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FACTORS AFFECTING CHANNEL CHOICE IN THE CASE OF INDIVIDUAL CUSTOMERS AIR TICKET PURCHASE

By: Amanuel Belesti

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Addis Ababa, Ethiopia**

**Addis Ababa University School of Commerce
Office of Graduate Studies**

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CASE OF INDIVIDUAL CUSTOMERS AIR TICKET
PURCHASE**

By: Amanuel Belesti

Research Advisor: Temesgen B. (PHD)

**A Research Paper Submitted to Addis Ababa University College of Business & Economics
School of commerce in Partial Fulfillment of the Requirement for the Award of Masters
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**May, 2015
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**By
AMANUEL BELESTI**

APPROVAL OF BOARD EXAMINERS

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Signature: _____

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Internal Examiner

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DECLARATION

I declare that this research paper entitled '**Factors Affecting Customers channel choice in making a Purchase**'**The Case Of Ethiopian Airlines International Air Travelling Individual Customers AirTicket Purchase From TravelAgencies in Addis Ababa**' is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study has been appropriately acknowledged.

By: Amanuel Belesti

Signature:_____

Date:_____

STATEMENT OF CERTIFICATION

This is to certify that **Amanuel Belesti Mihret** has carried out his research work on the topic entitled “**Factors Affecting Customers channel choice in making a Purchase**”**The Case Of Ethiopian Airlines International Air Travelling Individual Customers Air Ticket Purchase From TravelAgencies in Addis Ababa.**The work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management.

Research Advisor: Temesgen B. (PHD)

Signature: _____

Date: _____

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Let this be dedicated to our amazing and shining little angel Yohanna and her great grand mom Emmeyeye in whose continues prayers I grab a bright hope for the future.

LIST OF ABREVAITIONS AND ACCRONYMS:

ET – Ethiopian Airlines

IATA –International Air Transport Association

ICTs – Information Communication Technologies

MRT – Media Richness Theory

CET – Channel Expansion Theory

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ABSTRACT

The main goal of this research is to find out the factors that affect individual customers of Ethiopian airlines in their choice of the travel agency channel outlet for their international air ticket purchase. It tried to order the factors according to their significance effect on the customers channel choice. The paper also covered to see if the factors have any different effect across the demographic profile of respondents. The study examined seven factors that were taken from prior research works on offline channels of distribution in a multichannel scenario's. All responses were collected by using a structured questionnaire through convenience sampling (n=239). Data was analyzed using SPSS software to obtain descriptive statistics, comparing mean scores (i.e. independent t-test and ANOVA) and other analyses (i.e. correlation analysis and multiple linear regressions). According to the study findings, four factors: price, service, contact speed and immediacy of feedback were identified as the main factors that customers of Ethiopian airlines perceive to be important in influencing their choice of the travel agency channel outlet. However, the influences of contact speed and immediacy of feedback were found to be the more important factors than the other two factors. The study also finds out that prior experience, geographic location and language variety have no significant effect on customers channel choice in purchasing an international air flight ticket from travel agencies inAddisAbaba. The finding of the study showed that there is a significance difference in perceiving the seven factors between and among the customers of Ethiopian airlines with different demographic profiles. Price and service were found out to affect male customers more while immediacy of feedback affected female respondents. The adult age category also showed a higher sensitivity to the factors price, service, contact speed and immediacy of feedback. The factors prior experience and price prevailed across respondents of different marital status, income, education and travel experience with Ethiopian airlines international flights. After examining the results and reaching on conclusions, the researcher recommended that both Ethiopian airlines and travel agencies should focus their attention on the four factors found to be important in the channel choice of individual traveling customers of the airline so as to attract new customers and retain the existing ones.

Keywords: Customers Channel Choice, International Air Travelers, Travel agencies, Ethiopian Airlines

CHAPTER ONE

INTRODUCTION

The introduction chapter explains the purpose of this research. It consists of the background of the study, statement of the problem, objectives of the study, research questions, research hypothesis, significance of the research, scope of the study, limitation of the study, definition of terms and organization of the study.

1.1. Background of the Study

Marketing is a key component of any business activity that aimed at making profit or achieving certain objectives. And one of the major components of marketing is creating a link between the producer and consumer which is able and willing to buy the product or service. These links are known as Distribution Channels.

Distribution channels are a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or industrial user (Kotler, 1999).

There is intense debate at the present time as different channels result in different costs, and because they vary in the extent to which they allow airlines to exercise proper and necessary control of the market. It is also an area where radical and controversial change is occurring, as carriers become increasingly adept at exploiting the potential open to them from on-line distribution (Stephen, 2007).

Since the human mind contains as many interacting neurons as there are leaves in the Amazon jungle, it is not surprising that buying behavior is never simple. Complicated it is, but understanding buyer behavior is central to marketing management. As marketing ends with consumption, so is marketing management must begin with understanding customers (Kotler, Armstrong, & Veronica, 2008). Understanding the factors that influence consumers' behavior is crucial to the design of marketing programs. Studying consumer attitude is one of the ways of gaining insight into consumer behavior. Attitude plays an important role in consumers' purchase

decision making. Therefore, marketers should try to change consumers' attitude through the use of various marketing instruments.

The airline industry is a multi billion industry with a huge capital base. It is a well known fact that almost all airlines employ different channels of distribution so as to reach large number of customers and remain strong competitor in the ever competitive industry. Designing effective and efficient marketing channels is basically an important issue and a strategic focus area for the different airlines operating in the world.

The number of air travelers in Ethiopia is increasing from time to time. Apart from this Addis Ababa city is a residence for many Embassies and global companies, packed with a huge and frequent need for air ticket purchase from this corporate customers. Not only this companies that account as corporate clients for the different channel members but also quiet a large number of individual travelers are found that purchase air tickets be it for their business, medical reason, study, leisure or family trip...etc

As per the information orally taken from Galileo Ethiopia branch, there are 15 ET owned city ticket offices and 91 IATA accredited travel agencies plus more than 100 Non IATA travel agencies in Addis Ababa that are in the business of selling air Tickets and making reservations of many different airlines that have service to Addis Ababa.

There are 12 international airlines giving service to and from Addis Ababa at the moment. Ethiopian Airlines (ET) is the national carrier where as the rest eleven namely Emirates (EK), Lufthansa (LH), Turkish Airline (TK), Kenyan Airways (KQ), Qatar Airways (QR), Saudia Airlines (SV), Yemenia (IY), Gulf Air (GF), Egypt Air (MS), Sudan Airways (SD), and Fly Dubai (FZ).

Ethiopian airlines (ET) is the flag carrier of Ethiopia and one of the strongest and leading airline in our continent being a successful competitor in the global market. It has employed three main channels of distribution in Addis Ababa to accommodate the growing demand for air traveling. These are the Airline owned City Ticket offices, Travel agencies and online purchase from its own website.

In this research we will closely look at the Airline industry taking the case of Ethiopian Airlines international traveling customers that gets the airlines service from travel agencies to understand the various factors that are affecting channel choice of individual travelers (customers) so as to choose private travel agencies from the other two alternatives outlets.

1.2 Statement of the Problem

There are a number of distribution channels by which airlines present their products to end consumers (travelers). Overall, questions of distribution strategies are today amongst the most controversial in the whole field of Airline Marketing. It is essential that airlines should control their distribution channels as it is largely their money that is at risk through these channels. The problem is that safeguarding long-term channel control may conflict with short-term objectives to maximize revenues, especially given the powerful positions that the industry's wholesalers and retailers have been able to build. (Stephen, 2007)

Though many studies on the airline distribution channels this a day's pronounce that there is a high trend among many airlines in switching from the traditional travel agency and city ticket offices channel outlets to online distribution through an airline's own websites and online travel agencies, the researcher as an employee on the two channel outlets of Ethiopian airlines (i.e. ET own city ticket office and travel agency) in Addis Ababa believes it's not yet the case in Ethiopia and specifically in Addis Ababa. It is common to witness long queues in the different city tickets of the airline in Addis Ababa while there are quiet large numbers of privately owned travel agencies both IATA accredited and Non IATA that are flourishing in fast pace so as to take their portion of the market.

As to the knowledge of the researcher, there are quite a number of studies in the airline industry taken regarding customers behavior towards online e-Ticket purchases and passenger's choice of airline. But the researcher believes there is a gap in knowledge and findings regarding factors affecting individual's decision making in choosing from among different distribution channel outlets to purchase an air ticket for their international travel be it for business, medical reason, study or leisure in the case of Ethiopian market and Ethiopian airlines.

The researcher has studied why Ethiopian Airlines international travelling customers prefer privately owned travel agencies from among the other channel outlets employed by the

airline and what factors are triggering their decision making to choose travel agencies for their purchase of an international air ticket.

1.3 Research Question

The research addressed the following questions:

1. What factors are affecting ET customers' channel choice decision in purchasing their international air ticket from travel agencies?
2. Which factor(s) have the most power in affecting ET customers' channel choice decision in purchasing their international air ticket from travel agencies?
3. Do the determinant factors of ET customers' channel choice decision to purchase their international air ticket from travel agencies vary across demographic profile of respondents?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to answer the factors that guide the international traveler's decision making in choosing the travel agency service outlet from among the different distribution channels of Ethiopian airlines and why? Based on this assessment the paper tries to infer the major factor(s) affecting individual travelers to choose one channel outlet over the other in purchasing an international air ticket, helping the airline to focus its attention on the best outlet that can give both value and satisfaction to the customer.

1.4.2. Specific Objectives

- To find out which factors are affecting ET customer' channel choice decision making in choosing travel agencies in purchasing their international air ticket.
- To find out which factor (s) have the most power in affecting ET customers decision making in choosing travel agencies to purchase their international air ticket.
- To find out if there is any variation in the determinant factors of ET customers' channel choice to purchase their air ticket from travel agencies and the demographic profile of the respondents.

1.5 Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual framework the following seven hypotheses have been tested:

H0: There is no significant association between prior experience and customers channel choice.

H0: There is no significant association between Service and customers channel choice.

H0: There is no significant association between Price and customers channel choice.

H0: There is no significant association contact speed and customers channel choice.

H0: There is no significance association between geographic location and customers channel choice.

H0: There is no significant association between immediacy of feedback and customers channel choice.

H0: There is no significance association between language variety and customers channel choice.

1.6 Significance of the Study

This research is believed to narrow the gap in knowledge about the decision making and choice of airline passengers from among the different distributional channels employed by airlines by taking the case of Ethiopian Airlines customers that get the service from travel agencies. The research will also help ET's management to check whether the travel agency channel out let is effective in Addis Ababa and to know what factor(s) influence its customers in deciding to purchase from travel agencies and why. Last but not least the research is believed to benefit travel agency owners and/or managers to closely understand the needs of their customers through capturing the major factors affecting their customers to choose this specific channel.

1.7 Delimitation/Scope of the Study

Due to the cost and difficulty to maintain large number of population and the fact that large number of the international travelling customers of ET resides in the capital city, the research was conducted by studying the purchase decisions of individual Ethiopian airlines customers at selected main travel agencies and the airlines own city ticket offices in Addis Ababa only.

Furthermore this research focused only on the factors those ET customers perceive to be important'' in their choice of travel agency channel outlet to purchase their international air tickets. The factors that influence consumers' purchase decision in choosing from among available distribution channels of another airliner to purchase e-tickets may differ, so generalization of the findings of this research beyond Ethiopian airlines case in Addis Ababa is not recommended.

1.8 Limitation of the Study

The study is conducted on Ethiopian Airlines international air travelling individual customers to be found at selected travel agencies and the airlines selected own city ticket offices in Addis Ababa. Corporate clients of ET that have their own travel units and/or that facilitate air ticket purchase via their office purchasing departments are not to be included in the study.

1.9 Operational Definitions

→ Channel of distribution – Ethiopian airlines main distribution outlets, i.e. ET main city ticket offices, Travel agencies and online purchases from the airline's own website.

→ Customers' Channel Choice –Ethiopian airlines customers choice of the travel agency distribution outlet.

→ Purchase Decision – the choice of ET customers in purchasing international flight tickets from travel agencies.

→ IATA – International Air Transport Association -the trade association for the world's airlines, representing some 240 airlines or 84% of total air traffic. It supports many areas of aviation activity and helps formulate industry policy on critical aviation issues. (IATA , 2015)

→ IATA Accredited Travel Agency – A travel agency that has the acceptance and unique identification number with the authority to make reservation and issue e-tickets on behalf of the different airlines up on initial agreement.

→ Non IATA Travel Agency – A travel agency that can only make reservations or bookings on different airlines without issuing e-tickets at their office.

→ ET international travelling Customers: – clients of Ethiopian airlines who have bought an international air ticket or that are purchasing at the time of conducting the research (i.e. customers that are travelling or have already travelled crossing an international border, out of Ethiopia using Ethiopian airlines service in the past three years. Donald and Hawkins (Hawkins, 2005), defines a customer as “all purchasing agents in companies and government agencies that have bought any of our products in the last three years”.

1.10 Organization of the Study

The research paper will be organized to include five chapters. The first chapter will include background of the study, statement of the problem, general and specific objectives, significance, delimitation and limitation of the study. The second chapter will discuss the review of related literature, theoretical and conceptual framework. The third chapter will incorporate the research methodology, consisting of research design, sources of data collection, sample size and sampling procedures, method of data collection and data analysis. In the fourth chapter the data analysis and interpretation will be presented, followed by the fifth chapter that comprises the conclusion and recommendation part of the research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter provides an insight to readers about the theoretical view of the topics under study. In line with objective of the study, the chapter covers topics related to consumers' decision making, the information search of the decision making process, distribution channels, distribution channels in the airline industry, operations of travel agencies, travel agencies in Ethiopia and a conceptual framework drawn from a theoretical ground taking seven factors that are believed to affect customers choice of an offline distribution channel outlet.

2.1 Consumer Decision Making

Consumer decision making could be defined as the “behavior patterns of consumers that precede, determine and follow on the decision process for the acquisition of products, ideas or services” (Du Plessis, 1991) Consumer decision making has long been of great interest to researchers. Early decision making studies concentrated on the purchase action. It was only after the 1950's that modern concepts of marketing were incorporated into studies of consumer decision making, including a wider range of activities(Engel, 1995).

The contemporary research indicates that more activities are involved than the purchase itself. Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed accordingly.

2.2. Consumer Decision Making Process

Several models have been developed to describe the decision making process complex models usually comprise five stages (Kotler et al, 2008). A model which is commonly applied can be seen in Figure 2.1.

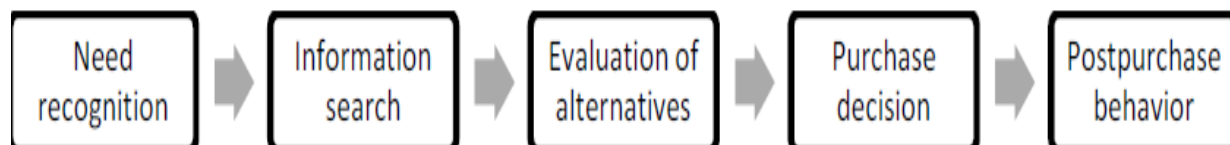


Figure 2.1 Buyer Decision Process ; Source: adopted from Kotler et al. (2008)

2.3. Consumer Decision Making Process (Information Search)

After the need recognition stage consumers start to collect information about the planned purchase. However, this stage and the stage of “evaluation of alternatives” can be skipped by consumers with a high drive who are directly exposed to a satisfying product (Kotler et al, 2008).

Customers who however engage in information search will first of all take in to consideration their own knowledge and search for different alternatives to satisfy their need or solve their problem. If the alternatives retrieved are satisfactory, the process of information search can be stopped at that point of time. If this is not the case, customers will engage in external information search (Pizam & Mansfield, 1999). Numerous sources are available for information seeking consumers, Kotler et al. (2008) established four categories of external sources which are personal sources as friends and family, commercial sources (e.g. salespeople, advertising, internet), public sources as mass media and experiential sources which are about the personal usage, examination and handling of a product. Kotler et al. (2008) mentioned in addition that in general consumers acquire most information from commercial sources but personal sources are the most effective ones as they have the largest influence on the buying decision.

Pizman and Masfeld (1999) detected common categorization on those categories which partly overlap with the ones on Kotler et al. (2008) personal sources (e.g., friends and family), marketer dominated sources (e.g., brochures, ads), neutral sources (travel agents and travel guides), and experiential sources (visits before purchase, inspection). Illustrating the importance of those sources, the authors' findings about the information search behavior of visitors of an historic attraction showed that 39% of contestants did not collect any external information. Those who engaged in collecting information rated personal sources as most important which goes along with findings of Kotler et al. (2008).

Kossmann (2006) added to this and explains that in a service context word of mouth as a personal source has the highest influence and convinces customers easily. The impact of neutral sources as travel agents or travel guides is also described as considerable as they are perceived as unbiased.

Furthermore Pizman and Masfeld (1999) have mentioned that several authors also include the internet as one category of external sources for information search. Rational models suggest that information search is conducted as a part of the buyer decision process and should help customers to make a good decision based on facts.

Kozak and Decrop (2009) on the contrary describe the information search of consumers in the tourism segment as non-rational and non-goal oriented. Travelers are in many cases involved in ongoing information search, meaning that they collect information even if they don't necessarily intend to purchase a product. Pizam and Mansfield (1999) says that customers might obviously benefit from information collected in the past when making a buying decision but they also collect information from travel magazines, travel TV channels or from friends and family who share their travel experiences.

Gaining knowledge about when customers switch from ongoing information search to goal-oriented pre-purchase information search is critical for researchers (Pizam & Mansfield, 1999). New information communication technologies (ICTs), notably the introduction of the internet widely changed the process of information search. Fodness & Murray (1997) as cited by Buhalis and Law (2008), by using ICTs customers can reduce the risk that is linked to purchasing a travel or holiday product and ensure a high quality of their purchase.

Knowing consumers motives are valuable for gaining deeper insights about customers and to shape their actions by sending out messages that cater their specific motives. In a study carried out by Black (2002) vast material of literature covering motives that might shape consumer channel selection has been observed. The most significant factors uncovered in this study include: perceived risk, convenience, transaction costs, ease of use, preference for dealing face to face, concerns about safety and risk, complexity, trust and flexibility.

Nicholson, Clarke, and Blakemore (2002) in one study investigated how and why consumers go for a particular retail channel to make a purchase and so they assimilated situational variables. The study proposed that when individuals are faced with various distinguished situations; they pick different retail channel which best suits their current situation. The decision for channel

choice in such a context is dependent upon the prevailing circumstances being experienced by the consumer.

Sheth(1974) States that the choice of retail channel is made by consumers after the comparison of distinctive characteristics of retail channel with the motives behind this choice and the retail option which best fulfills all the needs and drives of consumers. Then that channel becomes the final choice. Contemporary retail channels in travel retailing context offer consumers with several benefits such as convenience of purchasing irrespective of geographical, physical and time constraints. Consumers are free to make purchases whenever and wherever they are by spending lesser effort and time, saving their travel costs while still benefiting from capacious and extensive choice selections yet a physically secure and sound shopping experience right in their desired geographical setting.

Reardon J and McCorklr (2002) in their study determined that 'effort' was the most critical motivation of channel choice; the most convenient, adaptable and easy reachable channel becomes consumer's choice since it reduces effort in terms of both time and energy. They extracted identical results from other studies further adding that effort is a situational determinant which explains that based on different situations consumers opt for different channels available to them in the multiple retail arena. Consumers' choice of distribution channel is based on different determinants including availability of time and resources, their inference and estimation of costs versus the benefits of choosing a particular channel as well as the restraint of capital.

Schoenbachler & Gordon (2002) carried out a qualitative study undertaking certain retail alternative: brick-and-mortar, internet, catalogue or an amalgamation of these multiple channels options. "The study proposed five crucial motives influencing the choice of consumer while making a selection among available retail channel formats. (i) the supposed risk related with the preference of a particular channel including financial, social or physical or a blend ; (ii) the earlier marketing know-how and experience which refers to past channel choice preference (iii) the drive to adopt a certain channel which is subjected to customer's demographic characteristics which include age, education, income, occupation, household size. Also the lifestyle (need for convenience,) consumers were taken in consideration ; (IV) The nature of product/service type.

Certain product categories are more appropriate for selling through web while others that might be perishable or need to be felt or observed with physical senses are suitable to be sold using traditional retail formats. (V) The design of the retail channel which refers to various benefits such as its eye appeal, user friendliness, accessibility, agility and simplicity of purchase process.

2.4. Distribution (Marketing) Channels

Distribution channels are a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or industrial user (Kotler, 1999).

According to the book by the above scholar marketing channels play a prominent role in availing a product or service to the end consumer by working in collaboration with the parent company or organization. A distribution channel moves goods from producers to consumers. It fills the main time, place and possession gaps that separate goods and services from those who would use them. Members of the marketing channel perform many key functions. Some help to complete transactions like information gathering and distributing marketing research and intelligence information about actors and forces in the marketing environment needed for planning and facilitating exchange. Developing and spreading persuasive communications about an offer, Negotiation to reach on an agreement on price and other terms of the offer, so that ownership or possession can be transferred. Marketing channels also take the tasks of physical distribution. Transporting and storing of goods, acquiring and using funds to cover the costs of the channel work, and assuming the risks of carrying out the channel work.

“The question is not whether these functions need to be performed, but rather who is to perform them. The producer can eliminate or substitute institutions in the channel system, but the functions cannot be eliminated. When channel members are eliminated, their functions are moved either forwards or backwards in the channel, only to be assumed by other members. In short, the producers can continue their operations without intermediaries, but they cannot eliminate their functions” (Kotler, 1999).

As discussed in many marketing books and literatures, there are two levels of distribution channels a direct channel and an indirect one.

2.4.1 Direct Channels

It is also known as zero level or direct selling because no middlemen are involved in delivering the final product or service to end consumers. A producer may sell directly through his own retail stores. This is the simplest and the shortest channel. It is fast and economical. Small producers and producers of perishable commodities also sell directly to the local consumers. Big firms adopt direct selling in order to cut distribution cost and because they have sufficient facilities to sell directly to the consumers. The producer or the entrepreneur himself performs all the marketing activities.

2.4.2. Indirect Channels

These are channels where by two or more intermediaries are involved in channeling the final product or service to end consumers. It can be one stage channel and/or two or more stages. These kinds of channels use retailers or wholesalers who purchase in large quantities from the producer and perform certain marketing activities in order to sell the product to the ultimate consumers.

2.5. Channels in the Airline Industry

Literatures on the airline industry customers' choices of consumers regarding selection of distribution channel for their air ticket purchases tried to explore the consumers' motives which guide them to choose among traditional and modern distribution channels while purchasing air ticket.

'In air ticket distribution Travel Agents are regarded as the indirect channel of distribution since they work as a facilitator between the producers i.e. Airlines and final consumers. They also facilitate wholesalers. The tour operators in travel industry can be seen as wholesalers as they provide package holidays by collectively putting offers, services and products bought from various producers'' (Stephen, 2007).

Vassos(1996) in his study explained that the most critical challenge and treat faced by indirect channels comes from the outburst of direct channels for distribution. Internet is one such direct channel which allows direct interaction between producers and final consumers. Other than internet the direct channels for air ticket distribution include airlines' own ticket offices and reservation centers.

Stephen,(2007)on the other hand conferthat traditional travel agents also enjoy the perk of being a well established and most widely recognized channel. Travel Agents continue to carry the most significant role on the market because of their long term relationships and trust that they have managed to build in years.

Bouvard & Somosi(1997) Undertaking the evolution of Airline distribution channels explains that air ticket distribution has undergone a notable change in the past few years with the advancement in communication technology. The new technology has made it possible to distribute tickets electronically using internet much more efficiently. Since electronic ticketing involves use of internet; therefore the more the customers at ease to use Internet, the greater would be the chances of the success of this channel. Other than indirect channels such as travel agents; the distribution of airline tickets is also carried out through dedicated ticket sales offices.

2.6 Operations of Travel Agency

As discussed on a course material on travel agency and tour operation business, a travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent. In some countries, airlines have stopped giving commission to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies still give them a set percentage for selling their product. Major tour companies can afford to do this because if

they were to sell a thousand trips at a cheaper rate, they still come out better than if they sell a hundred trips at a higher rate. This process benefits both parties. It is also cheaper to offer commissions to travel agents rather than engage in advertising and distribution campaigns without using agents.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, caused by either their own company or a supplier's. They will advertise the fact that they are guarantee bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer a refund. Many British and American agencies and tour operators are bonded with the International Air Transport Association (IATA).

2.7 Travel Agencies in Ethiopia

At the time this research is compiled there are 91 IATA accredited travel agencies in Ethiopia. Among these 36 are tour and travel agencies whereas the rest are solely travel agencies that are engaged in air ticket sales only. The tour and travel agencies deal with tour arrangement within Ethiopia for incoming and domestic tourists in addition to air ticket sales. All the travel agencies are located in Addis Ababa except for two which are located in Mekalle and Dire Dawa.

Since 2012, most airlines in Addis Ababa have removed the commission they used to give to travel agencies and have introduced a fixed service charge fee per ticket. Travelers in Ethiopia can choose to purchase their ticket from three main outlets, airline own websites, airline own ticket offices and travel agencies. The price that travelers get in airline offices and travel agencies is supposedly similar. However, it is the travel agencies decision regarding service charge fee beyond and above the fixed service charge amount.

2.7 Conceptual Frame Work

There are many different theories forwarded by different scholars that have researched about consumer channel choice. The current study makes use of ideas from the two theories discussed below which were also in depth discussed on the research works of Piterson (2009) and Dijk (2007).

2.7.1 Media Richness Theory (MRT)

As affirmed by Daft and Lengel (1986), MRT states that media differ in 'richness' based on their capacities to provide immediate feedback, language variety, personalization, and multiple channels or cues. According to the theory, face-to-face contact is the richest, followed by the telephone, e-mail, and websites. The theory states further that different tasks require different media in order for communication to be most effective. Equivocal tasks require rich media, whereas uncertain tasks require lean or poor media.

MRT assumes that people can choose the medium that fits the task that they have to perform. With simple, generic tasks (such as passing data), people choose a poor medium; with ambiguous tasks (like problem solving), people choose a rich medium. Actually, it has been argued that people do not think and act so rationally when they think about what medium to choose to fit the task (Fulk & Boyd, 1991). Apparently other factors besides just the characteristics of the medium and the nature of the task determine the choice of a medium. Fulk and Boyd (1991) present the Social Influence Model, a model based on the assumption that the choice and use of media are a subjective process, based not on the objective characteristics of task and media, but on perceptions of task and media characteristics. These perceptions are largely socially determined, so a person's social environment mainly influences his or her media use.

2.7.2. Channel Expansion Theory (CET)

Carlson and Zmud (1994) propose the Channel Expansion Theory (CET), as a means to improve MRT. It is not directly meant to be a model describing or prescribing channel choices, but as a theory that describes media characteristics. Even though it is meant as an improvement for MRT, there are similarities between CET and some aspects of MRT. Basic idea behind CET is that when experience with a medium increases, its richness increases as well.

The Channel Expansion Theory (CET) is a logical theory in the line of reasoning of the MRT model. Creators of both theories always argued that their approaches are complementary, rather than opposing views. CET tries to incorporate both theoretical approaches in one model. It

argues that media have objective characteristics (by Carlson and Zmud labeled as nominal media richness) and subjective characteristics (labeled perceived media richness).

Another research by Rice and Shook (1990) has also proposed that previous experiences have an important influence on media use. Previous experiences include: individuals' cognitive differences in preferences and competencies for using various media, subjective evaluations of media, previous experience with particular media, and individual communicator styles.

In general, researchers should aim to base their investigations upon objective evidence, supported by theory. A theory is a conceptual scheme based on foundational statements called axioms that are assumed to be true. (Malhotra & Briks, 2007)

The researcher have adopted seven major factors that influence individuals channel choice by taking in to consideration the standard and prevalent pretested measures available in literature on channel choice by William Piterson, 2009 and William Piterson and Jan Van Dijk (2007).

The concept and the specific factors were adopted in quite many similar research works related with the airline industry and other service rendering organizations channel distribution. The above factors are widely used for offline channel distribution outlets of companies. Since the current study was intended to know the major factors affecting Ethiopian airline customers purchasing their international air ticket from travel agencies, the factors are believed to fit well with this offline or traditional channel outlet.

Factors Affecting Channel Choice

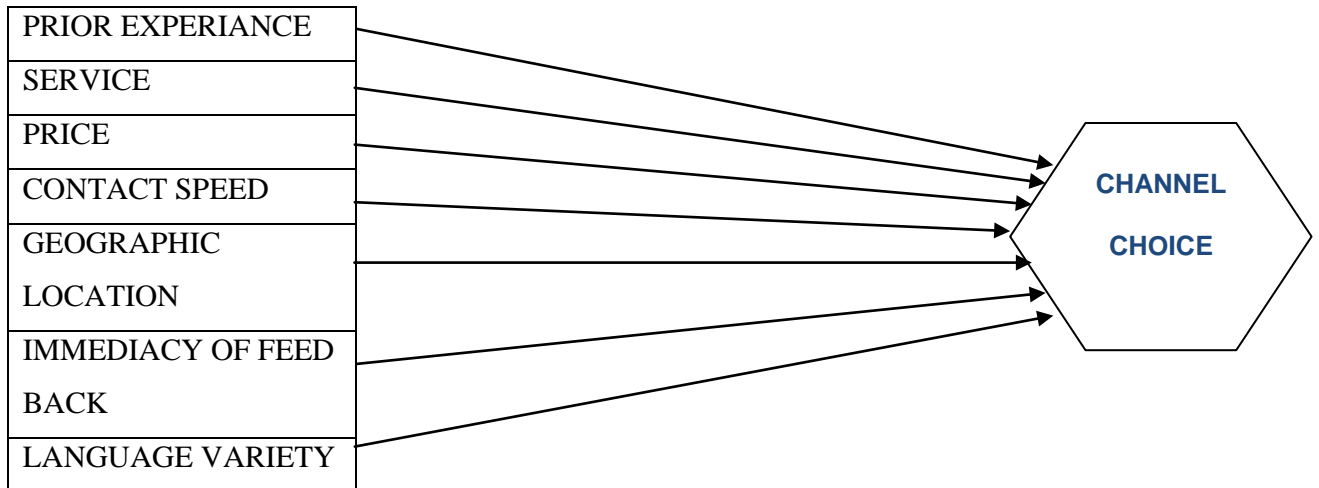


Figure 2 Conceptual framework

Source: adopted from (Pieterse, 2009; Pieterse & Dijk, 2007)

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents a detail discussion about the type of research methodology and methods that are employed in this research. The first section highlights an outline of the research design followed by the source of data, population and sample design, research instruments, data analysis methods, reliability and validity issues and ethical issues.

3.1 Research Design

This study is aimed at addressing the factors that affect individual customers of Ethiopian airlines in their channel choice decision of selecting travel agencies for their international air ticket purchase. It is a quantitative research approach that makes use of explanatory research method..

3.2 Source of Data

Both primary and secondary sources of data will be used in the study. Primary data will be obtained from selected respondents using closed ended questioner while secondary data will be retrieved from books, journals, previous research works, websites etc

3.3 Population and Sample Design

3.3.1 Study Population

The target population of the current study included all international traveling customers of Ethiopian airlines that frequently use Ethiopian airline's services and/or those who purchased an international air ticket from travel agencies within the past three years. Therefore the study population includes all international travelers who used Ethiopian airline's service purchasing from travel agencies at least once in the past three years.

For the current study, however, the researcher made use of samples taken only from some selected travel agencies and customers found at the airlines own city ticket offices in Addis Ababa due to time and resource constraints.

3.3.2 Sampling Technique

A non probability sampling technique, convenience sampling, was used for the study. Convenience sampling is where the respondents are selected because they happen to be at the right place and at the right time. Convenience sampling is used to obtain a sample of element because it is impossible to estimate or calculate the probability of the selection for each element in the population(Malhotra & Briks, 2007).

Non probability sampling can be used in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling(Kothari, 2004). In non probability sampling there is always the danger of bias, however, if the investigators are impartial, work without bias and have the necessary experience so as to take sound judgment, the results obtained from an analysis of deliberately selected sample may be tolerably reliable(Kothari, 2004).

One criterion needs to be met in defining the qualified respondent for the current study was that, respondents should be individuals who are frequent consumer of Ethiopian Airlines service by purchasing from a travel agency.

The researcher is impartial since has no interest of manipulating the outcome of the research as the study is meant for academic purpose. Regarding the experience, the researcher has relayed on the guidance of the advisor in conducting the research.

3.3.3 Sample Size

“For all non-probability sampling techniques, other than for quota samples, the issue of sample size is ambiguous and unlike probability sampling, there are no rules in determining sample sizes” (Saunders et al, 2009). Sample sizes used in similar studies, completion rates of survey questioners, and resource constraints are among the criterion used in determining the sample size of a certain study.(Kothari, 2004; Malhotra & Briks, 2007). Malhotra and Birks (2007) have further provided a rough guideline for determining sample sizes particularly for non probability sampling techniques that is developed based on experience. Accordingly, for problem solving

researches, test marketing studies and product test researches the minimum size of sample is 200 while the typical range of sample size falls between 300 and 500.

On the other hand the researcher have seen some relatively similar researches conducted in the area of channel choice in multiple distribution arenas and much of the studies used sample size that ranges between 220 and 300 respondents (eg. Shamaila, Amina and Syeda, 2011; Talha Harcar and Ugur Yucelt, 2012).

Therefore, by taking in to account the sample sizes used in the above and other similar studies; the available resource; and considering the completion rate of questioners so that to maximize the number of usable responses; the current study has used a sample size of 250 respondents.

3.4 Research Instrument

The questionnaire had been first drafted in English and then translated into Amharic. The survey questionnaire has items for measuring the factors affecting ET's individual international travelers that purchase from travel agencies as well as demographic questions. The measurement scales came from existing scales used by (Piterson, 2009), to measure the seven factors (prior experience, price, service, contact speed, geographic location, immediacy of feedback and Language variety) on a five-point Likert scale (1 strongly disagree to 5 strongly agree).

Before administering the questionnaire, preliminary interviews were conducted with my advisor and with professionals related to the subject under study to validate whether the questions used in the questionnaire are adequate to capture the phenomenon of interest or not.

3.4.1 Independent Variables

Seven factors affecting customers' channel choice are used in this study. The scales are all adopted from (Pieterse 2009; Pieterse & Dijk 2007) with a bit of modification to the current study. Accordingly, three items for prior experience, four items for service, four items for price, three items for contact speed, three items for geographic location, three items for immediacy of feedback and two items for language variety are used.

3.4.2 Dependent Variables

The dependent variable on this study is the channel choice of customers (i.e. the choice of travel agency service outlet of Ethiopian airlines).

3.4 Data Analysis Methods

All statistical procedures were conducted using Statistical Package for Social Science (SPSS) version 21 software and relevant data analysis needed to answer the research questions was carried out. Prior to analysis, the data was adjusted for omissions, legibility, and consistency.

The data analysis was made by using both descriptive and inferential statistics. Descriptive statistics such as frequencies, percentages, means and standard deviations was used to summarize and present the data. In addition to this, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables.

With regard to inferential statistics, regression analysis was used to test the significance contribution of each independent variable to the dependent variable channel choice. Moreover, one way ANOVA and independent sample T-test was used to see the mean difference among demographic profile of respondents on the factor they perceive important in choosing travel agencies from among other channels of Ethiopian airline for their international air ticket.

3.5 Validity and Reliability Issues

In order to test the internal consistency of variables in the research instrument Cronbachs alpha coefficient was calculated. As Zikmund, Babin and Griffin (2010) state, scales with coefficient alpha between 0.6 and 0.7 indicates fair reliability.

Overall, the internal reliability coefficients for the entire constructs are moderate strong to very strong as all alpha coefficients are more than 0.7. In conclusion, the relationships among the items are reliable for further analysis.

In order to ensure the quality of this research design content and construct validity of the study was checked. The content validity was verified by the advisor of this research, who was looking into the appropriateness of questions and the scales of measurement. Peer discussion was also

another way of checking the appropriateness of questions. Moreover, the pilot test that was conducted prior to the actual data collection have helped to get valuable comments.

Table3.1 Reliability Analysis of Variables

Variables	Cronbach's alpha coefficient	Number of items
Prior Experience	0.795	3
Service	0.777	4
Price	0.842	4
Contact Speed	0.802	3
Geographic Location	0.779	3
Immediacy of Feedback	0.866	3
Language Variety	0.799	2
Customers Channel Choice	0.831	3

Source: Survey Data (2015)

3.6 Ethical Issues

The study considered ethical issues that may arise in the course of undertaking the research by precisely communicating respondents about the objective of the study to get their free consent to respond to the questionnaire. They were promised that all data to be collected will be used solely for the academic study purpose and will be kept confidential. Finding and results obtained from the study are presented without any biases. The works of scholar cited in the study are properly acknowledged.

CHAPTER FOUR

RESULTS AND DISCUSSION

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 21). The data obtained from the main data collection were subjected to descriptive statistics analysis, comparing mean analysis (i.e. independent t-test and ANOVA) and other analyses (i.e. correlation analysis and multiple linear regressions)

In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. All returned incomplete questionnaires were considered as errors and removed from the survey data. Out of the 250 distributed questionnaires, 243 were collected. During data editing, the collected questionnaires were checked for errors and 4 incomplete questionnaires were identified and discarded. Therefore 239 questionnaires were found to be valid and used for the final analysis.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of Respondents

Before starting the analysis of the data some background information such as demographic data, is useful in order to make the analysis more meaningful for the readers. The samples of this study have been classified according to several background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, marital status, monthly average net income, education level, and travel experience of respondents with Ethiopian airlines in years

Table4.1 Profile of Respondents

Variables		Total Respondents	
		Frequency	Percentage
Gender	Male	155	64.9
	Female	84	35.1
	Total Respondents	239	100
Age in Years	21-30	136	56.9
	31-40	73	30.5
	41-50	22	9.2
	Above 50	8	3.3
	Total	239	100
Marital Status	Single	125	52.35
	Married	104	43.5
	Divorced	10	4.2
	Total	239	100
Monthly Average Net income (in ETB)	Up to Birr 5000	53	22.2
	5001-10,000	87	36.4
	10,001-50,000	65	27.2
	More than Birr 50,000	34	14.2
	Total	239	100
	Below Diploma	4	1.7
	College Diploma	10	4.2
	BA/BSc Degree	141	59.0
	Above BA/BSc Degree	84	35.1
	Total	239	100
Travel Experience with Ethiopian Airlines(in Years)	Less than 1Year	70	29.3
	1-3Years	61	25.5
	Above 3Years	104	43.5
	Total	239	100

Source: Survey Data (2015)

Table 4.1 shows the demographic profile of 239 respondents. In terms of gender, male respondents have outnumbered female respondents (Female 35.1 %, Male 65.9%). Regarding the age of respondents, the sample population is largely dominated by the age group of 21-30 (56.9%) followed by the group within the age group of 31-40 (30.5%). This implies that most of the sample respondents are the younger generation below the age of 40. The rest of the respondents consist of adults in the age group 41-50 (9.2%) and those above the age of 50 (3.3%).

In terms of marital status most of the respondents, 52.3% are singles followed by 43.5% of married customers. 10 respondents that account for 4.2% of the total respondents account for divorced respondents. The largest group of population account for those that earn a monthly net income in the range 5001-10,000 ETB (36.4%) followed by those that earn more than ETB 10,001 and less than 50,000 (27.2%). The third group that account for 22.2% earning a monthly net income that is less than ETB 5000. In terms of education, the largest of the population comprises BA/BSc degree holders, which accounts for 59.0% of the total respondents, followed by those that hold educational level above BA/BSc degree which comprise of 35.1%. This shows that the respondents are well educated.

4.1.2. Descriptive Statistics of Study Variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

Table 4.2 Summary of Descriptive Data

MEASUREMENT ITEMS	MEAN
PRIOR EXPERIENCE	
With this channel I have the best experiences	3.83
I have always enjoyed the service I get from travel agency	3.89
I have unforgettable experience that I always purchase my international flight from a travel agency	3.45
Overall Prior Experience	3.72
SERVICE	
I am always satisfied with the service I get from travel agencies	3.76
There is always a better service at the travel agencies	3.73
The agents and all staffs at the travel agency are very welcoming and professional	3.83
I can get a credit service when I purchase from a travel agency	3.70
Overall Service	3.75
PRICE	
The travel agency I purchase from always gives me the cheapest price	3.53
I always get discounts when I purchase from travel agency	3.29
The price at travel agencies is always lower from what I get at Ethiopian airlines own office	2.94
I always feel like I saved an extra charge whenever I purchase from a travel agency	3.24
Overall Price	3.25
CONTACT SPEED	
Via this channel I am in contact with a professional agent the quickest	4.17
I can easily contact my travel agency whenever I have a flight inquiry	4.37
My travel agency is just a phone call away or I can easily contact them through email	4.29
Overall Contact Speed	4.27
GEOGRAPHIC LOCATION	

This channel is the nearest to purchase an air ticket	3.91
I can easily find a travel agency with a minimum effort	4.01
Travel agencies are everywhere in Addis Ababa	3.90
Overall Geographic Location	3.94
IMMEDIACY OF FEEDBACK	
My travel agent provides immediate feedback for my inquiry	4.13
My travel agency answers my telephone call immediately and 24/7	3.84
I get a replay for my email inquiry the quickest	3.97
Overall Immediacy of Feedback	3.98
LANGUAGE VARIETY	
This channel enables me to use my mother tongue whenever I have a flight inquiry	3.91
My travel agency provides me with a translator when ever am in short of communication with the agent(s)	3.92
Overall Language Variety	3.91
CUSTOMERS CHANNEL CHOICE	
I prefer buying air ticket from travel agencies whenever I purchase an international flight with Ethiopian airlines	3.86
I choose travel agencies over the other channels of Ethiopian airlines to buy international air tickets	3.91
Travel agencies are my first choice whenever I purchase an international air ticket on Ethiopian airlines	3.26
Overall Customers' Channel Choice	3.67

Source: Survey Data (2015)

Based on the descriptive data in Table 4.2, contact speed (M=4.27) becomes the most important criteria in consumers channel choice in purchasing an international air ticket from travel agencies followed by immediacy of feedback (M=3.98), geographic location (M=3.94), language variety (M=3.91), service (M=3.75), prior experience (M=3.72), and price (M=3.25). Meanwhile, customers channel choice (M=3.67) is slightly above average.

The mean score for contact speed is relatively high (4.27). This indicates that contact speed is integral in the mind of consumers in choosing travel agency channel out lets for their international air ticket needs. The same is relatively true for immediacy of feedback that has a

mean score of (3.98). This shows that customers of Ethiopian airlines give priority to use the services of travel agencies as they can easily contact their agency and get an immediate feedback in return.

The other factor with a relatively higher mean score of 3.94 is geographic location, which implies that customers' choose travel agencies for their wide presence in Addis Ababa and for their easy accessibility. Next to geographic location, the mean score of language variety is high (3.91). This indicates that customers especially foreigners are happy with the service they get from travel agencies in that they've no communication barrier caused by their language difference and that they can get a translator in case they come short of communication.

Service and prior experience scores a mean of 3.75 and 3.72 respectively, which shows customers that use the service of travel agencies, are better-off with the service they get, compared with the other channel outlets employed by Ethiopian airlines. Prior experiences of customers with travel agencies in one way or the other has also created a positive attitude in the minds of customers so as to choose travel agencies in their repeated purchase of international air ticket.

Last but not least price with a mean score of 3.25 play a significant role in attracting customers of Ethiopian airlines to choose travel agencies for their better price, among the items given to respondents the belief that their travel agency will give them the cheapest available price is chosen more frequently (M=3.53).

4.2. Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). General guidelines correlations of .10 to .30 are considered small, correlations of .30 to .70 are

considered moderate correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

In order to determine the most influencing factor predicting channel choice towards travel agencies, relationship between all variables was determined through correlation analysis before proceeding to regression analysis.

As per table 4.3, the coefficients show that five of the factors affecting consumers channel choice towards choosing travel agencies for an international air ticket purchase were all positively related with customers channel choice within the range of 0.137 to 0.289, three of the factors (Service, contact speed and geographic location) are significant at $P < 0.05$ level, while the other two (Price and immediacy of feedback) are significant at $P < 0.01$ level. On the other hand, prior experience ($r = 0.75$) and language variety ($r = 0.84$) seems to have no significant influence in the customer's choice of travel agencies for purchasing their international flight ticket.

A further look into each factor indicates that the five independent variables i.e. price ($r = 0.289$), contact speed ($r = 0.225$), immediacy of feedback ($r = 0.201$), service ($r = 0.137$), and geographic location ($r = 0.153$), are important determinants of customers choice of travel agencies for their international air ticket purchase.

Regarding the relationship between the independent variables, Table 4.5 clearly shows that each of the factors are significantly correlated with each other at a significance level of $p < 0.01$. The correlation between prior experience and language variety is the highest ($r = 0.884$) followed by the correlation between contact speed and immediacy of feedback ($r = 0.703$). The rest of the independent variables correlation with each other falls under the r value range 0.228 that is between geographic location and immediacy of feedback and 0.677, between prior experience and service.

Table 4.3 Correlation between independent and dependent variables

	Prior Experience	Service	Price	Contact Speed	Geographic Location	Immediacy of feedback	Language Variety	Customers Channel Choice
Prior Experience	1	.677**	.349**	.370**	2.77**	.527**	.884**	0.75
Service		1	.375**	.448**	.315**	.463**	.555**	.137*
Price			1	.330**	.416**	.432**	.339**	.289**
Contact Speed				1	.428**	.703**	.365**	.225*
Geographic Location					1	.432**	.228**	.153*
Immediacy of feedback						1	.528**	.201**
Language Variety							1	0.84
Customers Channel Choice								1

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

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

Source: Survey Data (2015)

4.3. Regression Analysis

In order to see contribution of factors that consumers perceive to be important in affecting their choice of purchasing their international flight ticket from travel agencies, multiple linear regression analysis was employed. Channel choice was used as the dependent variable while factors which affect their choice were used as the independent variables. Tables 4.4 provide the results of the multiple regression analysis.

The regression model (see Appendix 2) presents how much of the variance in the measure of consumers channel choice is explained by the underlying factors of channel choice (the model). The model or the predictor variables have accounted for 42.7% (adjusted R square of 41.1% with estimated standard deviation 0.30094) of the variance in the criterion variable (consumers channel choice of travel agencies). The remaining 58.9% are explained by other variables out of this model.

Similarly, the ANOVA table (see Appendix 2) shows the overall significance/acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of 25.803 and p- value (.000), which is less than $p < 0.05$, the model is significant. 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 influence 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.

Compared to coefficient of determination or R, Adjusted R-square is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using coefficient of determination or R-square is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R-square increasing. Worst of all, this condition does not take into consideration whether

independent variable included is significant or insignificant influencing dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R-square ((Marczyk, Dematteo, & Festinger, 2005).

When we see the extent to which each independent variables influence the dependent variable; price, immediacy of feedback, contact speed and servicewere found to be the determinant factors which are perceived to be important in the customer’s choice of travel agencies for their international air ticket purchase.

Table 1.4 Regressions (Multi colliniarity table) for Customers channel choice

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	3.411	.241		14.139	.000		
	Priorexperience	-.123	.090	-.204	-1.361	.175	.166	6.035
	Service	.237	.054	.232	4.386	.000	.471	2.121
	Price	.124	.038	.239	3.309	.001	.716	1.397
	ContactSpeed	.225	.070	.288	3.198	.002	.462	2.167
	GeographicLocation	.035	.049	.052	.717	.474	.713	1.403
	ImmediacyofFeedba ck	.184	.060	.299	3.060	.002	.391	2.560
	LanguageVariety	.027	.085	.044	.324	.746	.206	4.860

a. Dependent Variable: CustomerChannelChoice

Table 2.5 Regressions for Consumers channel choice

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.3411	.241		14.139	.000
Prior Experience	-.123	.090	-.204	-1.361	.175
Service	.237	.054	.232	4.386	.000
Price	.124	.038	.239	3.309	.001
Contact Speed	.225	.070	.288	3.198	.002
Geographic Location	.035	.049	.052	.717	.474
Immediacy of feedback	.184	.060	.299	3.060	.002
Language Variety	.027	.085	.044	.324	.746

Dependent Variable: Customer Channel Choice

Source: Survey Data (2015)

According to Table 4.5, the regression standardized coefficients for the four independent variables, i.e. service, price, immediacy of feedback and contact speed are 0.232, 0.239, 0.299 and 0.288 respectively. Their significance levels are 0.00, 0.001, 0.002 and 0.002 respectively. Since the significant values are all less than 0.05, it indicates that there is significant relationship between them and the dependent variable (consumers channel choice). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with service, price, immediacy of feedback and contact speed were accepted and the three alternative hypotheses were rejected.

Table 4.6 Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
H0: There is no significant association between prior experience and customers channel choice.	Ho: Fail to Reject H1: Rejected	$\beta = -0.204, p > 0.05$
H0: There is no significant association between Service and customers channel choice.	Ho: Rejected H1: Fail to Reject	$\beta = 0.232, p < 0.05$
H0: There is no significant association between Price and customers channel choice.	Ho: Rejected H1: Fail to Reject	$\beta = 0.239, p < 0.05$
H0: There is no significant association contact speed and customers channel choice.	Ho: Rejected H1: Fail to Reject	$\beta = -0.288, p < 0.05$
H0: There is no significance association between geographic location and customers channel choice.	Ho: Fail to Reject H1: Rejected	$\beta = 0.252, p > 0.05$
H0: There is no significant association between immediacy of feedback and customers channel choice.	Ho: Rejected H1: Fail to Reject	$\beta = 0.299, p < 0.05$
H0: There is no significance association between language variety and customers channel choice	Ho: Fail to Reject H1: Rejected	$\beta = 0.44, p > 0.05$

Source: Survey Data (2015)

In general as table 4.6 clearly shows, among the seven factors, multiple linear regressions (Beta coefficients) analysis revealed that, immediacy of feedback is the first most significant factor that is perceived to be important in initiating consumer's choice of travel agents for their international travel ticket need, followed by contact speed, price and service respectively.

In addition to the above-mentioned factors, which have been confirmed significant through regressions analysis, there are other factors that consumers perceive to be important in their choice of travel agencies. As per different researches on multichannel retail businesses including airliners channel outlet choice by customers, so many other factors are found to influence

individuals channel choices. Of these, the demographic profiles of customers were mentioned as complimentary factors.

4.4. Underlying Factors Affecting Customers Channel Choice Based On Respondents' Profile

In order to achieve third objective that aims to examine if there is a difference between the demographic profile of consumers and the factors they consider as being important in influencing their channel choice, two inferential statistics techniques were employed. These are independent t-test and one-way ANOVA which help to compare demographic characteristics and investigate how they are related with the other seven independent variables or factors.

T-test is used to test mean differences between two groups. In general, t-test requires a single dichotomous independent variable and a single continuous dependent variable (Marczyk, Dematteo and Festinger, 2005). Thus, t- test were used to compare mean difference between gender and underlying factors perceived to be important in forming consumers channel choice. Similarly, ANOVA is a test of mean comparisons. In fact, one of the only differences between a t-test and an ANOVA is that the ANOVA can compare means across more than two groups or conditions (Marczyk, Dematteo and Festinger, 2005). Hence, One-Way ANOVA analysis between the factors perceived to be important in customers' choice of travel agencies and four age groups, three marital statuses, for monthly average net income, four educational levels and three travel experience groups were executed.

4.4.1. Underlying Factors of Channel Choice Based On Gender

As it is shown in table 4.6, the mean difference between male and female subjects with regard to the variables price, service and immediacy of feedback The result of independent sample t-test shows that the mean difference between male and female subjects with the above variables as .26992, .33737 and .20456 respectively. The factor price and service are perceived to convince male customers' more than female customers of Ethiopian airlines. The reciprocal is true for immediacy of feedback. The mean difference between male and female customers for the remaining four variables is not significant as their p values are more than 0.05 (see table 4.7).

This shows that the factors that are perceived to be important in forming purchase intention of female and male subjects are almost similar.

Table 4.7 Independent sample t-test between gender and underlying factors of customers channel choice

	GENDER	N	Mean	Std. Deviation	Mean Difference	t-Value	Sig.(P)
Prior experience	Male	155	3.2968	.93184	.12118	.973	.983
	Female	84	3.1756	.89660	.12118	.984	
Service	Male	155	3.8790	.69399	.33737	3.225	.005
	Female	84	3.5417	.89916	.33737	2.990	
Price	Male	155	3.8215	.72701	.26992	2.543	.013
	Female	84	3.5516	.87887	.26992	2.404	
Contact Speed	Male	155	4.3376	.61953	.15509	1.885	.321
	Female	84	4.1825	.58405	.15509	1.918	
Geographic Location	Male	155	3.9355	.69537	-.09229	-.972	.971
	Female	84	4.0278	.71175	-.09229	-.965	
Immediacy of Feedback	Male	155	3.8492	.66611	-.20456	1.954	.020
	Female	84	4.0538	.93912	-.20456	1.770	
Language Variety	Male	155	3.9710	.69609	.13763	1.340	.912
	Female	84	3.8333	.86196	.13763	1.258	

Source: Survey Data (2015)

4.4.2. Underlying Factors of Customers Channel Choice Based On Age

The result of the analysis shows that there is a significance difference between age group of respondents with regard to all factors except prior experience, geographic location and language variety.

Table 4.8 One Way ANOVA between Age and Factors Perceived to be Important in customers channel choice

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Priorexperience	Between Groups	36.220	3	12.073	25.052	.063
	Within Groups	113.254	235	.482		
	Total	149.474	238			
Service	Between Groups	45.555	3	15.185	35.013	.000
	Within Groups	101.919	235	.434		
	Total	147.474	238			
Price	Between Groups	14.593	3	4.864	6.124	.001
	Within Groups	186.653	235	.794		
	Total	201.246	238			
ContactSpeed	Between Groups	5.999	3	2.000	5.680	.001
	Within Groups	82.732	235	.352		
	Total	88.731	238			
GeographicLocation	Between Groups	2.865	3	.955	1.967	.120
	Within Groups	114.111	235	.486		
	Total	116.976	238			
ImmediacyofFeedback	Between Groups	16.359	3	5.453	10.054	.000
	Within Groups	127.452	235	.542		
	Total	143.810	238			
LanguageVariety	Between Groups	18.954	3	6.318	12.544	.113
	Within Groups	118.364	235	.504		
	Total	137.318	238			

Source: Survey Data (2015)

As table 4.8 shows there is significant difference between different age groups and service at $F=35.013$ at significance level 0.00, Price at $F=6.124$ at significance level 0.001, Contact Speed at significant level 0.01 and immediacy of feedback at $F=10.054$ at significant level 0.00 in which all are significant at P less than 0.05. For the remaining three factors, the result shows that the influence is the same among different age groups of respondents. Respondents who are in the

age category of 41-50, are more affected by the four factors as the mean scores are all higher than the remaining respondents in the other age categories (See Appendix 4). This might be because many adult passengers give due emphasis on every detailed process and offerings of travel agencies.

4.4.3. Underlying Factors of Customers Channel Choice Based On Marital Status

The result of the analysis showed that there is a significant difference among respondents in the different marital status categories. All factors except contact speed, geographic locations and language variety affect customers in the respective categories to choose travel agencies.

Table 4.9 One Way ANOVA between Marital Status and Factors Perceived to be Important in customers channel choice

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Priorexperience	Between Groups	9.013	2	4.507	7.572	.001
	Within Groups	140.461	236	.595		
	Total	149.474	238			
Service	Between Groups	18.673	2	9.336	17.107	.000
	Within Groups	128.801	236	.546		
	Total	147.474	238			
Price	Between Groups	10.097	2	5.048	6.233	.002
	Within Groups	191.149	236	.810		
	Total	201.246	238			
ContactSpeed	Between Groups	.728	2	.364	.976	.378
	Within Groups	88.003	236	.373		
	Total	88.731	238			
GeographicLocation	Between Groups	2.904	2	1.452	3.004	.052
	Within Groups	114.073	236	.483		
	Total	116.976	238			
ImmediacyofFeedback	Between Groups	5.681	2	2.840	4.853	.009
	Within Groups	138.129	236	.585		
	Total	143.810	238			
LanguageVariety	Between Groups	6.100	2	3.050	5.486	.061
	Within Groups	131.218	236	.556		
	Total	137.318	238			

Source: Survey Data (2015)

All the factors that affect this different categories have a significant level $p < 0.05$. Based on the mean scores of the three categories, married respondents are highly sensitive on the factors price and immediacy of feedback (See Appendix5). It seems the factor price is a necessity for married customers as it is expected married couples plan and do savings on their expenditures. On the other hand single customers show a relatively higher response to the factor service (See Appendix5).

4.4. Underlying Factors of Customers Channel Choice Based On Income

The results of the analysis as presented in Table 4.10 shows that there is a significance difference between income levels. The difference is observed with regard to four factors (prior experience, price, contact speed and immediacy of feedback).

		Sum of Squares	df	Mean Square	F	Sig.
Prior experience	Between Groups	11.298	3	3.766	6.405	.000
	Within Groups	138.176	235	.588		
	Total	149.474	238			
Service	Between Groups	1.580	3	.527	.848	.469
	Within Groups	145.894	235	.621		
	Total	147.474	238			
Price	Between Groups	1.624	3	.541	.637	.025
	Within Groups	199.622	235	.849		
	Total	201.246	238			
Contact Speed	Between Groups	7.585	3	2.528	7.322	.000
	Within Groups	81.146	235	.345		
	Total	88.731	238			
Geographic Location	Between Groups	1.582	3	.527	1.074	.361
	Within Groups	115.395	235	.491		
	Total	116.976	238			
Immediacy of Feedback	Between Groups	5.788	3	1.929	3.285	.022
	Within Groups	138.022	235	.587		
	Total	143.810	238			
Language Variety	Between Groups	7.062	3	2.354	4.247	.066
	Within Groups	130.256	235	.554		
	Total	137.318	238			

Table 4.10: One Way ANOVA between Monthly Net Income and Factors Perceived to be important in customers channel choice

As table 4.10 shows the different income groups perceive prior experience, price, contact speed and immediacy of feedback differently at $F=6.405, .673, 7.332$ and $3.285, p<0.05$, which is $0.000, .025, 0.000$ and $.022$ respectively.

On the other hand, for the remaining three factors, the result shows that there is no significant mean difference between different income groups with regard to service, geographic location and language variety. This indicates that the consideration of the three factors as enhancing channel choice by different income groups is the same.

4.4.5. Underlying Factors of Customers Channel Choice Based on Educational Background

ANOVA result in table 4.11 shows that there is significant difference between the respondents educational level and the factors prior experience, service and price which they consider to be important in influencing their channel choice as there p value <0.05 . Comparing their mean scores, those with Diploma level education seems to depend on prior experience while those with BA/BSc on price factor while those above BA/BSc on the service rendered by the travel agency for their channel choice (See Appendix 6). On the rest four factors there are no perceived differences among respondents of different educational background.

Table 4.11 One Way ANOVA between Educational Background and Factors Perceived to be Important in customers channel choice

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Priorexperience	Between Groups	12.563	3	4.188	7.188	.000
	Within Groups	136.910	235	.583		
	Total	149.474	238			
Service	Between Groups	8.970	3	2.990	5.073	.002
	Within Groups	138.504	235	.589		
	Total	147.474	238			
Price	Between Groups	28.485	3	9.495	12.916	.000
	Within Groups	172.760	235	.735		
	Total	201.246	238			
ContactSpeed	Between Groups	1.745	3	.582	1.572	.197
	Within Groups	86.986	235	.370		
	Total	88.731	238			
GeographicLocation	Between Groups	5.084	3	1.695	3.559	.065
	Within Groups	111.892	235	.476		
	Total	116.976	238			
ImmediacyFeedback	Between Groups	7.014	3	2.338	4.017	.168
	Within Groups	136.796	235	.582		
	Total	143.810	238			
LanguageVariety	Between Groups	6.860	3	2.287	4.119	.067
	Within Groups	130.458	235	.555		
	Total	137.318	238			

Source: Survey Data (2015)

4.4.6. Underlying Factors of Customers Channel Choice Based On International Travel Experience on Ethiopian Airlines Service

The result of the ANOVA test shows that there is a significance difference among the respondents with different years of travel experience with Ethiopian airlines. All factors except contact speed and geographic location are perceived to influence the customer's channel choice. Those customers with travel experience that is more than one year and less than three years have the highest mean score on all the five affecting factors (See Appendix 7) implying that with increasing experience customers will tend to develop loyalty and be affected by factors like prior experience and better service in choosing the best channel out let for him/herself.

Table 4.12 One Way ANOVA between Customers international travel experience on Ethiopian airlines service and Factors Perceived to be Important in customers channel choice

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Priorexperience	Between Groups	13.550	3	4.517	7.809	.000
	Within Groups	135.924	235	.578		
	Total	149.474	238			
Service	Between Groups	20.197	3	6.732	12.431	.000
	Within Groups	127.276	235	.542		
	Total	147.474	238			
Price	Between Groups	13.258	3	4.419	5.524	.001
	Within Groups	187.988	235	.800		
	Total	201.246	238			
ContactSpeed	Between Groups	.517	3	.172	.459	.711
	Within Groups	88.213	235	.375		
	Total	88.731	238			
GeographicLocation	Between Groups	1.830	3	.610	1.245	.294
	Within Groups	115.146	235	.490		
	Total	116.976	238			
Immediacy ofFeedback	Between Groups	9.112	3	3.037	5.299	.001
	Within Groups	134.698	235	.573		
	Total	143.810	238			
LanguageVariety	Between Groups	15.082	3	5.027	9.665	.000
	Within Groups	122.236	235	.520		
	Total	137.318	238			

Source: Survey Data (2015)

4.5 Discussion of the Results

The study was designed and carried out to find out the factors that affect individual customers of Ethiopian airlines in their choice of distribution channels for their international flight ticket requirements in Addis Ababa. As discussed on the introduction part of this study, the airline has three channels out lets in Addis. These are; airlines own city ticket offices, travel agencies (both IATA accredited and Non-IATA accredited) and online sells from its website.

This paper has particularly tried to see seven factors that affect offline channel outlets as proposed by and adopted from the works of Pieterse, 2009; Dijk, 2007, have effects on individual customers of Ethiopian airlines in choosing travel agencies for their international flight requirement.

As per the findings of the research, four factors were found to significantly affect the individual customers channel choice. These are price, contact speed, immediacy of feedback and service. The influence of contact speed and immediacy of feedback were found to be more important than the other two factors. The study also resulted that the other three factors prior experience, geographic location and language variety have no significant influence on the individual customers' choice of travel agencies for their international flight inquiries.

The research's finding has similarity with that of another research by Shamaila, Amina, & Nazish, 2011 on Pakistan airline in that geographic location have no significant effect on motivating customers channel choice. The same result was also achieved by Sheth (1974) revealing that channels in the travel industry are beneficial in that one can purchase his/her ticket whenever and wherever they are.

The findings of the study by Schoenbachler & Gordon (2002) have similarities and differences with that of the current study. It is similar in that it found out that service has a significant effect on motivating channel choice. It is different in that it claimed prior experience as one of the major factors motivating customers channel choice while the current study showed that prior experience don't have significant effect on customers channel choice.

Reardon J and McCorkle (2002) on the other hand argued that in traditional brick and mortar channels, the most convenient and easily reachable channel becomes the first choice of customers. Adding on the above result the two researchers found out that choice of distribution channel is based on different determinants including availability of time and resources, their inference and estimation of costs versus the benefits of choosing a particular channel as well as the restraint of capital.

The regression analysis of the current study also showed that there are other factors other than the ones found to be significant by this study. This is because the adjusted R-square comes out

to be 41.1% implying that the rest 58.9% of customers channel choice is to be determined by other factors (i.e. other than the ones that come significant in the current study). This is true in that other researches on the area have come up with many other factors that influence customers channel choice. The results of Shamaila, Amina, & Nazish, 2011 revealed that factors like personal contacts, trust and accessibility play a major role in motivating customers channel choice. Schoenbachler & Gordon (2002) also come up with the factors; supposed risk, the physical design of the channel like eye appealing one, etc

The hypotheses raised at the beginning of the study were also addressed in the analysis. Four of the hypotheses were Rejected (i.e. the ones related with contact speed, immediacy of feedback, price and service) and three of them accepted (i.e. the ones related with prior experience, geographic location and language variety).

The findings of the T-test and ANOVA results also showed that the independent factors affecting channel choice have differences among the different demographic profiles of the customers. The T-Test revealed that male and female respondents differ in the motivating factors in that price and service came out to affect male customers more while immediacy of feedback tends to affect the channel choice of female customers. The ANOVA results revealed that customers in different age group are affected differently by the four significant factors. Customer in different marital status and different travel experience on Ethiopian airlines has also showed different reaction to the factors price, prior experience, immediacy of feedback and service. Customers in different income and educational level also showed difference in perceiving the factors prior experience and price.

The above results were also noticed on the study of Schoenbachler & Gordon (2002). There study found out those demographic characteristics which include age, education, income, occupation, household size and life style were found to be factors customers took in consideration while making a channel choice.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter aims to review the problem of the research and conclude the findings with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in this chapter. Agenda for future researches is also included at the end of this chapter.

5.1. Summary of Major Findings

Based on the different analysis undertaken by the researcher the following findings were found:

- From the correlation analysis, the factors (independent variables); price, immediacy of feedback, service, geographic location and contact speed were found out to be significantly correlated with customers channel choice (i.e. dependent variable). The other two variables prior experience and geographic location were found to have no significant correlation with the dependent variable.
- From the regression analysis, it's observed that only four factors (i.e. contact speed, immediacy of feedback, price and service) out of the seven studied independent variables come out to significantly affect Ethiopian airlines customers air ticket purchase from travel agencies.
- When put in the order of significance from high to low, immediacy of feedback, contact speed, price and service affect customers channel choice.
- From the T-test it's observed that male customers are more influenced by price and service while immediacy of feedback influences female customers.
- From the ANOVA analysis it's observed that the factors service, price, contact speed and immediacy of feedback affect customers of different age group differently. Customers with different marital status also showed differentiation in perception of the factors prior experience, service, price and immediacy of feedback differently. Customers with different income levels were affected with the factors prior experience, price, contact speed and immediacy of feedback differently. The factors prior experience, service and price also prevailed differently in the channel choice of customers with different level of

education and flight experience. Language variety and immediacy of feedback has also showed to affect customers with different flight experience differently.

5.2. Conclusion

This study was initiated to investigate the factors that are perceived to be important in influencing customers of Ethiopian airlines to choose travel agencies for their international air ticket needs in AddisAbaba. More specifically, in this study seven factors (prior experience, service, price, contact speed, geographic location, immediacy of feedback and language variety) were assumed to be important factors in influencing Ethiopian airlines international travelers channel choice to purchase from travel agencies.

The study tried to meet its objectives addressing the raised research questions by employing different analysis techniques. So as to address its first objective the research through analyzing different prior studies and theories come up with seven factors that are believed to affect customers channel choice in the case of offline channel outlets. From the adopted seven factors, through regression analysis, four factors prevail to be significant in affecting Ethiopian airlines customers' choice to purchase their international flight ticket from travel agencies in Addis Ababa. Though there exists other factors that affect customers channel choice, it can be concluded that the above four factors are significant in the eyes of Ethiopian airlines customers in their channel choice.

The second objective was met through an analysis of regression. Before doing so a correlation analysis was made so as to check whether the studied independent variables have association with the dependent variable. The result showed that there is significant relation between them except for the factors prior experience and geographic location. The correlation table also prevailed that there is a high correlation among the independent variables, showing that it's possible to undergo further analysis. Regression analysis was then made and it came to show that the first most significant factor in affecting Ethiopian airlines customers to choose travel agencies be immediacy of feedback, followed by contact speed, price and service respectively. So, one can conclude that communication between the service seeking customers and the service provider (in our case travel agencies), is the foremost factor that determines the channel choice

of individual customers. It can also be concluded that price and service are significant factors that make individual customers differentiate among and between different channel outlets of Ethiopian airlines.

The third objective was met by employing one way independent T-test and ANOVA. Both results showed a significant variation between customers of different gender, age, marital status, income level, educational background and travel experience are affected by the different factors differently. From this one can conclude that the channel choice determinant factors studied on Ethiopian airlines international travelling individuals highly vary across different demographic profiles of customers.

5.3. Recommendations

Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to influence Ethiopian airlines customers channel choice towards the airlines offline channel outlets. The recommendations given are the following:

- Based on the results of the study, Ethiopian airlines must give due emphasis on its customers degree of price sensitivity and create awareness among its customers of the exact differences of purchasing an international air ticket from travel agencies and/or its own city ticket offices and/or its website.
- Travel agencies must promote their ticket prices in every media they believe to reach their target market as price is known to be a significant factor affecting customers channel choice.
- ET should standardise the services both in its office and at travel agencies. In addition the airline should make a close follow up on the services being rendered for its customers in the different channel outlets.
- Travel agencies should also work to attain a better service than that is availed at the airlines' own office, so as to attract and retain many customers for whom the service factor is significant in choosing among the different channel outlets.

- ET should work on its own reservation and city ticket offices efficiency by creating an easy medium of contact and give fast response (feedback) when the inquiry from customers arise.
- Managers and owners of travel agencies should also build the infrastructure and follow state of the art technologies so as to allow customers reach them easily and to give a reliable and fast feedback for their customers' international flight requirements.
- The airline and travel agencies must also focus on the demographic differences of their customers so as to arrange a service offering that fits to the needs and requirements of these different segments of international travellers.

5.4 Limitations

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings. There is limitation with regard to sample size and sampling technique used. This research is limited by the fact that a small sample of participants was selected compared with the very large customer base of Ethiopian airlines that get service from travel agencies in Addis Ababa. Therefore it may not fully represent the channel choice behavior of the entire population (all customers of ET that purchase/purchased an international air ticket from travel agencies in the past three years). As a non probability sampling technique the use of convenience sampling, may have created a bias. If another probability sampling technique was used, it would have contributed for a higher credibility of the results.

While the study relates to the factors that customers of ET perceive to be important consideration when choosing among different channels outlets (in this case travel agencies) for their international air flight ticket, it has only focused on seven factors believed to influence offline or traditional mortar and brick channels. As per different researches in different times, so many other factors can enhance customers channel choice. Of these, the most influential factors include personal contacts, risk avoidance, trust, awareness, tangible cues, awareness, social influence, time saving etc.

5.5. Directions for Further Studies

The research has more rooms for improvements. Further research could be conducted by comparing customers channel choice among the different channel outlets employed by the airline and/or other multichannel retail organizations. Further researches can also be conducted to study the switching behavior of customers among different channel outlets in a multichannel retailing organizations like that of the airline.

Expanding the current study to a larger sample size or geographical area may also turn the result to reflect the actual considerations of customers in choosing among different channels.

Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion might have also help to uncover other variables that might have an impact on the customers channel choice.

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APPENDIX

APPENDIX ONE: QUESTIONNAIRE

Appendix 1A: Questionnaire (English Version)

ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

QUESTIONNAIRE

Greetings,

Dear Respondents my name is Amanuel Belesti and I am a graduate student at Addis Ababa University college of Business and economics, school of Commerce. Currently, I'm undertaking my thesis under the title "**Factors Affecting Customers Channel Choice in Making a Purchase**", by taking a survey on Ethiopian airlines international air traveling customers' that use travel agencies for their international air ticket purchase for partial fulfillment of Master of Art Degree in Marketing Management. The study is intended to find out what factors are affecting Ethiopian airlines customers in choosing the travel agency distribution channel outlets.

The purpose of this questionnaire is to assess your thoughts and feelings about Ethiopian Airlines marketing channels or Ethiopian airlines' air ticket distribution channels. The result of this study is believed to benefit the airline to employ better and quality distribution channels which are in favor of the needs and wants of its customers. It also helps the airline management to focus their attention on the travel agency outlets so as to take corrective actions where necessary, benefitting it's customer to enjoy a better and efficient distribution outlet in their air ticket purchase.

Your cooperation in providing genuine answers to the following questions is highly important for the success of this project. Please try to relate the questions to your personal experience in purchasing an international air ticket from any travel agency residing in Addis Ababa.

There is no need of writing your name and be assured that any information you provide will be kept in a strict confidential manner. This questionnaire is being distributed for an academic research purpose only.

Thank you in advance for taking your time to assist me in my educational endeavors.

For any inquiry please feel free to contact me through;

My email: aman.bele@gmail.com or Mob. +251 912-----

PART ONE: GENERAL INFORMATION

N.B. Please insert ✓ Mark in the box in front of each question.

DEMOGRAPHIC VARIABLES	PLEASE MARK(✓) IN THE RIGHT PLACE	DEMOGRAPHIC VARIABLE	PLEASE MARK (✓) IN THE RIGHT PLACE
GENDER	Male <input type="checkbox"/> Female <input type="checkbox"/>	AGE	21-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> More than 50 <input type="checkbox"/>
MARITAL STATUS	Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/>	MONTHLY AVERAGE NET INCOME	Up to birr 5000 <input type="checkbox"/> Birr 5001-10,000 <input type="checkbox"/> Birr 10,001-15,000 <input type="checkbox"/> More than Birr 15,000 <input type="checkbox"/>
EDUCATION	Below Diploma <input type="checkbox"/> College diploma <input type="checkbox"/> BA/BSc Degree <input type="checkbox"/> Above BA/BSc degree <input type="checkbox"/>		
TRAVEL EXPERIENCE WITH ETHIOPIAN AIRLINES IN YEARS	Less than 1 years <input type="checkbox"/> 1-3 year <input type="checkbox"/> Above 3 years <input type="checkbox"/>		

PART TWO: QUESTIONS RELATED WITH FACTORS AFFECTING YOUR CHOICE OF TRAVEL AGENCIES FOR YOUR INTERNATIONAL AIR TICKET PURCHASE

→ Please Mark (✓) In the Right Place after Closely Seeing The Note Below

Note: - SA= Strongly Agree A= Agree N=Neutral D= Disagree SD= Strongly Disagree

		SD(1)	D(2)	N(3)	A(4)	SA(5)
PRIOR EXPERIENCES						
1	With this channel I have the best experiences					
2	I have always enjoyed the service I get from travel agency					
3	I have unforgettable experience that I always purchase my international flight from a travel agency					
SERVICE						
4	I am always satisfied with the service I get from travel agencies					
5	There is always a better service at the travel agencies					
6	The agents and all staffs at the travel agency are very welcoming and professional					
7	I can get a credit service when I purchase from a travel agency					
PRICE						
8	The travel agency I purchase from always gives me the cheapest price					
9	I always get discounts when I purchase from travel agency					
10	The price at travel agencies is always lower from what I get at Ethiopian airlines own office					
11	I always feel like I saved an extra charge whenever I purchase from a travel agency					
CONTACT SPEED						
12	Via this channel I am in contact with a professional agent the quickest					

13	I can easily contact my travel agency whenever I have a flight inquiry					
14	My travel agency is just a phone call away or I can easily contact them through email					
GEOGRAPHICAL LOCATION						
15	This channel is the nearest to purchase an air ticket					
16	I can easily find a travel agency with a minimum effort					
17	Travel agencies are everywhere in Addis Ababa					
IMMEDIACY OF FEEDBACK						
18	My travel agent provides immediate feedback for my inquiry					
19	My travel agency answers my telephone call immediately and 24/7					
20	I get a replay for my email inquiry the quickest					
LANGUAGE VARIETY						
21	This channel enables me to use my mother tongue whenever I have a flight inquiry.					
22	My travel agency provides me with a translator whenever am in short of communication with the agent(s)					
CUSTOMERS CHANNEL CHOICE						
23	I prefer buying air ticket from travel agencies whenever I purchase an international flight with Ethiopian airlines					
24	I choose travel agencies over the other channels of Ethiopian airlines to buy international air tickets					
25	Travel agencies are my first choice whenever I purchase an international air ticket on Ethiopian airlines					

Appendix1B: Questionnaire (Amharic Version)

አዲስ አበባ ዩኒቨርሲቲ የቢዝነስና ኢኮኖሚክስ ኮሌጅ ንግድ ሥራ ትምህርት ቤት የገበያ አስተዳደር ትምህርት ክፍል

ጤና ይስጥልኝ

ውድ ተሳታፊዎች ስሜ አማካኝ በልሰቲ ይባላል። በአ.አ.ዩ የቢዝነስና ኢኮኖሚክስ ት/ቤት ተመራቂ ተማሪ ነኝ። የመመሪቅያ ፅሁፌን የሚሰራው የደንበኞችን ትኬት ለመቀረጥ የሚመረጡትን የግብይት መንገድ የሚወስኑ ሁኔታዎችን ለማጥናት ነው። ይህንንም የማድርገው የኢትዮጵያ አየር መንገድ የአየር ተጓዥ ደንበኞች ፤ይህም ማለት የጉዞ ወኪል ተጠቃሚዎችን በመዳሰስ ነው። ይህ ጥናት በማርኬትንግ ማኔጅመንት የማስተርስ ዲግሪዬን ለማግኘት የከፊል ሚሚያዬ ይሆናል። የዚህ መጠይቅ ዋና ዓላማ በኢትዮጵያ አየር መንገድ ትኬት ማሰራጨና የገበያ አካሄዶች ላይ የርሰዎን ሀሳብና ስሜት ለማወቅ ነው። የጥናቱ ውጤት አየር መንገዱ የተሻሉና ለጥራት የደንበኞቹን ፍላጎት የሚያስተናግዱ ትኬት ማሰራጨ መንገዶችን ለመቀየስ ያስችላል። የእርስዎ በዚህ ጥናት መሳተፍና ለተጠየቁት ጥያቄዎች የሚሰጡት ተገቢ መልስ ለአጠቃላይ የጥናቱ ውጤት ያለው ሚና ከፍተኛ ነው። እባክዎን ጥያቄዎቹን ሲመልሱ እርስዎ ከየትኛውም የጉዞ ወኪል ትኬት ሲገዙ ካጋጠመዎት ልምድ ላይ የተመረከዘ ይሁን ስምዎን የመግለፅ ምንም ዓይነት ግዴታ የለብዎትም እንዲሁም መጠይቅም በምስጢር የሚያገኙ መሆኑን አሳውቃለሁኝ። ይህ ፅሁፍ የሚሰራጨው ለትምህርት ነክ ጉዳይ ብቻ ይሆናል። አስቀድሜ ለሚያደርጉልኝ ትብብር ሁሉ እጅግ አድርጌ አመሰግናለሁኝ። ምንም ዓይነት ጥያቄ ቢኖርዎት አታች በተጠቀሰው አድራሻ ያገኙኛል።

ኢ-ሜል አድራሻ: aman.bele@gmail .com

የስልክ መስመር ቁጥር: 0912-002901 ያገኙኛል

ክፍል አንድ

የመላሾች አጠቃላይ መረጃ

እርስዎን የበጩ ይገሌጻሉ የሚለትን ማንነት ከጥያቄው ጎን በቀረበው ሳጥን ውስጥ “√ያኑፉ

<p>የታ</p>	<p>ወንድ <input type="checkbox"/></p> <p>ሴት <input type="checkbox"/></p>	<p>እድሜ</p>	<p>21-30 <input type="checkbox"/></p> <p>31-40 <input type="checkbox"/></p> <p>41-50 <input type="checkbox"/></p> <p>ከ 50 በላይ <input type="checkbox"/></p>
<p>የጋብቻ ሁኔታ <input type="checkbox"/></p>	<p>ያላገባ <input type="checkbox"/></p> <p>ያገባ <input type="checkbox"/></p> <p>የተፋታ <input type="checkbox"/></p>	<p>ወርሀዊ ገቢ</p>	<p>እስከ ብር 5000 <input type="checkbox"/></p> <p>ከብር 5001-10,000 <input type="checkbox"/></p> <p>ከብር 10,001-15,000 <input type="checkbox"/></p> <p>ከብር 15,000 በላይ <input type="checkbox"/></p>

የትምህርት ደረጃ	ከዲፕሎማ በታች <input type="checkbox"/> የኮሌጅ ዲፕሎማ <input type="checkbox"/> የመጀመሪያ ዲግሪ <input type="checkbox"/> ከመጀመሪያ ዲግሪ በላይ <input type="checkbox"/>
በኢትዮጵያ አየር መንገድ ሙብረር ከጀመሩ	ከ 1 አመት በታች <input type="checkbox"/> 1-3 አመት <input type="checkbox"/> ከ3 አመት በላይ <input type="checkbox"/>

ክፍል ሁለት

የደምበኛውን የመግዛት ፍሊጎት በዋናነት ተጽእኖ ለውሰድሩ የሚችሉ ለምክንያቶች

እርስዎን የበጩ ይገሌጻሉ የሚሉትን ማንነት ከጥያቄው ጎን በቀረበው ሳጥን ውስጥ “√ያኑሩ”

1=በጣም አሌስ ማማም 2= አሌስ ማማም 3=ምንም የምህላው የሆነም 4= እስ ማማሆሁ 5= በጣም እስ ማማሆሁ

		1	2	3	4	5
የቀድሞ ልምድ						
1	በዚህ የግብይት መንገድ የተሻለ እጅግ ጥሩ ልምድ አለኝ።					
2	ከጉዞ ወኪል የማገኘጃ አገልግሎት ሁልጊዜ ያስደስተኛል።					
3	ለአገር ወጭ በረራዬ ከጉዞ ወኪል በማደርገጃ የግዢ ሂደት የማይረዳላቸው ልምድ አለኝ።					
አገልግሎት						
4	ከጉዞ ወኪላት በማገኘጃ አገልግሎት ዘወትር እረካለሁኝ።					
5	የጉዞ ወኪላት የሚሰጡት አገልግሎት የላቀ ነው።					
6	የጉዞ ወኪሎችና ሁሉም ሠራተኞች በስራቸው ብቁና እንግዳ ተቀባዮች ናቸው።					
7	ከጉዞ ወኪል ትኬት ስገዛ የብድር አገልግሎት ማግኘት አቸላለሁ።					

የደንበኞች የግብይት መንገድ ምርጫ						
23	በየትኛውም ጊዜ በኢትዮጵያ አየር መንገድ የአለም አቀፍ በረራ ትኬት ሲያሰፈልገኝ ምርጫዬ የጉዞ ወኪል ነው።					
24	ከሌላ የግብይት መንገዶች ሳነፃፅረው የአለም አቀፍ በረራ ትኬት ለመግዛት የጉዞ ወኪልን እመርጣለሁ።					
25	ከኢትዮጵያ አየር መንገድ የአለም አቀፍ በረራ ትኬት ለመግዛት አንደኛ ምርጫዬ የጉዞ ወኪል ነው።					

APPENDIX TWO: REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	Sig. F Change
1	.654 ^a	.427	.411	.30094	.427	.000

a. Predictors: (Constant), LanguageVariety, GeographicLocation, Price, ContactSpeed, Service, ImmediacyofFeedback, priorexperiance

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.325	7	6.475	25.803	.000 ^b
	Residual	46.843	231	.251		
	Total	106.052	238			

a. Dependent Variable: CustomerChannelChoice

b. Predictors: (Constant), LanguageVariety, GeographicLocation, Price, ContactSpeed, Service, ImmediacyofFeedback, priorexperiance

APPENDIX THREE: INDEPENDENT SAMPLE T-TEST AND ANOVA

Appendix-3A: Independent sample t-test between gender and underlying factors of customers channel choice

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Prior experience	Equal variances assumed	6.285	.013	2.543	237	.012	.26992	.10616	.06078	.47905
	Equal variances not assumed			2.404	145.210	.017	.26992	.11227	.04802	.49182
Service	Equal variances assumed	8.062	.005	3.225	237	.001	.33737	.10460	.13129	.54344
	Equal variances not assumed			2.990	137.516	.003	.33737	.11284	.11425	.56048
Price	Equal variances assumed	.000	.983	.973	237	.332	.12118	.12460	-.12429	.36664
	Equal variances not assumed			.984	176.093	.327	.12118	.12318	-.12191	.36427
Contact Speed	Equal variances assumed	.988	.321	1.885	237	.061	.15509	.08229	-.00701	.31720
	Equal variances not assumed			1.918	179.179	.057	.15509	.08085	-.00445	.31464

Geographic Location	Equal variances assumed	.001	.971	-.972	237	.332	-.09229	.09500	-.27944	.09485
	Equal variances not assumed			-.965	166.996	.336	-.09229	.09566	-.28115	.09656
Immediate Feedback	Equal variances assumed	5.454	.020	1.954	237	.052	.20456	.10470	-.00170	.41082
	Equal variances not assumed			1.770	129.251	.079	.20456	.11559	-.02414	.43326
Language Variety	Equal variances assumed	6.434	.012	1.340	237	.182	.13763	.10274	-.06477	.34004
	Equal variances not assumed			1.258	142.447	.210	.13763	.10941	-.07865	.35392

Appendix-3B: One-way ANOVA (Underlying Factors of customers channel choice based on Age)

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Prior experience	21-30	136	3.4853	.78972	.06772	3.3514	3.6192	2.00	5.00
	31-40	73	4.0959	.54285	.06354	3.9692	4.2225	3.33	5.00
	41-50	22	4.3788	.45187	.09634	4.1784	4.5791	4.00	5.00
	ABOVE 50	8	2.6667	.71270	.25198	2.0708	3.2625	2.00	3.33
	Total	239	3.7266	.79249	.05126	3.6257	3.8276	2.00	5.00
Service	21-30	136	3.5313	.62542	.05363	3.4252	3.6373	2.25	5.00
	31-40	73	4.0890	.71852	.08410	3.9214	4.2567	2.25	5.00
	41-50	22	4.5909	.52636	.11222	4.3575	4.8243	3.75	5.00
	ABOVE 50	8	2.3750	.93541	.33072	1.5930	3.1570	1.50	3.25
	Total	239	3.7605	.78717	.05092	3.6602	3.8608	1.50	5.00
Price	21-30	136	3.0919	.85625	.07342	2.9467	3.2371	1.25	4.50
	31-40	73	3.5205	.81304	.09516	3.3309	3.7102	1.75	5.00
	41-50	22	3.6023	1.19438	.25464	3.0727	4.1318	2.00	5.00

	ABOVE 50	8	2.6250	1.20268	.42521	1.6195	3.6305	1.50	3.75
	Total	239	3.2542	.91955	.05948	3.1370	3.3714	1.25	5.00
Contact Speed	21-30	136	4.1912	.59023	.05061	4.0911	4.2913	3.00	5.00
	31-40	73	4.3607	.60796	.07116	4.2189	4.5026	2.67	5.00
	41-50	22	4.6970	.65795	.14028	4.4053	4.9887	3.33	5.00
	ABOVE 50	8	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Total	239	4.2831	.61059	.03950	4.2053	4.3609	2.67	5.00
Geographic Location	21-30	136	3.8995	.66335	.05688	3.7870	4.0120	2.00	5.00
	31-40	73	4.0776	.71259	.08340	3.9114	4.2439	2.33	5.00
	41-50	22	4.1364	.90653	.19327	3.7344	4.5383	3.00	5.00
	ABOVE 50	8	3.6667	.35635	.12599	3.3688	3.9646	3.33	4.00
	Total	239	3.9679	.70107	.04535	3.8786	4.0573	2.00	5.00
Immediacy of Feedback	21-30	136	3.7917	.82146	.07044	3.6524	3.9310	1.33	5.00
	31-40	73	4.2648	.53564	.06269	4.1399	4.3898	3.33	5.00
	41-50	22	4.3939	.80761	.17218	4.0359	4.7520	3.00	5.00
	ABOVE 50	8	3.5000	.53452	.18898	3.0531	3.9469	3.00	4.00
	Total	239	3.9819	.77733	.05028	3.8828	4.0809	1.33	5.00
Language Variety	21-30	136	3.6912	.81436	.06983	3.5531	3.8293	2.00	5.00
	31-40	73	4.2534	.57205	.06695	4.1200	4.3869	3.00	5.00
	41-50	22	4.3182	.47673	.10164	4.1068	4.5296	4.00	5.00
	ABOVE 50	8	3.7500	.26726	.09449	3.5266	3.9734	3.50	4.00
	Total	239	3.9226	.75958	.04913	3.8258	4.0194	2.00	5.00

Appendix-3C: One-way ANOVA (Underlying Factors of customers channel choice based on Marital Status)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Priorexperience	single	125	3.6267	.80389	.07190	3.4844	3.7690	2.00	5.00
	Married	104	3.7628	.74993	.07354	3.6170	3.9087	2.00	5.00
	Divorced	10	4.6000	.51640	.16330	4.2306	4.9694	4.00	5.00
	Total	239	3.7266	.79249	.05126	3.6257	3.8276	2.00	5.00
Service	single	125	4.7500	.59884	.05356	3.4360	3.6480	2.25	4.50
	Married	104	3.5420	.90285	.08853	3.7523	4.1035	1.50	5.00

Price	Divorced	10	3.9279	.20412	.06455	4.6040	4.8960	4.50	5.00
	Total	239	3.7605	.78717	.05092	3.6602	3.8608	1.50	5.00
	single	125	3.0580	.82863	.07411	2.9113	3.2047	1.25	4.50
	Married	104	3.5000	.98536	.09662	3.2747	3.6580	1.50	5.00
ContactSpeed	Divorced	10	3.4663	.81650	.25820	2.9159	4.0841	2.50	4.50
	Total	239	3.2542	.91955	.05948	3.1370	3.3714	1.25	5.00
	single	125	4.2773	.57226	.05118	4.1760	4.3786	3.00	5.00
	Married	104	4.3141	.64332	.06308	4.1890	4.4392	2.67	5.00
GeographicLocation	Divorced	10	4.0333	.72776	.23014	3.5127	4.5539	3.33	5.00
	Total	239	4.2831	.61059	.03950	4.2053	4.3609	2.67	5.00
	single	125	3.8640	.69315	.06200	3.7413	3.9867	2.00	5.00
	Married	104	4.0897	.67667	.06635	3.9581	4.2213	2.33	5.00
ImmediacyofFeedback	Divorced	10	4.0000	.90267	.28545	3.3543	4.6457	3.00	5.00
	Total	239	3.9679	.70107	.04535	3.8786	4.0573	2.00	5.00
	single	125	3.8427	.84728	.07578	3.6927	3.9927	1.33	5.00
	Married	104	4.1571	.64018	.06277	4.0326	4.2816	3.00	5.00
LanguageVariety	Divorced	10	3.9000	.87560	.27689	3.2736	4.5264	3.00	5.00
	Total	239	3.9819	.77733	.05028	3.8828	4.0809	1.33	5.00
	single	125	3.8240	.79630	.07122	3.6830	3.9650	2.00	5.00
	Married	104	3.9760	.69805	.06845	3.8402	4.1117	2.00	5.00
LanguageVariety	Divorced	10	4.6000	.51640	.16330	4.2306	4.9694	4.00	5.00
	Total	239	3.9226	.75958	.04913	3.8258	4.0194	2.00	5.00

Apendix-3D: One-way ANOVA (Underlying Factors of customers channel choice based on Monthly average net income)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						Prior experience	0-5000		
	5001-10000	87	3.7893	.67841	.07273	3.6447	3.9339	2.00	5.00
	10001-15000	65	3.9897	.63456	.07871	3.8325	4.1470	3.00	5.00
	ABOVE 15000	34	3.3627	1.12327	.19264	2.9708	3.7547	2.00	5.00
	Total	239	3.7266	.79249	.05126	3.6257	3.8276	2.00	5.00

Service	0-5000	53	3.6179	.91279	.12538	3.3663	3.8695	2.25	5.00
	5001-10000	87	3.8247	.62774	.06730	3.6909	3.9585	2.50	5.00
	10001-15000	65	3.8038	.66216	.08213	3.6398	3.9679	2.25	5.00
	ABOVE 15000	34	3.7353	1.10943	.19027	3.3482	4.1224	1.50	5.00
	Total	239	3.7605	.78717	.05092	3.6602	3.8608	1.50	5.00
Price	0-5000	53	3.1538	1.12227	.15415	3.0256	3.6442	1.25	5.00
	5001-10000	87	3.3161	.78361	.08401	3.1491	3.4831	2.00	5.00
	10001-15000	65	3.1618	.89453	.11095	2.9322	3.3755	1.25	4.50
	ABOVE 15000	34	3.3349	.95521	.16382	2.8285	3.4951	1.50	5.00
	Total	239	3.2542	.91955	.05948	3.1370	3.3714	1.25	5.00
Contact Speed	0-5000	53	4.0189	.64522	.08863	3.8410	4.1967	2.67	5.00
	5001-10000	87	4.2299	.62941	.06748	4.0957	4.3640	3.00	5.00
	10001-15000	65	4.4974	.51412	.06377	4.3700	4.6248	3.33	5.00
	ABOVE 15000	34	4.4216	.50791	.08711	4.2444	4.5988	3.67	5.00
	Total	239	4.2831	.61059	.03950	4.2053	4.3609	2.67	5.00
Geographic Location	0-5000	53	3.9057	.93227	.12806	3.6487	4.1626	2.00	5.00
	5001-10000	87	3.9693	.55366	.05936	3.8513	4.0874	2.67	5.00
	10001-15000	65	4.0821	.65094	.08074	3.9208	4.2433	2.67	5.00
	ABOVE 15000	34	3.8431	.71178	.12207	3.5948	4.0915	2.33	5.00
	Total	239	3.9679	.70107	.04535	3.8786	4.0573	2.00	5.00
Immediacy of Feedback	0-5000	53	3.7044	1.05947	.14553	3.4124	3.9964	1.33	5.00
	5001-10000	87	4.0421	.63856	.06846	3.9060	4.1782	2.67	5.00
	10001-15000	65	4.1282	.51939	.06442	3.9995	4.2569	3.33	5.00
	ABOVE 15000	34	3.9804	.90988	.15604	3.6629	4.2979	2.33	5.00
	Total	239	3.9819	.77733	.05028	3.8828	4.0809	1.33	5.00
Language Variety	0-5000	53	3.8113	.84482	.11604	3.5785	4.0442	2.00	5.00
	5001-10000	87	3.8851	.68498	.07344	3.7391	4.0310	2.00	5.00
	10001-15000	65	4.1846	.59008	.07319	4.0384	4.3308	3.00	5.00
	ABOVE 15000	34	3.6912	.96149	.16489	3.3557	4.0267	2.00	5.00
	Total	239	3.9226	.75958	.04913	3.8258	4.0194	2.00	5.00

Apendix-3E: One-way ANOVA (Underlying Factors of customers channel choice based on Education Level)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Prior experience	BELOW DIPLOMA	4	2.6667	.00000	.00000	2.6667	2.6667	2.67	2.67
	COLLEGE DIPLOMA	10	4.4333	.16102	.05092	4.3181	4.5485	4.33	4.67
	BA/BSc DEGREE	141	3.8038	.77876	.06558	3.6741	3.9334	2.00	5.00
	ABOVE BA/BSc DEGREE	84	3.5635	.78979	.08617	3.3921	3.7349	2.00	5.00
	Total	239	3.7266	.79249	.05126	3.6257	3.8276	2.00	5.00
Service	BELOW DIPLOMA	4	3.2500	.00000	.00000	3.2500	3.2500	3.25	3.25
	COLLEGE DIPLOMA	10	3.5298	.98742	.31225	3.3936	4.8064	2.75	5.00
	BA/BSc DEGREE	141	3.8883	.74127	.06243	3.7649	4.0117	2.25	5.00
	ABOVE BA/BSc DEGREE	84	4.1000	.79759	.08702	3.3567	3.7028	1.50	5.00
	Total	239	3.7605	.78717	.05092	3.6602	3.8608	1.50	5.00
Price	BELOW DIPLOMA	4	3.3883	.00000	.00000	3.0000	3.0000	3.00	3.00
	COLLEGE DIPLOMA	10	3.0000	.46323	.14649	4.1436	4.8064	4.00	5.00
	BA/BSc DEGREE	141	4.4750	.89564	.07543	3.2392	3.5374	1.25	5.00
	ABOVE BA/BSc DEGREE	84	2.8958	.83972	.09162	2.7136	3.0781	1.25	4.50
	Total	239	3.2542	.91955	.05948	3.1370	3.3714	1.25	5.00
Contact Speed	BELOW DIPLOMA	4	4.6667	.00000	.00000	4.6667	4.6667	4.67	4.67
	COLLEGE DIPLOMA	10	4.6000	.34427	.10887	4.3537	4.8463	4.33	5.00
	BA/BSc DEGREE	141	4.2742	.68113	.05736	4.1608	4.3876	2.67	5.00
	ABOVE BA/BSc DEGREE	84	4.2421	.50261	.05484	4.1330	4.3511	3.67	5.00
	Total	239	4.2831	.61059	.03950	4.2053	4.3609	2.67	5.00

Geographic Location	BELOW DIPLOMA	4	4.6667	.00000	.00000	4.6667	4.6667	4.67	4.67
	COLLEGE DIPLOMA	10	4.5000	.45134	.14272	4.1771	4.8229	4.00	5.00
	BA/BSc DEGREE	141	3.9362	.80170	.06752	3.8027	4.0697	2.00	5.00
	ABOVE BA/BSc DEGREE	84	3.9246	.49184	.05366	3.8179	4.0313	3.00	5.00
	Total	239	3.9679	.70107	.04535	3.8786	4.0573	2.00	5.00
Immediacy of Feedback	BELOW DIPLOMA	4	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	COLLEGE DIPLOMA	10	4.8000	.32203	.10184	4.5696	5.0304	4.33	5.00
	BA/BSc DEGREE	141	3.9385	.88156	.07424	3.7918	4.0853	1.33	5.00
	ABOVE BA/BSc DEGREE	84	3.9563	.57101	.06230	3.8324	4.0803	3.00	5.00
	Total	239	3.9819	.77733	.05028	3.8828	4.0809	1.33	5.00
Language Variety	BELOW DIPLOMA	4	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	COLLEGE DIPLOMA	10	4.4500	.43780	.13844	4.1368	4.7632	4.00	5.00
	BA/BSc DEGREE	141	3.9574	.80065	.06743	3.8241	4.0908	2.00	5.00
	ABOVE BA/BSc DEGREE	84	3.8452	.68537	.07478	3.6965	3.9940	2.00	5.00
	Total	239	3.9226	.75958	.04913	3.8258	4.0194	2.00	5.00

Appendix-3F: One-way ANOVA (Underlying Factors of customers channel choice based on Travel Experience with Ethiopian airlines)

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						Priorexperience	0-1YEARS		
	1-3YEARS	62	4.1183	.52652	.06687	3.9846	4.2520	3.33	5.00
	ABOVE 3YEARS	107	3.5483	.81425	.07872	3.3922	3.7043	2.00	5.00
	Total	239	3.7266	.79249	.05126	3.6257	3.8276	2.00	5.00
Service	0-1YEARS	70	3.5536	.61664	.07370	3.4065	3.7006	2.25	5.00
	1-3YEARS	62	4.2460	.51909	.06592	4.1141	4.3778	3.50	5.00
	ABOVE 3YEARS	107	3.6145	.89501	.08652	3.4429	3.7860	1.50	5.00
	Total	239	3.7605	.78717	.05092	3.6602	3.8608	1.50	5.00
Price	0-1YEARS	70	3.3071	.78386	.09369	3.1202	3.4940	1.25	4.50
	1-3YEARS	62	3.5403	1.06855	.13571	3.2690	3.8117	1.25	5.00
	ABOVE 3YEARS	107	3.0537	.86673	.08379	2.8876	3.2199	1.50	5.00
	Total	239	3.2542	.91955	.05948	3.1370	3.3714	1.25	5.00
ContactSpended	0-1YEARS	70	4.2476	.65861	.07872	4.0906	4.4047	3.00	5.00
	1-3YEARS	62	4.3172	.54798	.06959	4.1780	4.4564	3.33	5.00
	ABOVE 3YEARS	107	4.2866	.61676	.05962	4.1684	4.4048	2.67	5.00
	Total	239	4.2831	.61059	.03950	4.2053	4.3609	2.67	5.00
Geographic	0-1YEARS	70	3.9333	.74988	.08963	3.7545	4.1121	2.00	4.67

Location	1-3YEARS	62	4.1129	.67196	.08534	3.9423	4.2835	2.67	5.00
	ABOVE	107	3.9065	.67881	.06562	3.7764	4.0366	2.33	5.00
	3YEARS								
	Total	239	3.9679	.70107	.04535	3.8786	4.0573	2.00	5.00
Immediacy of Feedback	0-1YEARS	70	3.7238	.95295	.11390	3.4966	3.9510	1.33	5.00
	1-3YEARS	62	4.2258	.61781	.07846	4.0689	4.3827	3.00	5.00
	ABOVE	107	4.0093	.68291	.06602	3.8785	4.1402	2.67	5.00
	3YEARS								
Total	239	3.9819	.77733	.05028	3.8828	4.0809	1.33	5.00	
Language Variety	0-1YEARS	70	3.7429	.77433	.09255	3.5582	3.9275	2.00	5.00
	1-3YEARS	62	4.3306	.59329	.07535	4.1800	4.4813	3.00	5.00
	ABOVE	107	3.8037	.75472	.07296	3.6591	3.9484	2.00	5.00
	3YEARS								
Total	239	3.9226	.75958	.04913	3.8258	4.0194	2.00	5.00	