. Sampling Procedure and sample size determination

(SINGH, 2014)According The sample size should be carefully fixed so that it will be adequate to draw valid a generalized conclusion. The fixation of the adequate sample size requires specific information about the problems under investigation in the population under study. And also, the classifications of sample require for analysis, variation, precision, availability and cost investigations. The information collected during investigation from samples is to be recorded pre-designed schedule or on questionnaires. Sample size determination the technique of electing the number of observations include in a sample. The sample size is an important feature of any study or investigation which the aim is to make inferences about the population from a sample. For this study, in order to select a representative sample a two-stage random sampling technique was implemented to select groundnut producer kebeles and sample farm households. In the first stage, with the consultation of Woreda agricultural experts and development agents, out of 10 groundnuts producing kebeles of Tanqua Abergele Woreda 5 groundnut producer kebeles were purposively selected based on the potential of production. In the second stage, using the list of households in the sampled kebeles, 183 sample farmers were selected at 93 % confidence of interval based on the total numbers.

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

Where

n = is number of respondent farmers or sample size

N = is the total number of populations of the study in the 16 kebeles

E = margin of errors

$$n = \frac{N}{1 + N(e)^2} = n = \frac{1775}{1 + 1775(0.07)^2}, n = 183 \dots \dots \dots (1)$$

Table 1 :Groundnut producer

Groundnut producer kebeles	Population number of groundnut producer in the kebele	Sample size
Hadnet	816	51
Lemlem	610	35
Endarufael	200	40
Negedebirhan	89	32
Gera	60	25
Total	1775	183

Accordingly, 183 respondents were selected from the total population of 1775 representing five (5) kebeles of groundnut producers. One hundred eighty-three (183) of respondents were from the five (5) kebeles by applying proportional stratified random sampling.

(x/N x n);

Where x is the population in the kebele

N is the total population of the study area

n is the sample size of the study

Therefore, the allocation of the sample size from stratum is as follows

Table . Sample distribution of groundnut traders and consumers

For this study, 16 traders and 16 consumers were purposively selected and data. The sites for the trader surveys were market towns in which a good sample of groundnut traders existed. The lists of traders including, retailers, wholesalers and consumers were obtained from the respective District Office of Trade and Market Development (TMD) can be summarized according to the following tables

Table2 :groundnut traders and consumers

Market town	Retailer	Wholesaler	consumer	Total
Yechila	1	2	5	8
Mekelle	6	10	16	32
Abidi	2	3	4	9
Samre	1	2	6	9
TOTAL	10	17	31	58

3.6. Method of data analysis

In today's world data means everything and people are more inclined towards using computer software for any kind of data analysis. Data analysis software should have all the basic features that an analyst requires. There are several computer software packages available for quantitative data analysis, but SPSS stands out due to its usability and superlative features that bound a researcher to use it even after having some free alternatives available in the market (Arkkelin, 2014). The data collected from the respondents using structured survey/quantitative approach is edited, coded, cleaned and was entered into the computer. Then it is analyzing with help of statistical software program: statistical package for social sciences. For the analysis of the primary data, a descriptive and inferential statistical analysis technique was employing. With regards to the descriptive analysis percentages, means, standard deviations and frequencies have been calculated.

This analysis revealed the demographic profile of groundnut consumers. With regards to inferential statistics correlation and regression analysis was used to test the significance contribution of independent variable (Brand awareness) to the dependent variable (enhancing export of groundnut).

3.7 Reliability Analysis

Table3: reliability analysis

Variables	Cronbach's alpha coefficient	Number of items
Recognition	0.786	4
Recall	0.809	4
Top of Mind	0.854	4
Dominant	0.786	4
Customer decision	0.851	4
All Variables	4.086	20

3.9. Validity analysis

According to (Middleton., September 6, 2019) validity tells us how accurately a measure is. If a method measures what it claims to measure, and the results closely correspond to real-world values, then it can be considered valid. Face validity: Does the content of the test appear to be suitable to its aims? Criterion validity: Do the results accurately measure the concrete outcome they are. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. This research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers, as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions. A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory constructs of a sound theory. For determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. Therefore, in order to test the construct validity, correlation coefficient for the independent and dependent variables were calculated. The independent variables consist of measurement of brand awareness while the dependent is the Customer decision. Based on the result of the correlation analysis, the four factors measuring brand awareness and Customer decision were positively related. Since the independent variables are positively related with the dependent variable, the independent variable therefore can be considered as a good measure of brand equity

Chapter four

Results and discussions

4.1. Chapter Review

This chapter presents the findings of the research in accordance to the research objectives. The analyses and interpretation of the data collected from the respondents is presented. It began with a description of the demographic and general characteristics of the participating respondents. Then, the results of descriptive statistics and inferential statistics (correlation analysis and Regression analysis was discussed. At last, summary of the findings is presented

4.2. Questionnaire Response Rate

As it is indicated in table, 4. Below out of 183 questionnaires prepared and distributed, 173 or (95%) questionnaires were collected back, during data editing process the questionnaires were checked for errors and 4 incomplete questionnaires were eliminated, finally leaving 168 (92%) questionnaires for analysis. the response rate is excellent

Table 4: Questionnaire Response Rate

Description	Correctly Filled and Returned	Unfilled correctly	Unreturned
Number	168	4	11
Percentage (%)	92%	2%	6%

Source: own data, 2025

4.3. Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables include; gender, age the educational background and occupation of the respondents. From the total respondents, the male groundnut consumers constituted the highest 120 or(71%)percentage while their female counterparts only constituted (29%) or 48 of the total respondents. This implies that the majority of groundnut consumers and traders in Tigray are male. As per the table 4,39 % or 65 out of 168 of the respondents were from the age group of 31-40 constituting the largest percentage. This group was being followed up by the age group of 21- 30 years that had 37 % or 62 out of 168 represents from the total number of respondents. The other age groups under 20 and above 40 years old accounted for 11% or 20 out of 168 and 12% or 21 out of 168 respectively. This shows that the majority of groundnut consumers and traders are in the adult age About the educational background of the respondents, results showed that 55% or 93 out 168 of the respondents are finishing Grade 12thand 24 % or 40 out of 168 of the respondents have a Bachelor's degree. The rest 21% or 35 of the respondents are primary school students and who did not finish grade 12th. The above result shows that respondents who are completing 12th grade are the majority of groundnut consumers in respect with other educational background. When we look to occupation 52% or 87 out of 168 are self-employed 26% or 44 out of 168 are students 22% or 37 out of 168 of the respondents are farmers so we can summarize that most of the respondents are self-employed and students.

Table 5:profile of respondents

AGE		
Description	Frequency	Percentage
Under 20	20	11%
21 up to 30	62	37%
31 up to 40	65	39%
Above 40	21	12%
Not mentioned	0	%
Total	168	100%
Gender		
Description	Frequency	Percentage
Female	48	29%
Male	120	71%
Total	168	100%%
Educational background		
Description	Frequency	Percentage
Primary	35	21%
Secondary school completed	93	55%
Bachelor degree	40	24%
Master	0	0
Phd(doctorate degree)	0	0
Total	168	100 %
Occupation		
Description	Frequency	Percentage
Student	44	26%
Private	87	52%
Farmer	37	22%
Employed	0	100%

4.4. Brand popularity and groundnut consumption

4.4.1. Brand Popularity

Table 6: Current brand choice of respondent

Description	Frequency	Percentage
Accompanied ground nut	35	21%
Oil	72	43%
Nut(louse)	32	19%
Packed flour groundnut	29	17%
Total	168	100%

Based on the study, when the respondents were asked to name the type of groundnut brand they would like to consume, they revealed that a majority 43% or 72 out of 168 preferred oil made of ground nut. Accompanied ground nut comes second to oil by 21% or 35 out of 168 and Nut(louse) comes third by 19% or 32 out of 168 and Packed flour groundnut is less preferred by 17 % or 29 out of 168 of respondents of the groundnut in Tigray region

4.4.2. Consumption Rate

Table 7: Consumption Rate

Consumption rate	General consumption		General consumption by Age				
	Frequency	Percentage	Under 20	21-30	31-40	Above 40	Total
Daily	61	36.31%	9	22	21	8	60
twice a week	92	54.76%	10	33	40	10	93
Monthly	5	2.98%	0	3	1	1	5
twice a year	10	5.95%	1	4	3	2	10
Once a year	0	100%	20	62	65	21	168

Source: own data, 2025

Results of the study showed that out of the total respondents, 54.76% or 92 out of 168 of the respondents had consumed groundnut twice a week, while 36.31% or 61 out of 168 of the

respondents consumed groundnut daily while 5.95% or 10 out of 168 of the respondents consumed rarely that means twice a year and 2.98% or 5 out of 168 of the respondents had used once a month. The study also showed that with regards to the age of respondents, for the age groups under 20 years ,45% or 9 out of the 20 of the respondents used daily while 50 % or 10 out of 20 this age group used twice per week and 5% or 1 out of 20 of them used rarely that is twice annually .for the age group 21-30 ,53% or 33 out of 62 of this age group used twice per week , 35.5 % or 22 out of 62 of them used every day while 6.5% or 4 out of 62 of this age group used twice per year and 4.8 % 3 out of 62 the age group used rarely monthly . For the age group of 31-40 ,32.3% or 21 out of 65 used daily ,61.5% or 40 out of 65 of this age group used twice per week .1.5% or 1 out of 65 of the age group used once per month ,4.6% or 3 out of 65 of this age group used twice per year .and from the age group above 40 years 38.1% or 8 out of 21 of this age group used daily, 47.6% or 10 out of 21 used twice per week ,4.76% or 1out 21 used once per month and 9.52% or 2 out of 21 used twice annually. Age group 21-30, 31-40 and above 40 have the highest tendency consume groundnut

4.5. Descriptive statistics

In order to analyze the respondents overall brand awareness, 16 questions were grouped into the four level measurements of brand awareness, which are Recognition, Recall, Top of the Mind and Dominant. In order to compare the respondents brand awareness, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed one by one

4.5.1. Recognition

Brand recognition: according to (Hanna, aug 23,2023) brand recognition is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tagline, packaging or advertising campaign. Brand recognition is a pivotal concept in the world of marketing and consumer behavior. A brand is said to have high recognition if it's easily and widely identifiable by these features alone. In today's highly saturated, competitive

market, brand recognition is more important than ever. Consumers are constantly bombarded with choices from local shops to multinational online marketplaces.

Table 8: Brand recognition analysis

Variables	Mean	Std. Deviation
I recognize the oil by its Name	3.857143	1.33262
I recognize the oil by its Packaging	3.690476	1.615614
I recognize the oil by its Packaging	2.922619	1.555354
I recognize the oil by its color	2.52381	1.055084

As per table 8 the list of items comprising of recognition, the mean score for the item I recognize the oil by its Name scored the highest with a mean score of 3.85

While the item I recognize the oil by its Color " scored the lowest with a mean score of 2.52 The overall mean score for the Brand Awareness dimension is 3.25, which indicate that the respondents have good brand recognition of the groundnut oil they had used

4.5.2. Recall

Brand recall: according to (Wilson, OCTOBER 17, 2022) brand recall is your consumer's capacity to remember your brand with as few prompts as possible. When someone asks you to name a food, food restaurant, and you reply "McDonald's", that's unaided recall.

Table 9 Brand recall analysis

Variables	Mean	Std. Deviation
I quickly remember the nut by its Name	3.922619	1.30864
I quickly remember nut by its Packaging	3.797619	1.59925
I quickly remember nut by the shape of the container	3.224852	1.439989
I quickly remember nut by its color	2.60119	1.078588

Source: own data, 2025

Table 4.6 shows that "I quickly remember nut by its Name" scored the highest among the list of items related to brand Recall with a mean score of 3.92 while the respondents gave the least score of 2.6 to the item I quickly remember nut by its color. This clearly indicates that most of the ground nut products remembered and consumed by its name

4.5.3. Top of the mind

according to (Fareena, The Art of Brand Dominance /17 Proven Strategies for Market Leadership , 2024)top-of-mind awareness is about being the first brand that comes to people's minds when they think of a product or service. You may not necessarily dominate the market, but you hold a special place in people's minds. Whether it's smart phones, soft drinks, or sneakers, being top of mind means your brand is the default choice, the one that's prings to mind without any prompting. Consumers typically consider only the top three brands in their decision-making process, making top-of-mind awareness a crucial battleground for brands vying for consumer attention and preference

Table 10:Top of the mind analysis

Variables	Mean	Std.deviation
Brand Name comes first to My Mind	1.95	0.642
Brand Packaging comes first to My Mind	1.22	0.906
Brand Shape of the Bottle comes first to My Mind	1.23	0.364
Brand Color comes first to My Mind	1.16	0.364

Source: own data, 2025

Table 4.7 shows that the respondents scored the highest for the item nut Brand Name comes first to My Mind with a mean score of 1.95 while the lowest went to the item which states nut Brand Color comes first to my mind "with a mean score of 1.16

4.5.4. Dominant

Dominant Brand: according to (Fareena, The Art of Brand Dominance 17 Proven Strategies for Market Leadership , MAY 14,2024)brand dominance is when one brand rules over others in its market. You see it everywhere, from tech giants to soda companies. It's like being the king of the hill in your neighborhood. Customers think of that brand first, and others follow along. A dominant brand effortlessly stands out among competition, capturing the attention and trust of consumers with your compelling offerings and consistent quality

Table 11: dominant analysis

Variables	Mean	Std.deviation
I only Recall the Name of Brand I consume	1.13	0.698
I only Recall the Packaging of Brand I consume	1.15	0.750
I only Recall the Shape of the container of nut	1.14	0.338
I only Recall the color of Brand I consume	1.89	0.590

Source: own data, 2025

As illustrated on Table 4.8 above the variables I only Recall the color of Brand I consumes are comparatively high value with an overall mean score of 1.89. While the respondents gave the least score of 1.13 to the item, "I only Recall the Name of Brand I consume." The results indicate that the respondents have a low level of ultimate awareness towards their nut brand color awareness.

Table 12:Customer decision analysis

Variables	Mean	Std.devation
I usually buy the best quality brand	1.74	0.441
I usually buy Fair priced brands	1.74	0.477
I usually buy widely available brands	1.2	0.403
I usually buy well-advertised Brands	1.02	0.477
I usually buy the Brands I know very well	1.8	0.309

Source: own data, 2025

As it is shown from the table, the respondents gave a low mean score of 1.02 to the item "I usually buy well-advertised Brands" indicating that they have an emotional connection with their ground nut products. The respondents gave a higher mean score of 1.82 to I usually buy the Brands I know very well, respectively which means that even though they have a limit on the emotional connection they would not want to replace their chosen brand with others.

Table 13: Summary of the overall Brand Awareness measurements

Measurement	Mean	Std. Deviation
Recognition	1.82	0.428
Recall	1.92	0.63
Top of the Mind	1.89	0.590
Dominant	1.89	0.750
	1.8	0.441

Source: own, 2025

4.6. Correlation Analysis

According to (Team, W11 May 2023) correlation analysis is a staple of data analytics. It's a commonly used method to measure the relationship between two variables. It helps researchers understand the extent to which changes to the value in one variable are associated with changes to the value in the other. This analysis often applies to quantitative data collected through research methods such as naturalistic observation, archival data, live polls, and surveys to determine the existence and level of association; the researcher used bivariate correlation. Pearson's correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables. The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of Brand awareness and customer decision. The classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. bivariate correlation of a two-tailed test confirms the presence of statistically significant difference at probability level $p < 0.01$ i.e. Assuming 99% confidence interval on statistical analysis. Hence all the dimensions have a strong positive relationship to customer loyalty which is significant even at the $p < 0.01$ level. In order to determine the most influencing factor of customer decision towards ground nut products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 14 depicts the r value for the relationship between independent variables (i.e. Recognition, Recall, top of the mind and Dominant) and dependent variable i.e. customer decision towards groundnut products. Table14 below shows the correlation between the four dimensions of Brand awareness and the customer decision.

Table 14: Correlation analysis

	Recognition	Recall	dominance	Topmind	Customer decision	
Recognition	Pearson Correlation	1	.954**	.256**	.395**	-.011
	Sig. (2-tailed)		.000	.001	.000	.887
	N	168	168	168	168	168
Recall	Pearson Correlation	.954**	1	.228**	.386**	.005
	Sig. (2-tailed)	.000		.003	.000	.945
	N	168	168	168	168	168
dominance	Pearson Correlation	.256**	.228**	1	.181*	.030
	Sig. (2-tailed)	.001	.003		.019	.695
	N	168	168	168	168	168
Topmind	Pearson Correlation	.395**	.386**	.181*	1	.010
	Sig. (2-tailed)	.000	.000	.019		.895
	N	168	168	168	168	168
Customer decision	Pearson Correlation	-.011	.005	.030	.010	1
	Sig. (2-tailed)	.887	.945	.695	.895	
	N	168	168	168	168	168

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

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

As per tale 14 above, the coefficients show that out of the four factors measuring brand awareness Three of them are positively related with the customer decision towards ground nut product within

the range of 0.585 to 0.646, all were significant at $p < 0.01$ level except Dominant, dominant have no relation or correlation with customer decision. three of the independent variables Recognition, Recall and Top of the Mind show a Strong positive relation (0.646, 0.585 and 0.636 respectively). While Dominant have 0.000 relations with customer decision. From the independent variable Recognition, the highest correlation with the dependent variable. Table 14 also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other except dominant. There is a Strong positive relationship between Recognition and Recall, Recognition and Top of the Mind and Top of the Mind and Recall ($p = 0.675$, 0.775 and 0.758) respectively. From the independent variables dominant is negatively correlate with the other three independent variables, such as with recognition, recall and top of the mind are $p = -0.081$, $p = -0.066$ & $p = -0.056$ respectively. Regression is a method of estimating or predicting a value on some dependent variable given the value of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. Depending on the number of variables, one can run either simple linear regression with one dependent or independent variable or otherwise, run multiple regressions to see the liner relationship between one dependent and two or more independent variables. This particular study put in place, linear multiple regressions to study the effect of brand awareness measurements (Recognition, Recall, Top of the mind and Dominant) on the dependent variable Customer decision. Hence to be able to the regression line formula, the independent variables are denoted as, ($X_1 = \text{Recognition}$, $X_2 = \text{Recall}$, $X_3 = \text{Top of the mind}$ and $X_4 = \text{Dominant}$) and the independent variable, $Y = \text{Customer decision}$. Before running a multiple regression on the SPSS, the researcher conducted a test of basic assumptions that are required to be fulfilled while conducting multiple regression, which otherwise be impossible to do. the test for the five assumptions of multiple regressions is presented here under.

4.7. Regression Analysis

According to (Santos, What Is Regression Analysis in Statistics, July 20, 2024) regression analysis simply deals with the relationship between two or more variables. The variables in question are known as the dependent variable and the independent variable there's only one dependent variable, and it's the value you're trying to understand or predict. As for independent variables, there can be

one or more independent variables depending on the number of variables, one can run either simple linear regression with one dependent or independent variable or otherwise, run multiple regressions to see the linear relationship between one dependent and two or more independent variables. This particular study put in place, linear multiple regressions to study the effect of brand awareness measurements (Recognition, Recall, Top of the mind and Dominant) on the dependent variable customer decision. Hence to be able to the regression line formula, the independent variables are denoted as, (X1=Recognition, X2= Recall, X3= Top of the mind and X4=Dominant) and the independent variable, Y= Customer decision. Before running a multiple regression on the SPSS, the researcher conducted a test of basic assumptions that are required to be fulfilled while conducting multiple regression, which otherwise be impossible to do. the test for the five assumptions of multiple regressions are presented here under.

4.7.1. Assumption 1: Normality Test

According to ([multiple-regression-using-spss-statistics.php](#). Accessed March 9, 2021., March 9, 2021.) Test for normality, its determining whether the data is well modeled by normal distribution or not. Test for normal distribution could be checked by graphical (Histogram or dot plot) method of tests. The normality assumption assumes a critical role when the study is dealing with a small sample size, data less than 100 observations. Even though the normality assumption not a treat since the observation or sample size of the study is larger enough, more than 100 observations, the researcher test is using normal probability plot (NPP).

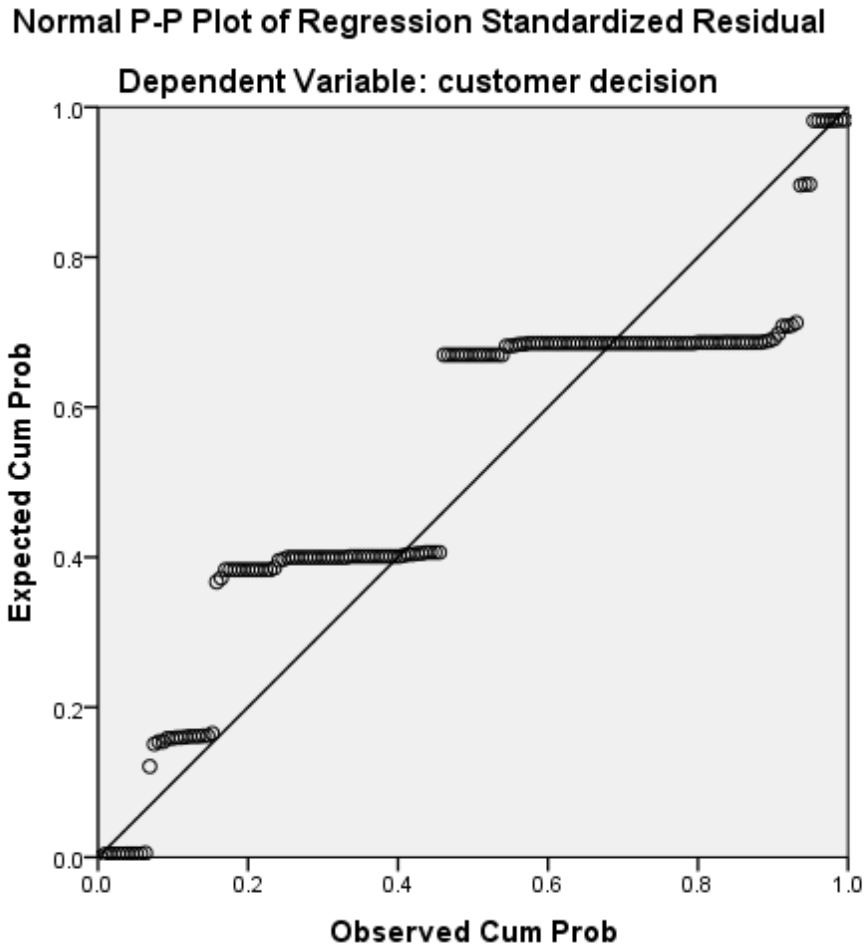


Figure 4: Normality of the data

As it is showed in the above dot plot the four-construct dimension of brand awareness against the predicted variable of Customer decision was fitted the dot plot, the researcher conclude that the data are normally distributed

4.7.2. Assumption 2 and 3: Linearity and Homoscedasticity

4.7.2.1. Linearity

The model that relates the response Y to the predictors X1, X2, X3.... Xn, is assumed to be liner in the regression parameters (Chatterjee&Hadi,2012). this means that the response variable is assume to be a linear function of parameters ($\beta_1, \beta_2, \beta_3 \dots \beta_n$) but not necessarily a linear function of the predictor variables X1,X2,X3.....Xn, as cited by,kasaye, E,2015

The result of this study also showed that, there is a linear relationship between the independent variables of relationship brand awareness and the response variable Customer decision. This means that for every increase in the independent variable Recognition, Recall. Top of the mind and Dominant the dependent variable Customer decision will increase.

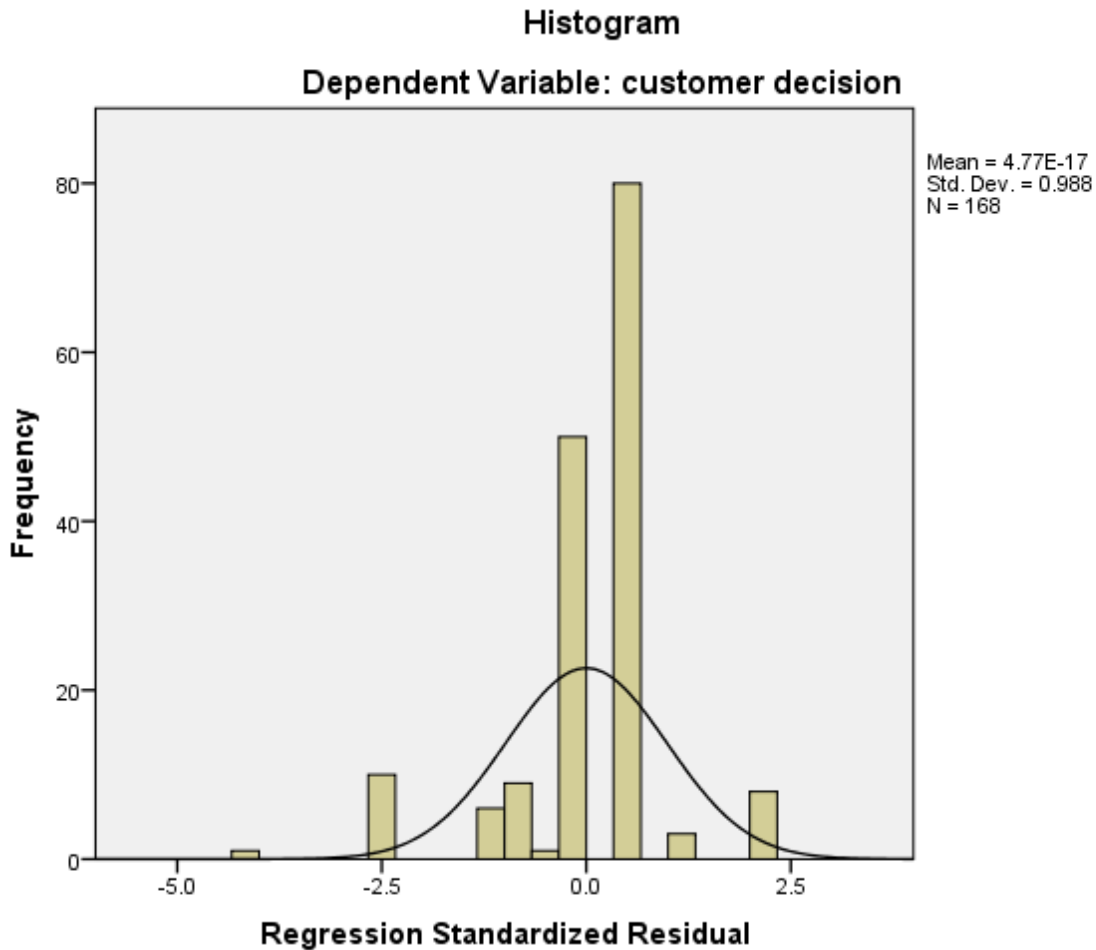


Figure 5:Linearity test

4.7.2.2. Homoscedasticity

Is a fancy term in statistics that describes the consistency of a variance in a data set The model errors are generally assumed to have an unknown but finite variance that is constant across all levels of the predictor variables. It means simply that, the variance of Y for each value of X is constant in the population. this can be checked by visual examination of a plot of the standardized residuals (the errors) by the regression standardized predicted value. The following scatter plot

was obtained from the average results of the dependent variable Customer decision and independent variable brand awareness constructs to see whether homoscedasticity is really a pressing problem of this particular study. Both assumptions can be checked by the scatter plot diagram shown below

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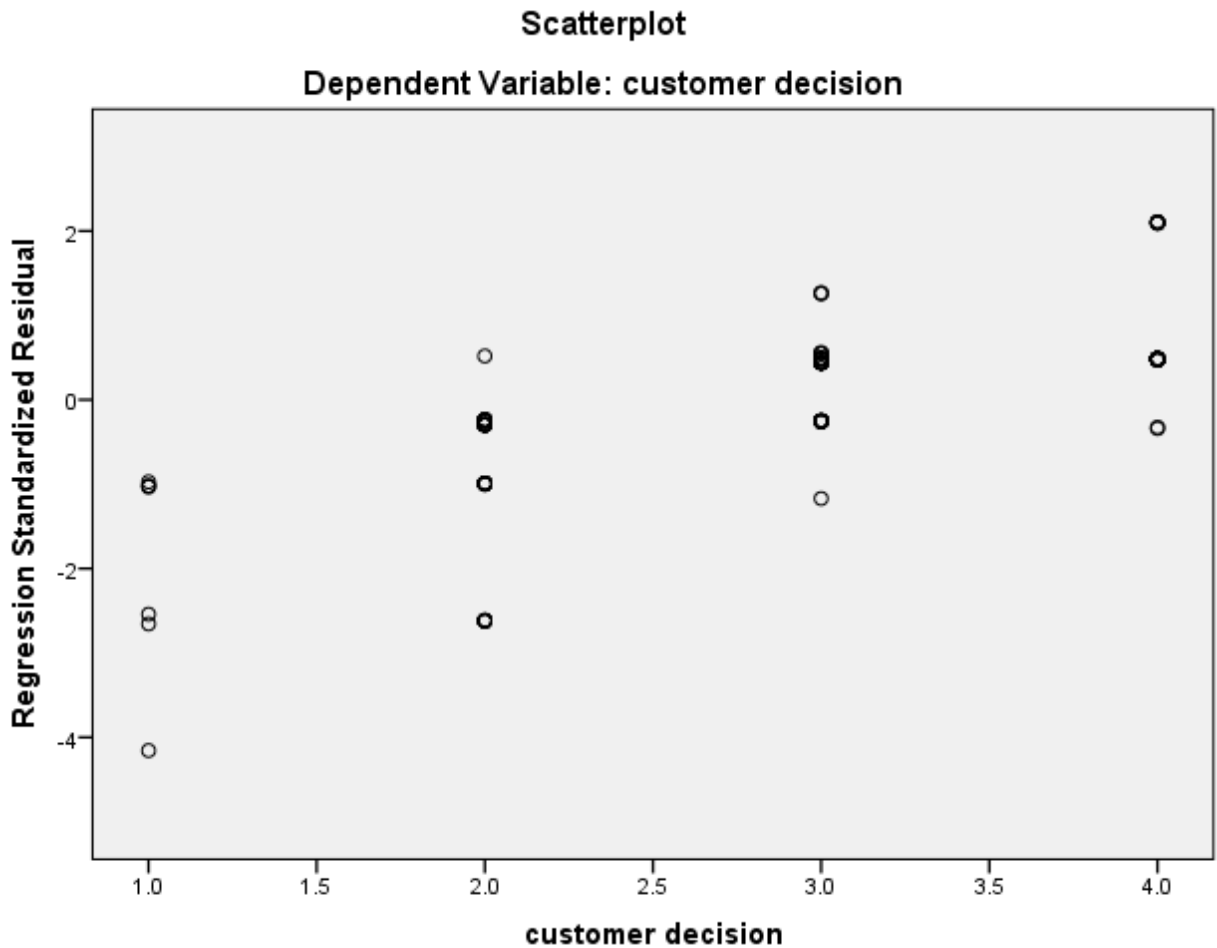


Figure 6: Scatter plot

4.7.3. Assumption 4: independence of residual

The value of Durbin-Watson statistic ranges from 0 to 4. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50-2.50 (Babatunde, O., Oguntunde, P., A.O, O., & Balogun, O., 2014) . In this case, Durbin-Watson is 1.785 close to 2 and within the acceptable range. We can assume independence of residuals.

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.63	4.22	3.02	.633	168
Residual	-2.686	1.363	.000	.638	168
Std. Predicted Value	-2.195	1.899	.000	1.000	168
Std. Residual	-4.157	2.109	.000	.988	168

a. Dependent Variable: customer decision

4.7.4 Assumption 5: Multicollinearity

According to (Wiley, 2018) In multivariate regression analyses of correlated variables, we sometimes observe pairs of estimated beta coefficients large in absolute magnitude and opposite in sign. T-statistics are also large, suggesting meaningful findings. If there is a high degree of correlation between independent variables, we have a problem of what is commonly described as the problem of multicollinearity. The study checks this with the Variance Inflation Factor (VIF) which calculates the effects of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one. Below table shows there is no multicollinearity exist. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula $1 - R^2$ for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high,

suggesting the possibility of multicollinearity. This also confirms the absence of multi collinearity according to collinearity Statistics table below.

Table 15:Collinearity statistics

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Recognition	Recall	Dominance	top mind
1	1	4.642	1.000	.00	.00	.00	.00	.01
	2	.227	4.525	.00	.11	.02	.00	.34
	3	.099	6.833	.00	.12	.18	.02	.56
	4	.023	14.279	.09	.53	.77	.23	.03
	5	.009	23.265	.91	.24	.03	.75	.07

a. Dependent Variable: customer decision

4.8.1. Model Summary Analysis

All the variables in the equation were entered into SPSS and analyzed. The results obtained are presented in the following tables.

Table 16:model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.483	.646

a. Predictors: (Constant), top mind, dominance, recognition, recall

b. Dependent Variable: customer decision

a. Predictors: (Constant), dominant, recall, top of the mind, recognition

b. Dependent Variable: customer decision

What the Model Summary table shows is the outcome for the four variables (Brand Recognition, Brand Recall, Top of the Mind and Dominant) entered into the SPSS. The multiple correlation

coefficients between all of the predictor variables and the dependent variable Customer decisions 0.646 indicating a high relationship between customer decision and the four-predictor variables in the equation. The multiple regressions also produced a coefficient of multiple determinations (R^2) = 0.496 showing the amount of variance explained by the predictor variables. This means that 49.6% of the variance in the dependent variable Customer decision is accounted for through the combined linear effects of the four-predictor variables (REG, REC, TOM and D) in the model. However, which of the predictors have contributed significantly to the variance that occurs in the predicted outcome -customer decision is not yet evident. Table 16 gives a detailed explanation of this

4.8.2. ANOVA Analysis

Table 17: ANOVA analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	66.888	4	16.722	40.049	.000 ^b
Residual	68.059	163	.418		
Total	134.946	167			

a. Dependent Variable: Customer decision

b. Predictors: (Constant), Top of the Mind, Dominant, Recall, Recognition

ANOVA (Analysis of Variance), used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variables. ANOVA provides, the result of test of significance for R and R² using an F-statistic.

The F-test in the ANOVA table confirmed that the model developed is statistically significant ($F=40.049$, $p<.01$). This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable effects on the criterion (dependent) variable can be investigated via

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

TABLE18:coefficient analysis

coefficient analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.101	.433		4.852	.000		
	Recognition	.524	.063	.543	8.316	.000	.725	1.379
	Recall	-.455	.155	-.242	-2.928	.004	.453	2.209
	Dominance	-.030	.174	-.012	-.171	.865	.667	1.498
	top mind	.002	.037	.004	.060	.953	.739	1.353

a. Dependent Variable: customer decision

In order to identify which predictors are significant contributors to the 47.7 percent of explained variance in Customer decision and which ones are not, the standardized coefficients shown in the table above are important to look at.

As seen in the table 18, from out of four independent variables (REG&TOM) are positive and significant predictors of Customer decision towards customer decision ($b=0.54$, $p<.01$), and ($b=.002$, $p<.01$), respectively. The other variable _ recall and Dominant has negative coefficient

has effect according to coefficient variable, ($b=.054$, $p<.01$) these implies that Dominant is not have a significant effect on the Customer decision on groundnut

water. These coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant

4.9. Discussion of the major finding

The discussion part is necessary to give a clear knowhow on the subject under study. The present study was conducted in order to see, the effect of brand awareness on customer decision of Tigray ground nut product merchants and consumers. The study included four brand awareness measurements like Recognition, Recall, Top of the Mind and Dominant to see their effect on customer decision. It has been seen that one of the major objectives of marketing is to generate and maintain brand awareness, this is seen as particularly important in low-involvement situation where consumers may engage in little active search for information to aid the finding of this study indicates that most of the Tigray ground nut product consumers have brand Recognition, Recall and top of the mind while most of ground nut are not dominant, which means they can recall two or more other ground nut brands, in general, consumers brand awareness level are high.

All independent variables have a positive correlation with Customer decision as revealed from the Pearson's Correlation Coefficient except Dominant. Dominant is no relation or correlation with Dependent variable. The coefficients of the variables indicated that the variables have different magnitudes of correlation with the dependent variable. Accordingly, recognition Recall and top of the mind has strong correlation, while dominant have no correlation with the dependent variable i.e. Customer decision.

Brand awareness has been argued to have important effects on consumer decision making by influencing which brands enter the consideration set, and it also influences which brands are selected from the consideration The finding of this study indicated that except Dominant the other three measurements of brand awareness (Recognition, Top of the mind and Recall) have a positive and significant effect on the Customer decision, while Dominant has a positive but insignificant effect on the Customer decision. which highly affects the Customer decision. This means that, when ground nut customers exposed for different brands in the same category in the supermarket, they will able to differentiate the brand, they are aware of among others. According to (Hanna, aug

23,2023) Brand recognition is a pivotal concept in the world of marketing and consumer behavior. A brand is said to have high recognition if it's easily and widely identifiable by these features alone. In today's highly saturated, competitive market, brand recognition is more important than ever. The regression standardized coefficients for the 3 independent variables, i.e. Recognition, Recall and Top of the Mind are 0.54, 0.242 and 0.004 respectively. Their significance levels respectively. Which is less than 0.05. This indicates positively and significantly affects the dependent variable (customer decision). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with Recognition, Recall and Top of the Mind were accepted and one independent variable (which is Dominant) a positive coefficient but statistically insignificant, ($b=-0.012$, $p<.01$) these implies that Dominant is not have a significant effect on the Customer decision on customer decision so, alternative hypothesis were rejected.

Table 19: hypothesis result

Hypothesis	From	To	Standard coefficient	Result
H1	Recognition	Customer decision	B=0.54 P<0.05	HO: Rejected H1: Fail to reject
H2	Recall	Customer decision	B= -0.242 P<0.05	HO: Rejected H1: Fail to Rejected
H3	Dominance	Customer decision	B=-0.012 P<0.05	HO: fail to rejected H1: Rejected
H4	Top of the mind	Customer decision	B=.004 P<0.05	HO: fail to Reject H1: rejected

The findings revealed that brand awareness has a positive and statistically significant relationship with customer decision on groundnut products. It proved that there exist a positive effect of brand awareness and Customer decision.

Chapter five

Summary, conclusion and recommendation

5.1. Chapter Review

This is the final chapter and it presents summary, conclusion and recommendation of the study. First summary of the findings, which is obtained while answering the research question, is presented, and then based on the findings it reached on conclusions. Finally, based on the overall conclusions it proposed recommendation

5.2. Summary of Findings

This study was design and carried out in order to identify the effect of brand awareness on Customer decision on ground nut in Tigray region.

By Looking at the demographic profile of the respondents, the consumers and merchants of ground net products is highly differentiated. When looking into the gender profile of the respondents, ground net products dominated by male gender. Consumption of ground net products is differentiated between the two gender groups: Out of the 168 respondents, 120 that is 71% of the respondents while females dominated the rest 29%.

The second parameter of the demographic profile of respondents in this survey age reveals that ground net products is also concentrated within the youngster population between the ages under 20 years 11% age group from 21 upto 30 ,37% and the age groups from 31 up to 40 ,39%, the remaining 13% are above 40 years .this shows that most of the consumers and merchants of ground nut products are youngest and adults and elders consumes less ground nut products .

With regards to the popularity of the ground net products brand Oil made of ground nut are the major players in the industry. A majority of the respondents (43%) stated that they have consumed oil that made of ground nut is their favorite ground net products and the second Accompanied ground nut that is 24%and the list is packed flour groundnut that is 17% in Ethiopia Tigray region

This study also tried to assess the consumption rate of the respondents. The results showed that the majority of the respondents consumed ground nut product daily. When having a look into what

the respondents replied on the questionnaires, although they gave a more or less positive feedback for all the Brand awareness measurement except dominant questions, relating to brand recognition and recall received the highest mean scores while the lowest went to dominant. These results imply that out of the four dimensions, recognition and recall have a high level of brand awareness by Tigray region ground nut product consumers. The result of the descriptive statistics analysis indicates that most of the ground nut product have brand Recognition, Recall and top of the mind while most of ground nut product are not dominant, which means they know or are aware about two or more other ground nut brands. All independent variables have a positive correlation with Customer decision as revealed from the Pearson 's Correlation Coefficient except. Dominant. Dominant is no relation or correlation with Dependent variable. From independent variable Recognition, Recall and Top of the mind are positively correlated with each other, but Dominant is negatively correlated with the other independent variables. The finding also indicates that the highest relationship was found between Recognition and top of the mind, while the weak relationship was between dominant and recognition. The multiple regression results show that except dominant the other three measurements of brand awareness (Recognition, Top of the mind and Recall) have a positive and significant effect on the Customer decision, while Dominant has a positive but insignificant effect on the Customer decision.

5.3. Conclusions

The objective of this study is to identify the effect of brand awareness on Customer decision on the basis of the analysis given in the previous chapter, the following conclusions are drawn. From the findings the effect of brand awareness on product of ground nut consumers is high, most of the respondents identify their brand choice by the name of the product or packaging of the product. From the descriptive analysis consumers buying behavior of ground nut are more affected to buy the brand they know very well and the quality of the product comes next; this implies that most of groundnut consumers gave high concentration for the known brand than the quality of the brand. Three of the independent variables, Recognition, Recall, and Top of the Mind are positively related to the dependent variable which is Customer decision. Recognition, Recall and Top of the mind and are strongly correlated with the Customer decision, whereas Dominant is no correlation with the dependent variable i.e. Customer decision. Finally, the regression result shows that, except Dominant the other three independent variables are positively and significantly affect the Customer decision while Dominant have a positive but insignificant effect on the dependent variable (Customer decision). Since customers awareness about the product they produce, uses and sells become high it enhances export performance of the ground nut.

5.4. Recommendation

Based on the conclusion the following recommendation is forwarded

- most of the ground nut consumers identifies one ground nut product brand with other similar brands by its name or packaging of the product. However, other variables like the shape of the packing and the color of the product are difficult to identify because most of groundnut products, shape of the packing and color are more or less similar, so groundnut manufacturer should develop a unique product to the market in order to win this stiff competition.
- Brand awareness has a positive effect on the Customer decision; groundnut producers and merchants should work to develop the awareness of their product by implementing different marketing strategy. i.e: by advertising product through multiple mediums like on radio, television or print advertisement depending on what would be effective for their product. And also, by starting a public relation campaign regarding to their products which can involve creating press releases and doing interviews with the media. For example, donating some of the product to charity can be an effective way to create some buzz about it.
- Groundnut consumers want to purchase the brand they know it very well, so to be popular on the consumer 's mind, groundnut producers and merchants must use simple logo or symbol.

5.5. Limitations and Directions for Further Studies

A lot of researches have certain limitations so that it is necessary to acknowledge them. There is limitation with regard to sample area and sampling technique used. The sampling was done only in Tigray region Abergele district but in order to make the research more representative, samples should be collected at least from the major cities of the region. As the convenience sampling was used, bias may exist. If the random sampling was used, it would contribute a higher credibility of the results. Moreover, since the majority of the respondents are well educated and youngsters (18-40), generalization to other groups might not be applicable. While the study associates to the factors that consumers perceive to be important considered in Customer decision of groundnut products, it has only focused on brand awareness. As per different researches in different times, so many other factors can enhance consumers buying behavior towards groundnut products. Of these, the most influential factors include, familiarity, Income, perceived quality, overall attitude of consumers, convenience, trust on the product etc. Further research should be done to a different product category, expanded to a larger sampling size or geographical area so that the result may be more representative of the actual buying desires of consumers and to generate higher outcomes of the confidence level. gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact. The result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level. Gathering the data by using different qualitative methods such as in-depth interview, or focus group discussion is recommended to uncover other variables that might have an impact.

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Appendix 1: Research Questioners

The purpose of this questionnaire is developed to gather information about the brand awareness, brand loyalty, brand image, enhancing export of groundnut and performance of export of ground nut in Tigray region. It is focused on assessing the effect of brand awareness on enhancing export of ground nut. Your insight and information are very valuable to make the study meaningful and successful. Your opinions will be strictly confidential and the data will be reported only in aggregate level for the research purpose. Thank you for taking your valuable time to complete the questionnaire.

If you have any questions or comments about the study, please contact me by phone number listed below:

+251925463371/ or

+251975456491

Questioners Details

- **Demographic questions**

1. Age

a) Under 20 b) 21-30 c) 31-40 d). Over 40 e) Lack of desire to express it

2. Gender

a) Male b) female c) Not wanting to explain

3. Level of Education

a) Primary b) Secondary school c) bachelor degree d) Masters f) PhD (doctorate)

4. Occupation

a) Student b) Private business c) Farmer d) Employed f) Work seeker

Category questions

Brand Perception Survey Questions

1. Do you use Tigray groundnut?

a) Yes always b) Yes often c) Yes sometimes d) I never used e) may be

2. How did you get Tigray groundnut when you use for the first time?

a) I was very happy b) I was happy c) I was a little happy d) i hate it e) i feel nothing

3. What does it come to your mind when you think about the Tigray groundnut?

a) its taste b) its variety c) its health benefit d) its access e) its cost fairness

4) What was the idea in your mind when you first heard about our product?

a) i was very eager b) eager c) I hated it d) feel nothing e) i didn't remember

5. Are you the beneficiary of the nut?

a) Yes, always b) Yes, many times c) Yes, sometimes d) I am not f) Not to mention

2. Which of these opposite products do you know?

a) A cocoon groundnut b) Oil

c) nut d) Packed flour groundnut f) All

3. Which of the following reasons has made you use Groundnut?

a) The smallest price b) It has different options

c) Because it has health benefits d) Because they have additional nutrients f) It has a special taste

f) Not to mention

4. How many times do you eat plates?

a) Daily b) Once a week

c) On two weeks d) once a month f) not to mention

5. How many times do you eat Lows?

- a) Daily b) Two times a week
- c) Once a week d) Once a month f) twice a year

6 Have you ever/knowledge you used oil made from groundnut?

- a) Yes, always b) Yes, many times
- c) Yes, sometimes d) I never used it f) I don't remember it

7. What did you like Groundnut?

- a) By the taste of taste b) Health Benefits
- c) Because it gives strength d) Because disease prevents disease f) Because it is better than the other crops

Brand Loyalty Survey questions

1.How long will you be the beneficiary of Tigray groundnut?

- a) always b) long time c) sometimes d) short time e)unknown

2. How much likely there is a turning point in another product ?

- a) very high b) high c) less probability d) there is no chance to change

3) How much likely it is to convince others about tigray groundnut products ?

- a) Highest b)higher c) medium d) lowest e) unlikely

4) Can you consider the use of Tigray's ground nut ?

- a) always b) Most of the time c) sometimes d) Perhaps e) does not use it at all

5) How possibility is it to continue using our products ?

- a) Highest b) Higher c) doubts d) lower) very low

6) Would you think you would try to use other products?

a) Yes, very sure b) sure c) maybe m) I don't use d r) I don't know

Brand Remembrance Study Questions

1. How well do you remember this product?

a) I highly remember b) i remember c) i remember to some extent d) may be e) idon,tremember

2. How would you describe this product to your friend?

a) I will describe very well b) i will describe well c) i will describe to some extent d) may be e) i will not describe

3. What brands come to mind when you think about his product?

a) peanut oil b) Accompanied groundnut c) nut d) powder groundnut e) all

4) Can you recall the last time you

used the accompanied ground nut?

a) Yesterday b) last week c) last month d) before two months e) i don't remember

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6) $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ နှင့် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ကို နှိုင်းယှဉ်ကြည့်ပါ။

□) $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

* $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုငယ်ပါသည်။

1. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

□) $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုငယ်ပါသည်။

2. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

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3. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

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4. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

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4. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

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□) $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုငယ်ပါသည်။

6. $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုကြီးမားပါသည်။

□) $\frac{1}{n} \sum_{i=1}^n (y_i - \hat{y}_i)^2$ သည် $\frac{1}{n} \sum_{i=1}^n (y_i - \bar{y})^2$ ထက် ပိုမိုငယ်ပါသည်။

Appendix 2 Statistical Output

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.704 ^a	.496	.483	.646
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a. Predictors: (Constant), top mind, dominance, recognition, recall

b. Dependent Variable: customer decision

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66.888	4	16.722	40.049	.000 ^b
	Residual	68.059	163	.418		
	Total	134.946	167			

a. Dependent Variable: customer decision

b. Predictors: (Constant), top mind, dominance, recognition, recall

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics		
	B	Std. Error	Beta		Tolerance	VIF	
1 (Constant)	2.101	.433		4.852	.000		
Recognition	.524	.063	.543	8.316	.000	.725	1.379
recall	-.455	.155	-.242	-2.928	.004	.453	2.209
Dominance	-.030	.174	-.012	-.171	.865	.667	1.498
top mind	.002	.037	.004	.060	.953	.739	1.353

a. Dependent Variable: customer decision

Collinearity Diagnostics^a

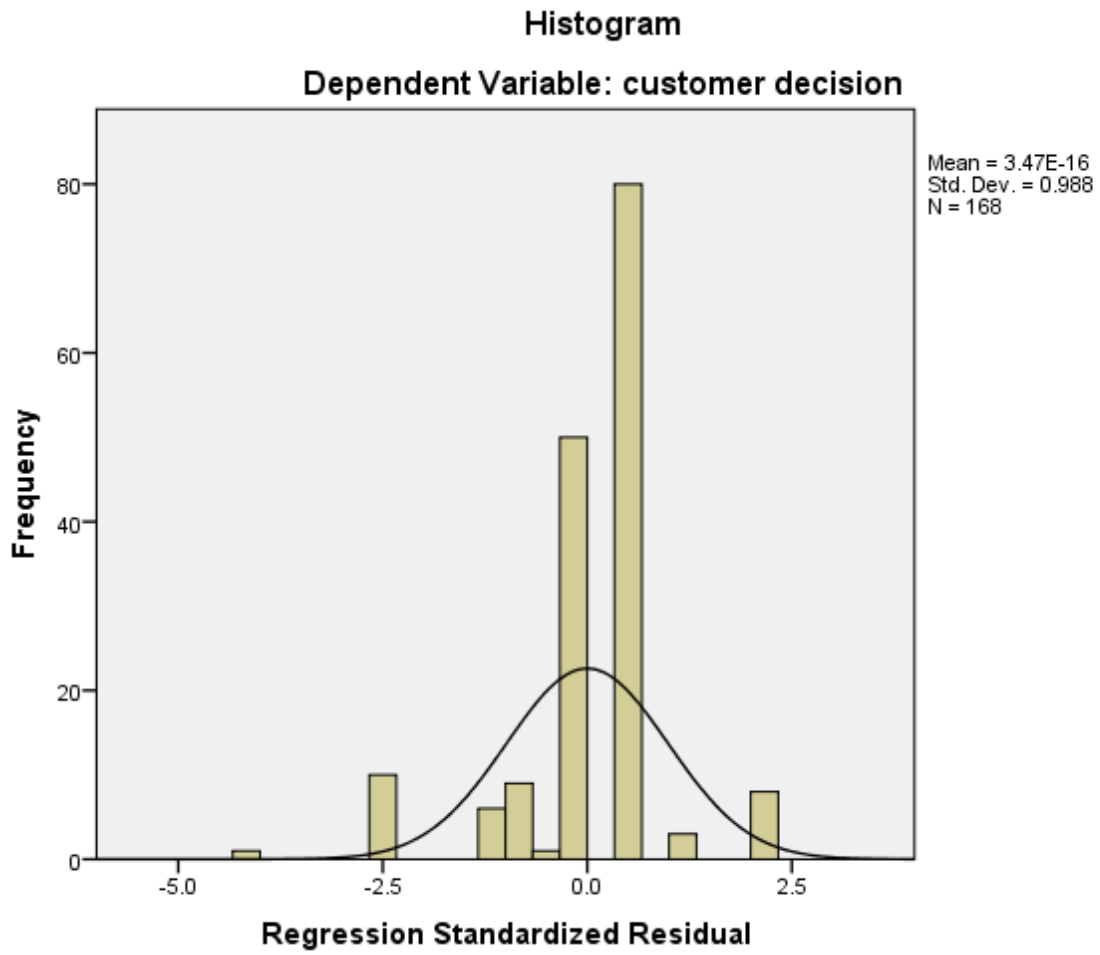
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	recognition	recall	dominance	top mind
1	1	4.642	1.000	.00	.00	.00	.00	.01
	2	.227	4.525	.00	.11	.02	.00	.34
	3	.099	6.833	.00	.12	.18	.02	.56
	4	.023	14.279	.09	.53	.77	.23	.03
	5	.009	23.265	.91	.24	.03	.75	.07

a. Dependent Variable: customer decision

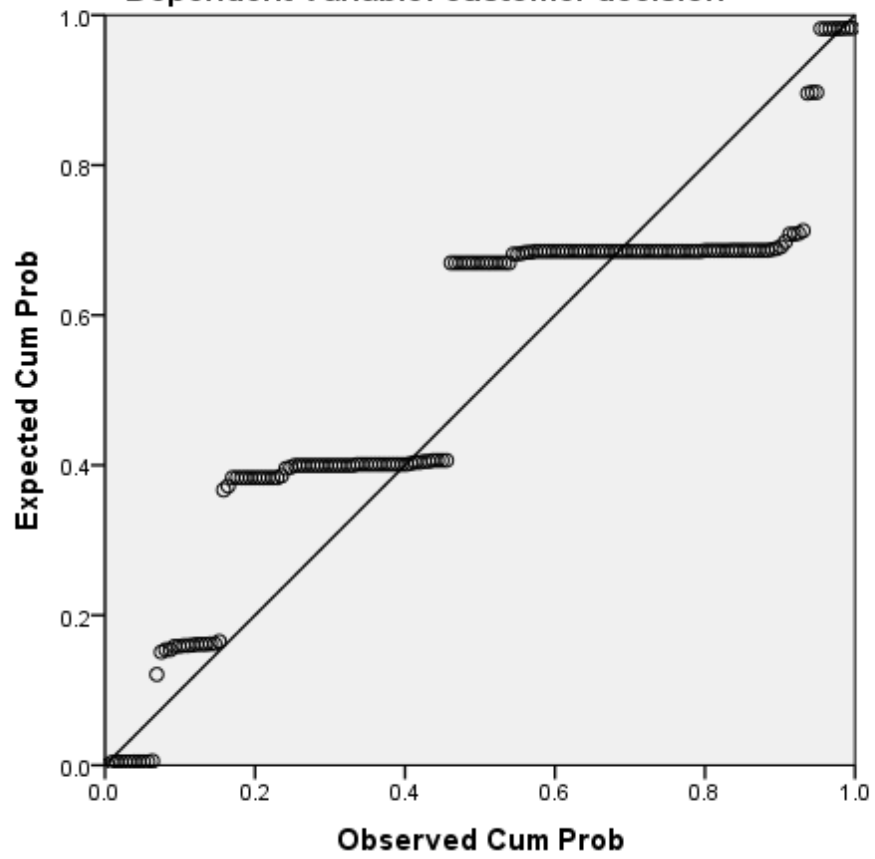
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.63	4.22	3.02	.633	168
Residual	-2.686	1.363	.000	.638	168
Std. Predicted Value	-2.195	1.899	.000	1.000	168
Std. Residual	-4.157	2.109	.000	.988	168

a. Dependent Variable: customer decision



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: customer decision



Scatterplot

Dependent Variable: customer decision

