Journal of Information Systems Engineering and Management
2025, 10(27s)
e-ISSN: 2468-4376
https://www.jisem-journal.com/

Research Article

Factors Influencing Ethiopian Consumers' Preferences for Specific Bottled Water Brands

[1]Aschalew Kifle Kachara*, [2]Dr. Tanuj Sharma
[1]Ph.D. Scholar- Guru Kashi University, Talwandi Sabo (Punjab), India
[2]Professor- Guru Kashi University, Talwandi Sabo (Punjab), India
**Corresponding Email: askifmuben@gmail.com*

ARTICLE INFO

Received: 26 Dec 2024
Revised: 18 Feb 2025
Accepted: 26 Feb 2025

ABSTRACT

This study investigates the factors influencing consumers' bottled water brand choice in Ethiopia using an explanatory research design and a quantitative research approach. Data were collected from 384 bottled water consumers through questionnaires, and multiple linear regression was employed for data analysis. The findings indicate that product quality, price, alternative attractiveness, and brand awareness significantly influence brand choice, with product quality and brand awareness emerging as the most critical factors. Consumers tend to prefer brands that consistently deliver high-quality water, highlighting the importance of stringent quality assurance programs, adherence to industry certifications, and transparent marketing strategies that reinforce trust in the product. Additionally, competitive pricing plays a vital role, suggesting that companies should align their pricing strategies with the perceived value of their products to appeal to price-sensitive customers without compromising quality. Alternative attractiveness also influences consumer decisions, implying that brands must differentiate themselves effectively through unique value propositions. Moreover, brand awareness is a key factor, necessitating targeted marketing efforts that enhance visibility, recall, and consumer loyalty. Therefore, water bottle companies should invest in promotional campaigns that emphasize both quality and affordability while ensuring consistent messaging across various communication channels.

Keywords: Product price; Product quality; Alternative attractiveness; Brand awarness

1. INTRODUCTION

The bottled water industry has expanded into a multi-billion-dollar market, driven by global food brands and increasing consumer demand across both developed and developing nations (Diduch et al., 2013). The industry's rapid growth reflects shifting preferences, as bottled water is often perceived as safer and more convenient than tap water and soft drinks (Saylor et al., 2011). However, concerns have emerged regarding the presence of organic compounds such as estrogenic phthalates, raising questions about potential health risks (Al-saleh et al., 2011). This paradox between convenience and potential health implications continues to shape industry regulations, scientific research, and consumer behavior.

Bottled water consumption has surged globally, averaging an annual growth rate of 12%, despite its higher cost. According to the World's Water Report, per capita consumption exceeds 200 liters in leading countries like Mexico, Italy, and the UAE, highlighting its widespread adoption (Diduch et al., 2013). Ethiopia, as one of Africa's fastest-growing economies, has also witnessed increasing demand for bottled water, attracting significant investment in the sector (Amiridou & Voutsa, 2011). The country's abundant water resources position it as a potential leader in the industry, provided that production standards align with international regulations to ensure quality and safety (Seifu, 2016).

Despite Ethiopia's vast water resources, only 3% are utilized, with just 0.3% for domestic use, highlighting inefficiencies (Safoye, 2017). Bottled water consumption, once limited to the wealthy, is growing due to economic growth and urbanization (CSA, 2017). Rural areas remain underserved, relying on unsafe water sources, increasing health risks (Matiwos, 2014). As bottled water becomes more widespread, understanding the factors influencing

customers' choices is crucial. Therefore, this study examines (1) the impact of product-related factors, such as price, features, and quality, on bottled water brand choice and (2) the role of brand-related factors, including alternative attractiveness, brand image, and brand awareness, in influencing bottled water brand choice in Ethiopia.

2. REVIEW OF LITERATURE

2.1. Brand Choice

Brand choice plays a pivotal role in consumer engagement, influencing their inclination toward a specific brand over competitors, making it a crucial element of marketing strategy (Gabor & Contiu, 2012). Historically, brands served as identifiers, enabling consumers to recognize and associate products with particular businesses, but over time, branding evolved into a strategic tool that conveys a company's value proposition and differentiation (Jin & Weber, 2013). Additionally, brand reputation significantly impacts business success, as a positive perception fosters trust, loyalty, and competitive advantage (Veloutsou & Moutinho, 2009). Schmitt (2012) highlights five key brand-related processes recognition, engagement, integration, signaling, and connection emphasizing the need for businesses to cultivate emotional bonds with consumers for long-term success. Furthermore, consumer behavior is shaped by cultural, social, personal, and psychological factors, which marketers must analyze to influence purchasing decisions (Kotler et al., 2008).

2.2. Product Price

Price is often considered the primary factor in brand choice, yet consumer decision-making is more complex, involving a balance between price and quality, as well as additional elements like brand reputation and perceived value (Monroe, 2003). Research suggests that it is not just actual price but rather consumer perceptions of price that shape purchasing behavior, with psychological pricing techniques, perceived value pricing, and price framing playing key roles in influencing consumer choices (Krishna, 1991, 2002; Zeithaml, 1988). Furthermore, while non-price factors have gained significance, pricing remains a critical factors of profitability, and businesses must adopt value-driven pricing strategies rather than solely cost-focused approaches to maintain competitiveness (Kotler et al., 2005; Kotler & Armstrong, 2008).

2.3. Product Feature

Bottled water products possess various features that businesses use to differentiate themselves, with additional functions serving as competitive tools to attract consumers (Kotler & Armstrong, 2007). Among these features, color is a crucial non-verbal cue in packaging and advertising, playing a significant role in capturing consumer attention (Garber et al., 2000). Colors are often the first visual elements noticed by consumers, influencing brand recognition and preference. However, there are limits to the colors consumers find acceptable, and preferences for specific colors and patterns can shape brand choices (Kojina, 1996). Research further supports the notion that packaging elements, including color, significantly affect consumer perceptions and brand preference (Gordon et al., 1994).

2.4. Product Quality

Product quality is defined by how well a product meets customer expectations, leading to either satisfaction or dissatisfaction. There are three key dimensions of product quality interaction quality, physical environment quality, and result quality each with sub-dimensions that shape consumer evaluation (Katonge & Namangaya, 2024). Interaction quality includes attitudes, behaviors, and expertise demonstrated during customer interactions, influencing their perception of service excellence. Physical environment quality considers ambient conditions, design, and social elements, highlighting the importance of the setting and aesthetic appeal in customer experiences (Ali et al., 2022). Result quality focuses on waiting time, tangibles, and valence, emphasizing the impact of product attributes, service efficiency, and emotional response on overall satisfaction. These dimensions collectively determine consumer perceptions of quality and influence their purchasing decisions. Total quality management is a holistic approach to quality that extends beyond just the product to encompass people, processes, and the overall environment. This broad view of quality aligns with the multifaceted nature of customer experience, underscoring the need to drive consumer satisfaction (Kwikima, 2024).

2.5. Alternative Attractiveness

Customer perceptions of service quality significantly influence their loyalty and decision-making, as they are less likely to switch providers if alternatives seem less appealing (Sharma & Patterson, 2000). However, when customers perceive a better alternative, they may terminate existing relationships in favor of superior offerings (Caprapo et al., 2003). Packaging also plays a critical role in attracting consumer attention, particularly when it deviates from the norm or includes compelling visual elements (Underwood, 2001; Garber et al., 2000). Research on food products suggests that larger sizes, bold colors, and distinct shapes enhance a product's visibility and purchase likelihood (Creusen & Schoormans, 2005). Furthermore, product appearance reinforces brand identity, with rounded shapes conveying softness and femininity, while angular designs suggest energy and masculinity (Schmitt & Simonson, 1997). Consumers often favor rounded designs, as angular ones may appear outdated and less appealing (Creusen & Schoormans, 2005).

2.6. Brand Image

A strong brand image serves as a key differentiator in competitive markets, shaping consumer perceptions and fostering customer loyalty (Cornelis, 2010). Brands are more than just labels; they embody a promise, identity, and unique value proposition that influence consumer choices. A well-established brand not only highlights core benefits but also emphasizes unique selling points, creating a compelling experience for customers. Positive brand equity results from high market favorability and demand, strengthening a brand's reputation and customer preference (Ibok & Etuk, 2015). By offering product variations that cater to diverse consumer needs, brands can attract customers from competitors and reinforce their market position. Consistently exceeding customer expectations and maintaining a distinctive brand identity enable businesses to build long-term loyalty and a strong competitive advantage. Intangible brand associations, such as emotional and personality-based connections, are critical drivers of consumer attitudes and purchase intentions.

3. METHODOLOGY OF THE STUDY

A research design outlines the procedures for collecting, analyzing, interpreting, and reporting data in a study (Creswell, 2014). It connected conceptual research problems with empirical research by specifying the required data, collection methods, and analysis techniques to answer research questions (Grey, 2014). According to Robson (2002), research designs could be exploratory, while explanatory research examines cause-and-effect relationships. Moreover, the study primarily relied on quantitative data collected from primary sources to analyze consumer bottled water brand choices in Ethiopia. The data were gathered directly from bottled water consumers to understand purchasing behavior and brand preferences.

To ensure comprehensive data collection, a questionnaire was designed to capture consumer insights, incorporating both open-ended and closed-ended questions to allow for detailed responses. A five-point Likert scale was used since it is important for measuring the attitudes and perceptions of respondents in a structured and quantifiable way. It provides a balanced range of responses, allowing respondents to express varying degrees of agreement or disagreement (Desalew et al., 2024). Additionally, it is easy to administer and widely used in research, making comparisons across studies more feasible. To enhance clarity and minimize misinterpretation, the questionnaire was translated into Amharic and reviewed by language experts to ensure accurate meaning. Furthermore, the data collection process was conducted by trained enumerators who were equipped with guidelines on how to administer the survey effectively, ensuring the reliability and validity of the collected data.

Based on literature, it is convenient to use the Cochran formula with a probability of success of 0.5 when the population size is unknown. Since the population of the study is unknown, the formula developed by Cochran (1977) was found to be appropriate for determining the sample size.

$$n = \frac{Z^2_{\alpha/2}\, p(1-p)}{d^2}$$

$$n = \frac{(1.96)^2\, 0.5(1-}{(0.05)^2}$$

$$n \approx 384$$

Where

n = The desired sample size

Z= The statistics for the level of confidence (1.96)

P= The proportion of bottled drinking water customers (50%)

d = Marginal error between the population and sample size (5%)

After determining the sample size, which was 384 customers of bottled drinking water users 128 from Hawassa City, 128 from Shashemene, and 128 from Addis Ababa City participants were asked to fill out the questionnaire. To select individual respondents, a convenience sampling technique was used. Therefore, the researcher collected data until the estimated sample size was fulfilled.

The data analysis for this study utilized multiple linear regression to explore the relationship between various independent variables and the dependent variable, which was bottled water brand choice. The analysis involved cleaning the data for accuracy, followed by fitting a regression model to estimate the impact of each predictor on brand choice. The R-squared value was used to assess the model's explanatory power, while t-tests and p-values determined the significance of each variable. Multicollinearity was checked using the Variance Inflation Factor (VIF), and residuals were analyzed to ensure the assumptions of linear regression were met. The findings helped identify the factors influencing consumer brand selection in the bottled water market in Ethiopia using SPSS statistical software.

4. RESULTS AND DISCUSSION

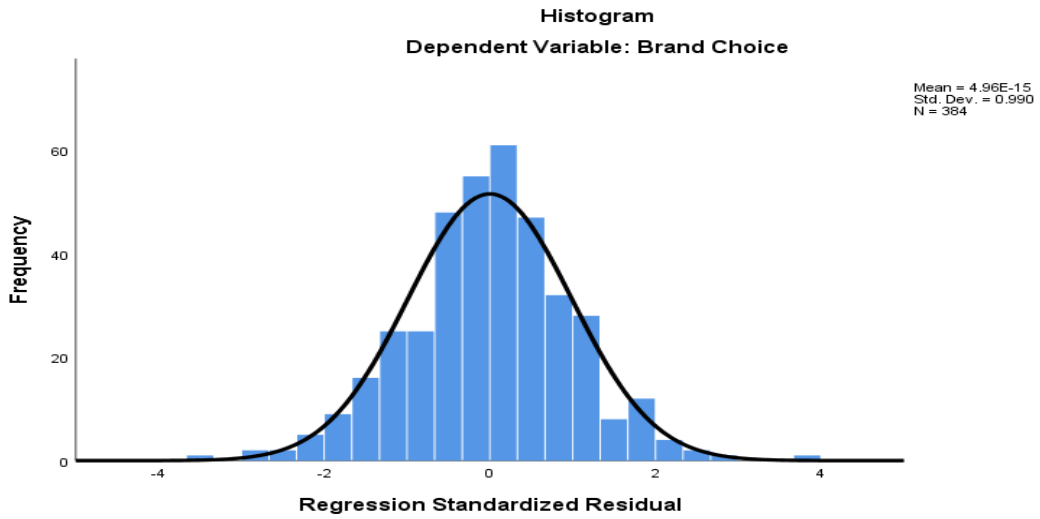
4.1. Factors of Brand Choice

This section delves into the factors of brand choice, exploring the various factors that significantly influence consumers' decisions when selecting a brand. By examining aspects such as product price, quality, alternative attractiveness, and brand awareness, this section provides a comprehensive overview of the primary factors that shape brand choice using multiple regression analysis. Before conducting a regression analysis, basic regression assumptions such as normality, linearity, and Multicollinearity tests were checked to ensure the validity of the results.

4.1.1. Normality Test

The other key diagnostic test carried out in this paper is the assumption of normality. A normality test is a process that uses methods to check if a data set is modeled for the normal distribution or not. It gives output as this if Histogram is selected:

Figure 4.1: Frequency Distribution of Standardized Residual



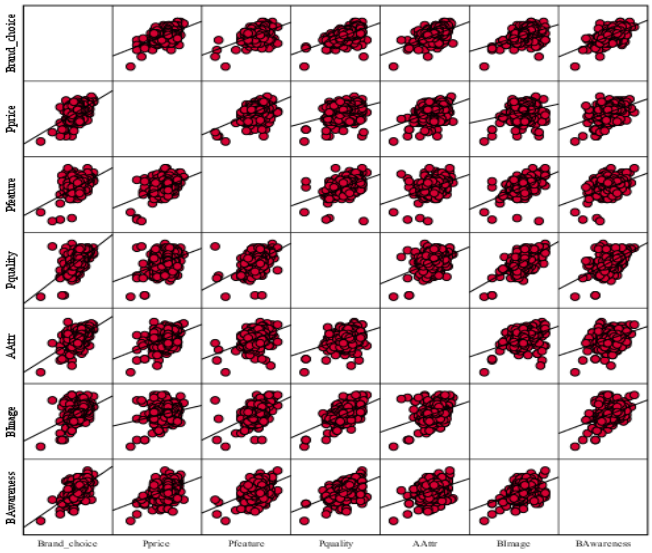
Source: Model Output, 2024

In Figure 4.1 we can see the frequency distribution of the standardized residuals compared to normal distribution. Despite some residuals that are relatively distant from the curve, many of the residuals are fairly close. Also, the histogram is in the shape of a bell which indicates that the random disturbances or errors are normally distributed. So, there is no violation of the assumption normal distributed error term.

4.1.2. Linearity Test

Linearity is the extent to which the dependent variable changes as the independent variable changes. To see if there is a linear relationship between the dependent variable (employee performance) and the independent variables (training need assessment, setting objectives, training design, training implementation, and training evaluation), SPSS software plots of the regression residuals were applied. Accordingly, the summary is the output of the linearity test.

Figure 4.2: The Linearity test of standardized residual



Source: Model Output, 2024

The scatter plot of residuals shows no large difference in the spread of the residuals as can be seen from left to right in Figure 4.2. This result suggests that the predicted relationship is linear. Similarly, the figure shows the distribution of residuals around its mean of zero. Thus, the linearity assumption is satisfied as demonstrated in the above figure. Consequently, the researcher can confidently infer population parameters from the sample, ensuring the validity of the conclusions.

4.1.3. Multicollinearity Test

This section checked the multicollinearity test. A linear dependence between explanatory variables is shown by Multi-collinearity and may result in writing the regression model biased (Gujarati, 2004). If one of the independent variables is a perfect linear combination of the other independent variables, we say that the model suffers from perfect Collinearity, and such a model cannot be estimated using regression analysis. Thus, the table below shows the result of the multi-collinearity (VIF and tolerance).

Table 4.1: *Multicollinearity Assumption*

Independent variables	**Collinearity Statistics**	
	Tolerance	**VIF**
Product price	.647	1.545
Product feature	.546	1.830
Product quality	.519	1.928
Alternative attractiveness	.682	1.466
Brand image	.549	1.823
Brand awareness	.617	1.619

Source: Model Output, 2024

The results in Table 4.1 demonstrated the outcomes of the Multicollinearity test. The regression model assumes redundancy of the independent variables if there is a high correlation between two independent variables. The assumption was so significant that the significance of one causes the coefficients of both of them to fall negative. Thus, Multicollinearity was assessed using Tolerance and VIF. The results indicated that a tolerance value greater than 0.10 and a VIF less than 10 is adequate to mitigate Multicollinearity effects (Miller & Whicker, 1999). This suggests that the regression model is not significantly impacted by high correlations between independent variables.

Table 4.2: *Results of Regression Analysis Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791	.626	.620	.25364

Source: Model output, 2024

As stated in multiple linear regression analysis, the R-value of the model in accordance with Table 4.20 is 0.791 which illustrates the strongest degree of relationship of independent and dependent variables. Where R2 = 0.626; Consequently, it can be inferred that Product Price, Product Feature, Product Quality, Alternative Attractiveness, Brand Image, Brand Awareness of the respondents explains 62.6% of the variance in Brand Choice. It means the independent variables included in the model did not explain the remaining 37.4% employee performance variance.

Table 4.3: *Results of ANOVA Output*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.558	6	6.760	105.070	.000
	Residual	24.254	377	.064		
	Total	64.812	383			

Source: Model output, 2024

The ANOVA table (Table 4.3): The multiple regression model is statistically significant or is not significant. (and because R2 isn't a test of statistical significance (it only measures the amount of explained variation in Y coming from the predictor Xs). In short, What the F-test in the ANOVA table quantifies is the chance departure from a straight line. The results of the output as contained in the ANOVA table indicate that the model was statistically significant as product price, product feature, product quality, alternative attractiveness, brand image, and brand awareness were entered ($F=105.070$, $p<0.01$). As a result, the overall equation was statistically significant.

Table 4.4: *Results of Multiple Linear Regression Analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	SE	Beta		
(Constant)	.771	.121		6.348	.000
Product price	.181	.032	.225	5.734	.000
Product feature	.046	.035	.055	1.295	.196
Product quality	.175	.030	.258	5.897	.000
Alternative attractiveness	.180	.030	.232	6.087	.000
Brand image	.004	.033	.005	.120	.904
Brand awareness	.213	.031	.275	6.851	.000

Note: B = Regression coefficient (Estimate), SE = Standard Error, Dependent variable = Brand choice

Source: Model output, 2024

The regression equation is interpreted in the following few paragraphs. Among six variables that were included in the model, four of them have been found to be significant effect on bottled water brand choice. These are product price, product quality, alternative attractiveness, and brand awareness. The interpretation is in the following paragraphs.

Product price: According to the results of Table 4.4, product price has statistically significant effect on brand choice ($\beta = 0.181$, $p < 0.01$). The result of the regression coefficient indicates that on average, a one unit increase of product price brings a 0.181 units increase in brand choice. In connection to this finding, previous researchers argued that product price is a fundamental factors of consumer choice, particularly in price-sensitive markets like Ethiopia. Lower prices often attract budget-conscious consumers, while higher prices might signal premium quality or exclusivity (Brei & Böhm, 2013). However, the relationship between price and brand choice is not always straightforward. In some cases, consumers may be willing to pay more for perceived higher quality or desirable brand image, even if cheaper alternatives exist (Riesgo, 2021). The Ethiopian context necessitates a careful examination of income distribution and purchasing power to understand how price sensitivity varies across different consumer segments. Furthermore, the impact of price promotions and discounts needs to be investigated to determine their effectiveness in influencing brand choice (López-Clix, 2020).

Product Quality: The unstandardized coefficient for product quality is 0.175, with a Beta of 0.258. This relationship is statistically significant ($t = 5.897$, $p < 0.001$), indicating that higher product quality significantly increases the likelihood of brand choice, underscoring its importance to consumers. Consistent with this finding, previous studies have suggested that product quality, encompassing taste, purity, and overall safety, is a crucial factors of consumer preference. Consumers often associate certain brands with higher quality due to perceptions of purity and taste (Riesgo, 2021). This perception can be influenced by factors such as marketing campaigns, word-of-mouth recommendations, and prior experiences. In the Ethiopian context, ensuring product quality and safety is paramount, particularly given potential concerns about water contamination or hygiene standards. Rigorous quality control measures and transparent communication about water sourcing and purification processes can build consumer trust and enhance brand loyalty (Mengistie, 2016).

Alternative Attractiveness: The unstandardized coefficient for alternative attractiveness is 0.180, with a Beta of 0.232. This positive relationship is statistically significant ($t = 6.087$, $p < 0.001$), suggesting that the attractiveness of alternatives positively influences brand choice, likely by providing appealing options that draw consumer interest. In line with this discovery, prior scholars have contended that consumers are more likely to switch brands when attractive alternatives offer better value, quality, or differentiation, making brand loyalty less stable in competitive markets. The availability of appealing substitutes increases consumer willingness to explore new brands, particularly when perceived benefits outweigh existing brand commitments (Zhang et al., 2018). Alternative attractiveness plays a crucial role in shaping consumer decisions, as individuals tend to evaluate multiple options before finalizing their choice. Strong alternative brands can disrupt customer loyalty by offering superior features, competitive pricing, or enhanced brand perception. When alternative products present compelling advantages, consumers are more inclined to reconsider their brand preferences, leading to greater market competition (Riesgo, 2021).

Brand Awareness: The unstandardized coefficient for brand awareness is 0.213, with a Beta of 0.275. This significant positive relationship ($t = 6.851$, $p < 0.001$) highlights that higher brand awareness significantly increases the likelihood of brand choice, making it a crucial factor. Aligned with this result, earlier research has indicated that brand awareness, representing consumer familiarity and recognition of a brand, is fundamental for driving purchase decisions. High brand awareness can translate into increased sales, especially in markets with numerous competing brands. Building brand awareness requires comprehensive marketing strategies, including advertising, promotions, and public relations (Mabillard, 2023). Brand awareness is an important variable and affects purchase intention because it has to embed the image of its product in the minds of consumers (Shwastika & Keni, 2021).

5. CONCLUSSION AND RECOMMENDATIONS

The study found that product quality, price, alternative attractiveness, and brand awareness played key roles in shaping bottled water brand choice, with product quality and brand awareness emerging as the most influential factors. These findings highlight the importance of maintaining high product standards and developing strategies that keep the brand top-of-mind for consumers. A strong brand presence, coupled with superior quality, can significantly influence purchasing decisions, creating a competitive edge in the market.

In terms of product quality, the study suggests that companies should prioritize quality assurance programs to ensure consistency and reliability. Quality certifications can help reassure consumers that the product meets industry standards, enhancing their trust in the brand. To further emphasize product quality, companies should invest in transparent marketing campaigns that clearly communicate the quality measures taken, fostering confidence among potential customers.

Price also emerged as a critical factor in brand selection, indicating the need for companies to adopt competitive pricing strategies. Pricing should not only be affordable but also reflect the value associated with the product's quality. By aligning pricing with the perceived quality, brands can create a stronger connection with price-sensitive consumers while ensuring that the value proposition remains attractive in the marketplace.

Finally, the study underscores the importance of brand awareness in influencing consumer choice. To improve visibility, companies should focus on executing targeted marketing campaigns designed to reach a broad audience and reinforce the brand's presence in the minds of consumers. Marketing efforts should be aligned with quality assurance strategies to ensure that quality improvements are communicated effectively, creating a cohesive message that strengthens consumer trust and loyalty.

REFERENCES

[1] Ali, J., Ahmed, N., Younis, M., Soomro, T., Nisa, Z. U., Malik, A. A., & Asim, N. (2022). Comparative analyses of physiochemical parameters of bottled and tap water in Lahore City. Pakistan Journal of Medical & Health Sciences. https://doi.org/10.53350/pjmhs20221612344

[2] Al-Saleh, I., Shinwari, N., & Alsabbaheen, A. (2011). Phthalates residues in plastic bottled waters. *The Journal of Toxicological Sciences*, 36(4), 469-478. https://doi.org/10.2131/jts.36.469

[3] Amiridou, D., & Voutsa, D. (2011). Alkylphenols and phthalates in bottled waters. *Journal of hazardous materials*, *185*(1), 281-286. https://doi.org/10.1016/j.jhazmat.2010.09.031

[4] Brei, V. A., & Böhm, S. (2013). *1L = 10L for Africa: Corporate social responsibility and the transformation of bottled water into a consumer activist commodity*. SAGE Publishing. https://doi.org/10.1177/0957926513503536

[5] Caprapo, R., Smith, J., & Taylor, S. (2003). Customer loyalty and switching behavior in service industries. Journal of Marketing Management, 19(1-2), 185-202.

[6] Cochran, W. G. (1977). Sampling techniques (3rd ed.). Wiley.

[7] Cornelis, P. C. (2010). Effects of co-branding in the theme park industry: A preliminary study. International Journal of Contemporary Hospitality Management, 22(6), 775-796.

[8] Creswell, J. W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: Sage.

[9] Creusen, M. E. H., & Schoormans, J. P. L. (2005). The different roles of product appearance in consumer choice. Journal of Product Innovation Management, 22(1), 63-81.

[10] Demissie, D., Lamoria, J., & Tegegn, E. (2024). Practices and Challenges of Digital Transformation in the Enterprise Sector: Evidence from Manufacturing Industries of Hawassa City, Ethiopia.. *SEMCOM Management & Technology Review* (SMTR),11(2), 1-4. https://www.academia.edu/127139825

[11] Diduch, M., Polkowska, Ż., & Namieśnik, J. (2013). Factors affecting the quality of bottled water. *Journal of exposure science & environmental epidemiology*, *23*(2), 111-119. https://doi.org/10.1038/jes.2012.101

[12] Gabor, A., & Contiu, L. (2012). Brand choice and consumer engagement. Journal of Marketing Research, 49(3), 123-135.

[13] Garber, L. L., Hyatt, E. M., & Starr, R. G. (2000). The effects of food color on perceived flavor. Journal of Marketing Theory and Practice, 8(4), 59-72.

[14] Gordon, J., Finlay, K., & Watts, T. (1994). The role of color in consumer choice. Journal of Consumer Behavior, 3(2), 123-134.

[15] Grey, C. (2014). A very short, fairly interesting and reasonably cheap book about studying organizations. Sage Publications.

[16] Ibok, N. I., & Etuk, G. R. (2015). Brand equity and consumer loyalty: A review of literature. Journal of Marketing and Consumer Research, 12(1), 1-10.

[17] Jin, Y., & Weber, K. (2013). The evolution of branding: From identifiers to strategic tools. International Journal of Business and Management, 8(2), 45-58.

[18] Katonge, J. H., & Namangaya, M. A. (2024). Assessment of bottled drinking water quality, safety and community perceptions in Dodoma City, Tanzania. Tanzania Journal of Science. https://doi.org/10.4314/tjs.v50i2.16

[19] Kojina, S. (1996). Color preferences in consumer goods. Journal of Consumer Research, 23(1), 78-85.

[20] Kotler, P., & Armstrong, G. (2007). Principles of marketing (11th ed.). Pearson Education.

[21] Kotler, P., & Armstrong, G. (2008). Principles of marketing (12th ed.). Pearson Education.

[22] Kotler, P., Keller, K. L., & Brady, M. (2005). Marketing management (11th ed.). Pearson Education.
[23] Kotler, P., Keller, K. L., & Brady, M. (2008). Marketing management (12th ed.). Pearson Education.
[24] Krishna, A. (1991). Effect of dealing patterns on consumer perceptions of deal frequency and willingness to pay. Journal of Marketing Research, 28(4), 441-451.
[25] Krishna, A. (2002). The impact of deal framing on consumer purchase behavior. Journal of Retailing, 78(2), 121-135.
[26] Kwikima, M. M. (2024). The biological and chemical water quality of retail bottled water brands: A case of Dodoma, Tanzania. None. https://doi.org/10.1108/nfs-05-2024-0182
[27] López-Clix, J. R. (2020). *Leveraging export diversification in fragile countries: The emerging value chains of Mali, Chad, Niger, and Guinea*. https://doi.org/10.1596/978-1-4648-1490-7
[28] Mabillard, V., Pasquier, M., & Vuignier, R. (2023). *Place branding and marketing from a policy perspective*. Informa. https://doi.org/10.4324/9781003286189
[29] Matiwos, E. (2014). Trends in Bottled water use survey in Addis Ababa: Implication on Reverse Logistics of Bottled Water Manufacturing in Ethiopia. International Journal of Science and research, 3(9) 934 – 942, https://www.ijsr.net/archive/v3i9
[30] Mengistie, B. T. (2016). *Environmental governance of pesticides in Ethiopian vegetable and cut flower production*. https://doi.org/10.18174/391632
[31] Monroe, K. B. (2003). Pricing: Making profitable decisions. McGraw-Hill.
[32] Riesgo, S. B. (2021). *The consumption side of sustainable fashion: Understanding the attitude-behavior gap among Spanish consumers*. https://doi.org/10.15581/10171/66806
[33] Robson, C. (2002). Real world research: A resource for social scientists and practitioner-researchers (2nd ed.). Blackwell Publishing.
[34] Safoye, G. (2017). *Production and Management of Bottled Drinking Water and Its Associated Plastics and Plastic Bottles Disposal, A Case Study in Sabbata Hawas Woreda, Oromia Regional State, Ethiopia* (Doctoral dissertation, St. Mary's University).
[35] Saylor, A., Prokopy, L. S., & Amberg, S. (2011). What's wrong with the tap? Examining perceptions of tap water and bottled water at Purdue University. *Environmental management*, *48*, 588-601. https://doi.org/10.1007/s00267-011-9692-6
[36] Schmitt, B. (2012). The consumer psychology of brands. Journal of Consumer Psychology, 22(1), 7-17.
[37] Schmitt, B. H., & Simonson, A. (1997). Marketing aesthetics: The strategic management of brands, identity, and image. Free Press.
[38] Seifu, Alemayehu. (2016). *Bottled Water Consumers' Perception in View of Brand Equity Dimensions*. A Research Submitted to the Addis Ababa University College of Business and Economics in partial fulfillment of the requirements for the Degree of Executive Master of Business Administration
[39] Sharma, N., & Patterson, P. G. (2000). Switching costs, alternative attractiveness, and experience as moderators of relationship commitment in professional, consumer services. International Journal of Service Industry Management, 11(5), 470-490.
[40] Shwastika, R., & Keni, K. (2021). The effect of brand awareness, social media marketing, perceived quality, hedonic motivation, and sales promotion on consumers' intention to purchase in the fashion industry. *Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/assehr.k.210805.004
[41] Underwood, R. L. (2001). The role of packaging in brand choice. Journal of Consumer Marketing, 18(3), 219-235.
[42] Veloutsou, C., & Moutinho, L. (2009). Brand relationships through brand reputation and brand tribalism. Journal of Business Research, 62(3), 314-322.
[43] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52(3), 2-22.
[44] Zhang, X., Ding, X., Ma, L., & Wang, G. (2018). Identifying factors preventing sustainable brand loyalty among consumers: A mixed methods approach. *Sustainability, 10*(12), 4685. https://doi.org/10.3390/su10124685