



Effect of Social Media and Situational Variations on Consumers Brand Preference: Empirical Evidence from Beer Brands in Nekemte Town

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Abstract: Now a day's marketers try to increase customer preference for brands and try to prevent competition from taking over the minds of these acquired customers. This study aims to examine the effect of social media and situational factors on consumer preference for beer product brands in Nekemte Town. This study adopted explanatory research design supported with deductive research approach. The population of the study was comprised of beer consumers in the town. Convenience and purposive sampling techniques were used to trace the final respondents. The five-point Likert scale structured questionnaire was used to collect data from 351 respondents. Correlation and regression analysis techniques were employed to calculate the magnitude of association among the study variables and determine the percentage of changes in brand preferences caused by the explanatory variables. The finding from the association analysis reveals that the explanatory variables were statistically significant and associated with the brand preference of consumers for beer products. Similarly, the finding from the causation analysis reveals that predictive factors such as situational variations and social media were statistically significant, and their coefficient of determination (R^2) is equal to 0.626, which indicates that 62.6% of the variation that occurred in the consumer's perception of beer brands explained by the model. Based on these findings, the researcher suggest that beer producers who want to stay ahead of the competition should consider changes in the context of consumer preferences, and should adopt social media promotion strategies appropriately emphasizing awareness and leaving a positive impression on their pages; in order to increase consumer preference for the company's beer brand and improve its positioning.

Keywords: Brand Preference, Situational Variations, Social Media, Beer Brands, Nekemte Town

1. Introduction

Preference leads to attitude loyalty, because customers tend to form attitudes that they like or prefer certain products [18]. By taking the favorite brand as the object of the intention, the consumer's preference is like a stimulus related to the intention [49]. Erden et al. show that repeated behaviors is the result of consumer preferences; depending on the different tastes or associations of the brand, expect its utility or value [12].

In the marketing literature, brand preferences are conceptualized in a variety of ways. Fishbein believes that brand preference is closely related to brand choice, which can promote consumer decision-making and activate brand

purchases [14]. Marketers have long been interested in understanding how consumers shape their preferences for specific brands. Brand preference represents the willingness of consumers to prefer one particular brand over another [26]. Brand preference for well-known brands generally depends on consumer perception of the brand. Brand preference is an important tool for associating brands and influencing customers to purchase certain types of company product brands [40]. According to McCarthy & Perreault the preferred brand will establish an organization to establish its position in the market and obtain an advantage in the competition [28]. It is difficult and expensive to win the

brand preference competition by letting one brand outperform other brands in established categories or subcategories. Compared to non-competitive brands, a strong brand can always better understand consumer needs, wants, and preferences [20].

According to Vazquez et al. consumers evaluate brands in different ways depending on the situation [49]. Consumers can choose a brand in different circumstances and are therefore motivated to drink a certain brand [52]. Even if consumers face the same target environment, different incentive conditions and brand preferences may appear, and their effects may not be the same. According to Weber social media is an online environment where people with common interests gather to share their thoughts, comments, and ideas [51]. Social media is closely related to the lifestyles of today's urban and rural life, so social media is seen as a powerful medium for effective communication between products and customers [38]. In addition, customer engagement is a valuable tool, and the cost of establishing and connecting consumer brand preferences is low.

1.1. Background of the Study

In recent years, Ethiopia's beer industry has been growing, including increased demand related to urbanization, population growth, and income growth. From only 1 million hectoliters in 2003/04, 1.56 million hectoliters in 2006/07 and nearly 3.1 million hectoliters in 2008/09, the total annual output of the Ethiopian brewery increased to approximately 10.5 million hectoliters. In addition, the country has been importing beer from different countries. Unfortunately, investing in a brewery is a capital-intensive enterprise that requires professional knowledge and skills [16].

1.2. Statement of the Problem

The company faces a broader range of competitors offering similar products to the same customers [24]. In each product category, consumers have more choice, more information, and higher expectations than ever. For consumers to move from test to preference, brands must provide their prepositions of value and push others out of the existing set of consumer preferences. Preference is a scale, regardless of whether a vigilant management strategy is adopted, the brand will move up and down or even deviate from this scale [23].

Competition in the beer industry is fierce and private labels have a great impact on the environment [7]. Dealing with the competition is fundamental, changing the tastes and preferences of customers [11]. In today's marketing environment, consumer preferences are constantly changing and highly diversified, with buyers displaying diversified, unexpected and surprising purchasing behaviors [32]. Marketers' ability to build strong brands depends on thoroughly understanding the profile of their customers, that is, why they prefer a brand to a competitor [34]. Understanding the brand preferences of consumers will

determine the most appropriate and successful marketing strategy [30]. In addition, companies with increasingly better information can develop better products and execute better marketing plans for their customers [22].

According to Ali most research on brand preference uses probabilistic models to test the influence of marketing mix variables as predictors of beer consumer brand preference [2]. More specifically, empirical research on the determinants of consumer preferences and satisfaction in the brewing industry is limited to a holistic approach rather than to a specific industry.

The motivation for the current study comes from the fact that not much work has been done on the impact of social network and contextual shifts in the preference of Ethiopian consumer brands for beer products. Most of the existing studies ignore the influence of social media networks on brand preferences. Therefore, the main purpose of this study is to examine the impact of social media and situational variations on consumer brand preferences, and to add relevant content and fill in gaps in established theory, experience, and methodology.

2. Review of the Related Literature

2.1. Concepts of Brand Preference

Consumer choices are revealed by brand preferences. Brand preference is the degree to which respondents prefer and intend to stay with their service provider [17]. Understanding the consumer preference patterns across the entire population is a key input in designing and developing innovative marketing strategies. Measuring brand preference is difficult to determine, but this can be done by indirectly quantifying buyback and recommendation programs. Brand preference is an important factor because it can promote repurchase willingness and also affect recommended programs that are improved or avoided [38].

Adoption theory is often used to explain how consumers prefer various goods and services [42]. These theories usually emphasize the importance of triability, relative advantage, risk, loss, social recognition and product characteristics. In the beer industry, the value of a product can be reflected in aspects such as money, brand, and preference [35]. According to Christian & Sunday brand preference is a measure of the degree to which customers choose a particular brand at the expense of the existence of other brands, and the degree to which they are willing or willing to accept alternatives when the brand is unavailable [10].

Brand preference can be seen as the driving force of brand choice. Bither & Wright pointed out that consumer preferences and choices tend to be more consistent [8]. Therefore, compared with attitudes, preferences can more accurately predict consumer choices. Sagoff believes that the relationship between brand choice and brand preference is affected by market conditions [44]. Surprisingly, Amir & Levav pointed out those marketing managers are more

interested in brand preference than brand selection to indicate repeated purchases, because consumer preferences tend to be constant in different brand environments, rather than limited choices in different environments [4]. Van Kerckhove suggested that brand preference promotes consumer choice by enhancing consumers' intention to prefer brands [48]. In addition, Schoenfelder & Harris believe that brand preference combines desired attributes and consumer perception; therefore, it provides an indirect and unobtrusive way of evaluating salient features [45]. Therefore, according to Alamro & Rowley the discovery of consumer brand preferences is considered a key contribution to designing a successful brand strategy, positioning the brand, and providing product development information [1].

2.2. *Situational Variations Influences*

As Yimer quotes, people consume products by themselves, with friends, at the beach, carnivals, parties and dinners with their boss or other family members [53]. Furthermore, in these situations, people may prefer a brand because the benefits that consumers seek vary according to the consumer's situation [52]. Consumers evaluate brands based on circumstances [49]. Previous research has shown that situational factors are more predictive of consumer behavior than measures that involve attitudes. Studies have shown that consumer preferences will change with the environment in which they find themselves [6, 25, 39].

According to Lai among the situational factors, the contexts used in marketing strategies can be divided into three categories: communication situations, purchasing situations and consumption situations [25]. The influence of environmental factors is not homogeneous, but heterogeneous [29, 52]. Therefore, consumers can choose a brand according to different situations and thus have the motivation to drink a certain brand [52]. According to research on alcohol consumption, approximately 80% of the total alcohol consumption of young people occurs in public places [43]. The place where alcohol is drunk the most is at home or in a bar [54]. Also, during "happy hour" in bars, heavy, light drinkers tend to drink twice as much as they would when not participating in such promotions. Therefore, there are some brand benefit interaction effects based on situational factors [31, 36].

According to Yang the results of a study that used probabilistic models to determine preferences show that marketers do not have to align their brands with consumers or their environment [52]. The situation changes according to the product category used in the research [6]. Beer is an important category because it is a narrowly defined product category based on the situational drivers of the research [29]. Drinking beer is considered an activity that can occur in different circumstances.

2.3. *Social Media Influences*

Based on Kaplan et al. social media can be defined as a

comprehensive term for web-based applications, allowing Internet users and online customers to communicate and create information more accurately with friends, relationships, colleagues, etc., and share opinions and experiences [19]. However, brand communication on social media can be roughly divided into two types, one is carried out from the perspective of marketers and the other is carried out from the consumer side through websites like Facebook, Twitter and Telegram to complete the dialogue. Today, consumers are increasingly using social media sites to search for information and are gradually moving away from traditional media such as television, radio, and magazines [27]. Consumer product reviews on social media will have a positive or negative brand influence, and the information on these virtual platforms will affect consumer purchasing decisions [50]. Social media have been too involved in the current lifestyle for both urban life and rural life. Therefore, social media networks were counted as a powerful means for effective communication between products and customers [38].

The expansion of marketing in social media was popular marketing trends in the alcoholic beverage business [33]. The popularity of social media came from profitable expansion, geographical expansion and business opportunity [5]. The challenge of widespread and active use of social media marketing in alcoholic beverages is the young target audience [33]. Some countries have legalized alcohol marketing regulations to suppress alcohol efforts and exposure in social media marketing [9].

The key advantage of social media is to allow more customer interaction through product and brand reviews. At the same time, the company maintains non-interactive sections such as information, events, and news on social media. From the two perspectives of social media, the results have established and strengthened relationships with customers; in addition, social media can affect brand preferences [38]. In addition, customer interaction is a valuable tool and the cost of establishing brand preferences is low [38]. Similarly, social media generates brand awareness through advertising and media comments [21].

However, when a customer encounters a problem with the product, interference from the use of social media can create the risk of negative reviews, so marketers must pay attention and plan to address this threat [37]. So customer interactions can be linked to consumer brand preferences.

2.4. *Empirical Review*

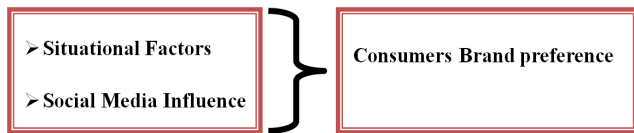
Ritter research investigated the factors influencing beer brand choice and beer drinking behavior of college students. The research has found that there is an association between college students' consumption of their favorite beer and their drinking behavior [41]. Sunkamol conducted another study on the positive influence factors of Bangkok customers' preference for beer brand A [47]. The study found that branding and social media had a positive impact on brand preference of beer brand A consumers at a significant level of 0.01, which explains 49% of the impact

on customers' brand preference.

Amadi & Ezekie conducted a study on the factors influencing the preferences of beer consumers in Nigeria, with a sample size of 354 beer consumers. The results show that there is a significant positive correlation between beer consumer advertising, peer influence, situational changes, and brand preference [3]. Fereja & Demeke studied the factors that determine the beer brand preference of Addis Ababa consumers. According to this study, age, perceived beer quality, perceived social benefits, advertising, situational influence, and peer influence have positive signs and significantly affect the likelihood of preference for beer. Situational influence was found to be significantly related to the preference for the beer brand [13].

2.5. Conceptual Framework

For the purpose of this study, brand preference was used as the main dependent variable, from the review of a broad range of literature.



Source: Own Developed (2021)

Figure 1. Conceptual framework.

3. Research Methodology

This study used both descriptive research and explanatory research. Only quantitative research approach was used. Data were collected from primary sources. The target group includes all beer consumers of Nekemte Twon. Since it was not possible to obtain a list of the population studied, non-probability sampling techniques were used, as well as purposive and convenience sampling techniques. The sample size of the study is 384. Data were collected using five-point likert scale questionnaires, choice and dichotomous yes/no questions. The questionnaires have been administered by researchers and divided into different parts; for data analysis, the statistical packages for social science (SPSS) version 24 software was used; frequency, percentage, means and standard deviation were used for analysis. Correlation and regression analysis techniques were used to calculate the magnitude of association between research variables and to determine the percentage of change caused by the explanatory variables to brand preferences. All the constructs were adopted and modified from previous research works.

4. Results and Discussion

4.1. General Demographic Variables

As shown in Table 1 below, of the 351 respondents, 92.6% were male and the remaining 7.4% were female. The results

of the study show that the majority of beer drinkers were young people aged 18-29, followed by adults aged 30-45. In addition, majority of the respondents were single, and 90.9% of them were Christian religion followers. Among all respondents, 52.7% of beer consumers hold degrees and diplomas. In addition, majority of the consumers were salaried, and have an average monthly income of more than 6000 birr.

Table 1. General demographic profile of the respondents.

S. No	Variables	Category	Frequency	Percent
1	Gender of the respondents	Male	325	92.6
		Female	26	7.4
		Total	351	100
		18-29	139	39.6
2	Age of the respondents	30-45	117	33.3
		46-60	69	19.7
		Above 60	26	7.4
		Total	351	100
		Single	187	53.3
3	Marital status of the respondents	Married	145	41.3
		Divorced	12	3.4
		Widowed	7	2
		Total	351	100
		Christian	319	90.9
4	Religion of the respondents	Muslim	12	3.4
		Waqefana	14	4
		No religion	6	1.7
		Total	351	100
		Primary	34	9.7
5	Educational level of the respondents	High school	63	17.9
		Diploma	70	19.9
		Degree	115	32.8
		Masters and above	38	10.8
		Others	31	8.8
6	Average monthly income of the respondents	Total	351	100
		Less than 1,000	64	18.2
		1,001-3,500	42	12
		3,501-6,000	81	23.1
		6,001-10,000	89	25.4
7	What is your preferred beer brand?	More than 10,000	75	21.4
		Total	351	100
		Waliya beer	84	23.9
		St George beer	69	19.7
		Bedelee beer	76	21.7
8	Do your use social media?	Habesha beer	71	20.2
		Meta beer	13	3.7
		Dashen beer	10	2.8
		Others	28	8
		Total	351	100
8	Do your use social media?	Yes	322	91.7
		No	29	8.3
		Total	351	100

Source: Own survey, 2021

In terms of consumers' favorite beer brands, the study results revealed that among the beer brands used in this study, 85.5% of the respondents prefer to consume Waliya, Bedele, Habesha and St George; 23.9%, 21.7%,

20.2% and 19.7% respectively; while the remaining 14.5% of respondents prefer Meta, Dashen and others. Finally, among all respondents, 91.7% of consumers use social networks such as Facebook, Telegram, You Tube, and others.

4.2. Descriptive Analysis

The descriptive analysis deals with the independent variables such as: situational variations and social media influences and the dependent variables.

Table 2. Descriptive statistics of situational factors constructs; N=351.

Items	Mean	Std. Deviation
I drink this beer brand when I want to impress someone	3.93	1.100
I drink this beer brand when I am at parties	3.88	1.077
I drink this beer brand for a special occasion	3.72	1.194
I drink this beer brand when I need to relax alone at home	3.72	1.137
I drink this beer at holiday festivals	3.64	1.140
I drink beer at a sporting event with friends	3.79	1.106

Source: Own survey, 2021

The mean and the standard deviation scores have been computed for all six sub constructs of situational variation dimensions. As shown in table 2 above, the average scores of the situational factors of all items are between 3.64 and 3.93, and the standard deviations are 1.140 and 1.100, respectively, which indicates that the magnitude of these situational constructs have

a high degree of influence on brand preference was higher for the item impression of someone with the mean score of 3.93; and similarly it is high for special occasions and for relaxing alone at home with the mean score of 3.64. This result implies that the majority beer consumers' responses to the sub-constructs indicate similar practices among the consumers.

Table 3. Descriptive analysis of the social media constructs; N=351.

Items	Mean	Std. Deviation
Social Media rumors change my favorite beer brand preference	3.88	1.118
Social media helps to enhance my understanding of beer brands	3.82	1.083
Social media advertisings positively affect my choices of my beer brand	3.81	1.130
The information shared on social media of my beer brand is up to date	3.81	1.034
The content shared on social media about my brand is enjoyable	3.75	1.131
I appreciate and prefer beer brand that appeared on social media	3.82	1.089
The social media account of my preferred beer brand is enjoyable	3.83	.967

Source: Own survey, 2021

As indicated in table 3 above, for the entire seven sub-constructs of the social media dimensions. The mean scores ranged from 3.75 to 3.88 with the standard deviation of 1.131&1.118 respectively, which show the magnitude of these social media constructs effect on brand choice is high for the consumers' response regarding social media rumors influence mean score of 3.88, whereas the consumers response for

influence of contents shared on social media is moderate with the mean score of 3.75. The standard deviation of the items shows that the customers were not much varied in their responses and the provided close opinion. The researcher study finding suggests that the narrow mean score range between all sub constructs of social media indicates relatively all the consumers' practice for brand choice similar.

Table 4. Descriptive analysis of brand preference constructs; N=351.

Items	Mean	Std. Deviation
I like my preferred beer brand more than any other beer brands	3.85	1.138
I choose my preferred beer brand based on its brand's reputation	3.79	1.108
My preferred beer brand meets my requirements of beer better than other brands	3.72	1.105
My preferred beer brand makes a strong impression on my visual sense	3.77	1.065
My preferred beer brand is special to me	3.48	1.151

Source: Own survey, 2021

The mean and standard deviation scores of five items of the brand preference dimension were calculated; as shown in table 4 above, the mean consumer response scores for beer brand preferences in the five sub-constructs range from 3.48 to 3.85. This shows that consumers' reactions to preferred beer brands are more influential than other constructs, with a mean score of 3.85, while items related to specialty beer

brands have a greater impact than the other items in the list, with a mean score of 3.48.

4.3. Correlation Analysis

The following research results are analyzed according to the criteria recommended by [46]; 0.1-0.29 is relatively weak, 0.3-0.49 is moderate, => 0.5 is strong.

Table 5. Inter-correlations results of variables; N=351.

No.				Mean	Std. Deviation
		1 Brand Preference	2 Situational variations	3 Social media	
1	Pearson Correlation	Brand Preference	1.000		3.72
2		Situational variations	.333	1.000	3.78
3		Social media	.784	.298	1.000

Source: Own survey, 2021

As shown in Table 5 above, the results of the correlation analysis found that there is a positive correlation between all the independent variables and the dependent variables. The study finding revealed that brand preference and social media had positively strong correlated, with the value of $r = 0.784$; consequently, there is a moderate correlation between brand preference and situational changes, with the value of $r = 0.333$, which is statistically significant at the 0.05 level (Sig. (1- tailed)) = 0.000). Therefore, it could be concluded that all the independent variables used in the study were

positively correlated with each other and with the dependent variable, and the result is statistically significant at ($P < 0.000$).

4.4. Multiple Regression Analysis

In this research, multiple regressions were conducted in order to identify by how much the independent variables namely situational variations and social media explains the dependent variable (brand preference).

Table 6. Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					F Change	df1	df2	Sig. F Change
1	.791 ^a	.626	.623	.510	290.678	2	348	.000

Source: Own survey, 2021

As shown in table 6 above, the value of the multiple correlation coefficient between the independent variable and the dependent variable is $r = 0.791$, indicating a strong correlation. The R-squared of the coefficient determination, that is, the square of the correlation coefficient (R^2) is equal to 0.626, which indicates that 62.6% of the changes in

consumer brand preference for brands of beer are caused by this investigation, and the remaining 37.4% is due to other variables not described in this investigation. The adjusted R-squared is the change explained by the combined effect of the regression of brand preference on the segregated account (62.3%).

Table 7. ANOVA result of factors affecting brand preference.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	151.504	2	75.752	290.678	.000 ^b
	Residual	90.690	348	.261		
	Total	242.194	350			

Source: Own survey, 2021

As indicated in the ANOVA table 7 above, from the estimated total observation 242.194 wanted to be explained by the regression model; 90.690 with the mean square 75.752 was explained and the remaining 151.504 with mean square of 0.261 of the total estimated observation was error or not explained by the regression model.

According to Table 7 above, the independent variable significantly predicts the dependent variable with the F-ratio of the study ($F = 75.752 / 0.261 = 290.678$), which is

statistically significant at $P < 0.05$ because the value in the column labeled (signal less than < 0.05) or the significance value is 0.000, which is less than 0.05. This means that the probability of these results occurring by chance is less than 0.05, indicating that the model is suitable for study. This means that the combination of independent variables significantly predicts brand preference and, at the same time, has an impact on consumer preference for beer brands.

Table 8. Coefficients of factors affecting brand preference.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.196	.160	1.230	.220
	Situational variations	.100	.032	.108	.002
	Social media	.825	.038	.752	.000

Source: Own survey, 2021

The results of the regression analysis of the coefficients in table 8 above show that the research variables were statistically significant at the 0.05 level. The regression equation used is the following:

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

$$BP = 0.196 + 0.100SV + 0.825SM + 0.05$$

The situational variations coefficient is positive and statistically significant at the 0.05 level, indicating that consumer beer brand preferences are affected by these situational factors. This means that as situational changes increase by one percent, while other factors remain the same, brand preference will increase by 10.8%. The findings of this study are relatively consistent with [49], which reveals that brand preferences have changed in the environment because the benefits consumers seek have changed.

The social media coefficient is positive and statistically significant at the 0.05 level, indicating that social media explains consumers' brand preference for beer products, and vice versa. This means that with a one percent increase in social media advertising, content sharing and coverage and other factors remaining unchanged, the brand preference for beer products will increase by 75.2%. This finding is consistent with a study conducted in Bangkok [47] which found that social media is significantly affected by the brand preference of beer brand A customers.

Finally, the research results show that social media has the greatest influence on consumers' brand preference for beer products, and situational variations have the least influence on beer consumers' brand preference.

5. Summary, Conclusion and Recommendation

5.1. Summary of the Findings

The purpose of the study was to examine the effect of situational variations and social media on the brand preferences of beer consumers in Nekemte. The general demographics of the respondents show that majority of beer consumers are male and young people between the ages of 18 and 29, followed by adults between the ages of 30 and 45. In addition, majority of the respondents were single, and 90.9% of them Christian religion followers. In addition, 52.7% of beer consumers were hold degrees and diplomas. Therefore, majority of the consumers were salaried, their average monthly income exceeds 6,000 birr. In terms of consumers' favorite beer brands, the research results show that 85.5% of respondents prefer Waliya, Bedele, Habesha and St George, while the rest of the respondents prefer other brands. Finally, among all respondents, 91.7% of consumers use social media networks such as Facebook, Telegram, and You Tube.

The results of the grand descriptive analysis show that the mean score of the predictor variables and brand preference is between 3.72 and 3.82. Therefore, the researchers' research

results show that the influence of social media on brand preference is greater than other variables with the highest mean score, while the situational variations influenced list with the mean score.

The results of the correlation analysis study showed that there was a positive correlation between the independent variables and between the dependent variables; the results were found to be statistically significant ($P < 0.000$).

The results of regression analysis show that the study variables were statistically significant at the 0.05 level. Therefore, the coefficient of determination (R^2) is equal to 0.626, which indicates that 62.6% of the changes in consumer preference for beer brands were explained by independent variables, while the remaining 37.4% are explained by other variables that were not considered in the study. In addition, the research results show that social media has a greater impact on consumers' brand preferences for beer products; while situational variations have less impact on beer consumers' brand preferences, with standardized betas of 75.2% and 10.8%, respectively.

5.2. Conclusion of the Findings

This research provides insight about the relative importance of consumers' perceptions of social media, as well as the situational variations in consumers' preferences for beer products.

The researchers' research results recognize that consumer preference for beer brands depends on various contextual changes in the surrounding environment, such as events, parties, impressions, special occasions, festivals, etc. Based on this finding, the study concluded that social media networks are considered a powerful tool for obtaining relevant information. However, people's views on products on social media depend on the information received, which may affect future consumers' preferences for choosing their favorite beer brand.

Based on the results of multiple regression analysis of standardized regression coefficients, it can be concluded that the predictive factor that has the greatest influence on the choice of preferred beer brand is social media; while contextual factors have little effect on consumers' preference for choosing their favorite beer brand.

5.3. Recommendations

Based on the research results and conclusions, the researchers put forward some important recommendations on social media and situational variations, which will significantly affect consumers' choices of preferred beer brands.

- 1) The researchers' findings indicate it is better for breweries to emphasize situational motivating factors in their marketing plans, especially when designing promotional tools to increase the company's product preference in Nekemte.
- 2) Since more consumers are associating with social media

such as Facebook, Telegram, YouTube, Google, etc. Producers should emphasize the design of effective promotional plans on social media. It is also advisable to share clear information, provide convenient access, display the brand on your pages, and communicate widely with customers through the use of social media.

- 3) In addition to the variables studied, breweries are better at building credibility in society, in case they become losers, because these factors affect consumer preferences. They should pay attention to consumer decision-making criteria as a guide to increase consumers' preference for their beer brands; especially for the list of preferred beer brands indicated in this study.

5.4. Future Research Direction

Although this study has made valuable findings, the study still has limitations. This is also done from the perspective of consumers. It is not clear to what extent the substantive results of this study can be extended to other metropolitans. Therefore, more research is recommended to consider other regions in the country, and it is also recommended to include the views of manufacturers and distributors.

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