ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

MARKETING MANAGEMENT POSTGRADUATE PROGRAM

Determinants of Product Adoption of Packed Ethiopian Cultural Stew in Addis Ababa

A Thesis Submitted to the School of Graduate Studies of Addis Ababa University in Partial Fulfillment for the Award of the Degree of Master of Arts in Marketing Management

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This is to certify that the thesis prepared by Ruth Belete, entitled **"Determinants of Product Adoption of Packed Ethiopian cultural Stew in Addis Ababa"** and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

The aim of this study is to provide an initial understanding of determinants of product adoption of packed Ethiopian cultural stew food adoption in Addis Ababa. In order to achieve this aim, this study identified and examined various attitudinal, normative and control factors and their possible influence upon packed Ethiopian cultural stew adoption. The data on these variables was collected using a structure questionnaire survey approach. The study population compromised of Bole sub-city of Addis Ababa where data was collected from 231 customers of Tapu prepared food P.L.C by using conventional sampling. The researcher used explanatory research to study the relationship between the dependent variable (product adoption) and the independent variables (attitude towards behavior, subjective norm and perceived behavioral control). Questionnaire were analyzed using SPSS version 20.00 and tools like correlation and multiple regression were employed. Study findings indicated that product adoption and attitude towards behavior were positively and significantly (β= 1.896, $p<0.05$) it accounted for 97.1% of the variance in product adoption.. The results also indicated that subjective norm and product adoption were positively and significantly related (β=1.223, $p<0.05$) and it accounted for 85.5% of the variance in product adoption. The results further indicated that perceived behavioral control, had a positive and significant relationship (β=1.588, $p<0.05$) and that it accounted for 88.6% of the variations in product adoption. The results also indicated that pricing and product adoption were significantly and negatively related (β=-0.381, $p<0.05$). From the findings the study therefore recommended that Cost of packed stew food may need to be lowered in order to attract new consumers as well as to retain the existed customers.

Key Words: Product Adoption, packed Ethiopian cultural stew, subjective norm, attitude towards behavior and perceived behavioral control

CHAPTER ONE

1Introduction

1.1 Background of the study

Tapu Prepared Foods, Inc is a Food Processing Firm established in Ethiopia. The company provide quality packed foods and spices to its clients here at home and abroad. Prepare, package and distribute prominent Ethiopian cultural foods to domestic and international markets. By providing quality food services, consumers saving their time in the kitchen so that they would have more time for other important matters. So the adoption of packed food has grown remarkably in developing countries. Tapu's food have Several items on the menu include: Frozen *Doro Wot* (two kilograms, no eggs) costs 800 birr, Ye-beg Wot (two kilograms lamb stew) which also costs 800 birr, and Kitfo (with collard greens, cottage cheese and traditional 'Kocho'). The menu lists more than 80 food items like Dulet, Minchet Wot, Injera, and several types of traditional breads which also sell per kilo, or per serving. Orders are generally made two days before the occasion. Tapu offers two packaging options: a 'Tapu' branded plastic package and a plain plastic package for those who want to discreetly pass off the food as theirs when sending it abroad for a beloved one. (http://www.tapufoods.com).

Food and Agricultural Organization (2009) estimated that the value of global market for packed food has reached $45 billion (USD) in 2007. Although packed food comprises only a small fraction of the food market, its rapid growth has generated much interest among consumers, businesses as well as researchers.

The last decades all over the world a drastic change of consumers' attitudes against food products is observed; food products are not seen any more just as the mean for survival and pleasure. Among the most influential recent factors driving consumers' decisions are: food safety and health issues, environmental issues and social and economic aspects. All these factors consumers to become increasingly conscious in their food choices; at the same time their choices provide them with substantial power in influencing food industry's decisions in producing and developing new food products (Bephage, G. 2000).

The food practices of humans are determined by values, attitudes, beliefs, and environmental and religious circumstances; all of which are the products of tradition, culture, and contacts (Onuorah and Ayo, 2003). Knowledge and culture affect the intake of a particular food (Asp, 1999).
Consumers power as decision makers in the food sector influences the success or not of a new product in the new consumer driven food markets. The success rate of new products is very low while at the same time the cost of introducing a new product in the market is extremely high (Sloan, 1994 and 2005;Van Kleef et al, 2002).

In developing countries, culture plays a crucial role in determining food patterns (Lahsaeizadeh, 2001). According to Kebede (2010), cultural diversity is the unique feature of Ethiopia; the country's population composed of about 80 ethnic groups whose cultures are diverse one another. Each ethnic group has its own culture manifested to the widely practiced diet (national tinuing (Kebede, 2010).

Ethiopian Cultural Stew like Doro Wot (Chicken Stew), Kaey and Alcha Siega Wot (Chopped Beef Stew), Minchet-àbish Kaey and Alcha Wot (Smashed Beef Stew), Meser Kaey Wot (Lentil Stew), Ater-Kek Kaey and Alcha Wot (Pea Stew) has social significance in family gatherings, making friendships, prestige by offering dinners etc.

In Ethiopia, there are occasions in which cultural stew plays pivotal and vital parts and its cultural symbolic weight is markedly greater than that accorded to most other foods. So a major stream of research is to explore on the determinants of product adoption of packed Ethiopian Cultural Stew,

1.2 Statement of the problem

The main topic of this study is based on the determinants of product adoption of packed Ethiopian cultural stew. There is a gap in the literature for contemporary social psychological based research on Ethiopian attitudes and behaviors concerning packed food consumption (Kebede (2010).
The main reasons generally affecting individual consumers' food adoption examined by Asp (1999), pointed out that their decisions affect both the trustworthiness of their food intakes and the success or failure of food product market.. Thus, attitudinal factors, subjective

norm factors, and perceived behavioral factors are the three groups of reasons that affect consumers' food adoption examined by Ajzen (1991). So, the intention of the current study is to explicitly examine consumers' packed food adoption in Ethiopia case.

Animal flesh food in Ethiopia has associated with cultural practices. Meat plays pivotal and vital parts in special occasions and its cultural symbolic weight is markedly greater than that accorded to most other food. Processing and cooking of poultry is a gender based duty and has socio-cultural roles.

The study in this area is that to find out how attitude, subjective norm and perceived control of the consumer to use packed food affect the adoption of packed Ethiopian cultural stew in Ethiopian case. Therefore, the purpose of this study is to explore factors that determine customer product adoption of packed Ethiopian cultural stew. Different factors will be stated for the product adoption such as affordable price, life style of the customer, trust and so much more other drive customer product adoption of packed Ethiopian cultural stew.

1.3 Research Question

1: How do consumer attitudes affect the adoption of packed Ethiopian cultural stew?

2: How do perceived behavioral control influence the adoption of packed Ethiopian cultural stew?

3: How do subjective norms affect the adoption of packed Ethiopian cultural stew?

4: Among those food product adoption determinants, which factor has the strongest impact?

1.4 Objective of the study

1.4.1 General objective

- To investigate determinants towards the adoption of packed Ethiopian cultural stew

1.4.2 Specific objectives

- To examine the effect of attitude on adoption of packed Ethiopian cultural stew
- To find out how perceived behavioral control affect adoption of packed Ethiopian cultural stew.
- To examine how subjective norms affect adoption of packed Ethiopian cultural stew by customer.
- To find out the strongest factor that affect the adoption of packed Ethiopian cultural stew

Definitions of Variables

Dependent Variable:

Product adoption: It is a continuous variable representing dependent variable. It is the amount of product adoption packed Ethiopian cultural stew.

The Independent variables are: The explanatory variables expected to influence the dependent variable are the following. In my case:

Attitude towards the behavior

- Product quality
- Convenience
- Consumer attitude

Subjective norm

- Perception
- Life style
- Curiosity

Perceived behavioral control

- Affordable price

- trust
- Awareness

Hypothesis

H_1 - A favorable attitude towards packed food is likely to strengthen an individual's intention to adopt Ethiopian cultural stew.

H_2 – *Subjective norm is positively associated with* adoption of packed Ethiopian cultural stew.

H_3 – *Perceived behavioral control is positively associated with* adoption of packed Ethiopian cultural stew.

1.5 Significance of the study

The major findings of this study provide significant factors that may employ in studying the consumer product adoption and also understanding the important factors that may impact the consumer adoption of packed Ethiopian cultural stew. The all significant determinant in this study was used in determining product adoption.

The study also has important implications for the practices of market segmentation and targeting, as well as product positioning and marketing communication. So understanding the key determinants of product adoption helps companies identify target markets, position their products accurately, and design more effective communication strategies.

1.6 Scope of the study

This study focuses on the factor that determine product adoption of packed Ethiopian cultural stew sold in Addis Ababa. This factors includes affordable price, availability or durability of the product, trust, attitude and so much more other drive customer product adoption of packed Ethiopian cultural stew. The study consists of observing producers and potential customers in Addis Ababa.

1.7 Definition of Terms

Product adopton: Adoption is an individual's decision to become a regular user of a product which may be an innovation in form of a good, service, or idea. The consumer adoption process is a kind of a consumer-loyalty process. Kotler Philip, Marketing Management, 1999, p.197.

Ethiopian cultural stew: Doro Wot (Chicken Stew), Kaey and Alcha Siega Wot (Chopped Beef Stew), Minchet-àbish Kaey and Alcha Wot (Smashed Beef Stew), Meser Kaey Wot (Lentil Stew), Ater-Kek Kaey and Alcha Wot (Pea Stew) Attitude

Attitude; is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action. It is learned, tends to persist over time, and reflects an overall evaluation of something based on the set of associations linked to it (Hoyer & Maclnnis, 2007).

Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman & Kanuk, 2007, p.238).

Subjective Norms; Subjective norm is defined as the degree of social pressure felt by the person withregard to the behavior (Ajzen, 2002b).

Perceived Behavioral Control; Perceived Behavioral control refers to the degree of control that the person feels he or she has over performing the behavior determines the perceived behavioral control (Ajzen, 2002b)

1.8 Limitation of the study

Availability of data and empirical studies was quite a challenge specific to the case of Ethiopia in this study. Capturing all the variables that have an effect on the criterion variable is also quite difficult. Also samples that was taken from consumers currently residing in Bole sub-city in Addis Ababa and it's know that Packed Ethiopian cultural stew is utilized in other sub city as well as in abroad areas so this was cause a bias in the result of the study because the necessary target group is very much absent from the study.

1.9 0rganization of the study

The paper is organized into five chapters, chapter one includes background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitation of the study, and definition of terms. Chapter two covers theoretical framework which are relevant on the subject matter under study. Under chapter three, the methodology part of the study was described in detail. The findings of the study was presented, analyzed and discussed in chapter four. Finally, in chapter five summary, conclusions, and recommendations was forwarded based on the study findings.

CHAPTER TWO

2 Review of Related Literature

Introduction

A literature review is essential in research areas, and it follows four important steps to conduct a review. According to Knopf (2006, p. 129), a literature review must address four set of steps. The first step is to examine the study of an individual. The second step is to concentrate on how other researchers have accomplished conclusion from their examination. The third step is to summarize the collective results. To accomplish the third step, researchers need to sort out the results into three different categories: firstly, researchers will find out what they have found common in the existing studies and reports. Secondly, researchers need to identify any disagreement found in the literature. Thirdly, anything is overlooked in the study. Finally, the fourth step is to judge the quality of the literature overall.

2.1 Theoretical framework of the research

2.1.1 Theory of Reasoned Action

In the theory of reasoned action (Ajzen & Fishbein, 1980, p. 63) , they argue that behavior can be seen as a function of a person's intent to behave, which is constituted by two components: (1) his or her attitude towards the behavior and (2) the subjective norms. The first antecedent, attitude towards behavior (AB), is determined by the combination of the evaluation of the expected outcomes and accessible beliefs that performing the behavior leads to the outcome. As the result, the attitudes then depict the degree to which this person values the performance of the behavior either in the positively or negatively responded. Moreover, they explained that the second antecedent to intention represents an internalized perception that persons important to the decision maker prefer her or his engage or not engage in a behavior. Such important references can be an individual or group as the decision maker's friend, spouse, children, parents, and doctor. This antecedent, which

referred as subjective norm (SN) is based both on the normative beliefs. In their study of measuring individuals' intention to donate blood, Burnkrant & Page Jr. (1982) tested the

convergent, discriminate, and predictive validity of the Theory of Reasoned Action conceptualization by using multiple indicators.

The first hypothesis stated that cognitive attitude towards a behavior predicts affective attitude towards that behavior. The latent variable cognitive attitude is measured by the two cognitive instruments: attitude towards the act of donating blood and a weighted composite of an individual's beliefs or cognitions about a behavior. The latent variable affective attitude measurement obtains a direct rating of favorability towards the behavior and weighted by the self-perceived importance of personal considerations in deciding whether to perform the behavior (Chen, M.F. 2007).

The second hypothesis specified that all components of normative beliefs, number of salient referents under consideration and motivation to comply with referent underlies and leads to subjective norms. As it is assumed in Fishbein's model, the third hypothesis stated that the normative belief variable and attitude exhibit both convergent and discriminate validity as separate but related constructs. Although the finding shows the lack of discriminate validity between cognitive attitude and affective attitude (on factor model), however, the results also indicate that the first hypothesis was not rejected and the one-factor model of attitude measurement's results supported that the uni-dimensional of this model achieves convergent validity. In addition, their hypothesis of a causal relationship between normative beliefs and subjective norms is rejected in favor of a uni-dimensional normative construct; and both hypotheses concerning two separate but correlated factors and the attitude-normative construct is supported for convergent validity and discriminate (Bephage, G. 2000).

The last hypothesis in their research represented a causal model of the two behavioral intention determinants, which are attitude and the subjective norms. Given the results, the study designated both convergent, discriminate, and predictive validity for the Theory of Reasoned Action model. Thus, their findings hold the support for the Theory of Reasoned Action that both attitude and subjective norm can be used to predict intention, even though the intention to do actual behavior is found to be primarily under attitude control (Briz, T., & Ward, R. W. 2009).

According to theory of reasoned action, human beings are rational and know the systematic use of the information. This theory is based on some assumptions, and the authors do not believe that human social behavior is controlled by unconscious motives or overriding desires. They argued that people can think over the implications of their actions before they make a decision to engage or not engage in a given behavior (Ajzen & Fishbein, 1980, p. 5).

The ultimate goal of TRA is to predict and understand an individual's behavior, not merely predict the behavior. To understand the behavior, two basic determinants of intentions are important to consider; one is "personal in nature" and "social influence". The personal factor depends on an individual's positive or negative assessment of performing the behavior; hence, this factor is named attitude toward the behavior. The other reflecting social influence may come up from the perception of social pressures. When an individual is under strong social pressure, his or her behavior in question to perform or not perform the particular behavior. This factor is named subjective norm (Ajzen & Fishbein, 1980, p. 6).

Behavioral Beliefs & Attitude toward Behaviors

Behavioral beliefs are the immediate determinants of a person's attitude. An individual may hold a large number of beliefs about a given object, but he or she can only attend a relatively small number of beliefs. These small numbers of beliefs he or she can attend are called behavioral beliefs. Indeed, these Behavioral beliefs are used to understand why a person holds a certain attitude toward an object(Ajzen & Fishbein, 1980, p. 63).A person's behavioral beliefs usually form an attitude toward objects. The basic understanding of an individual about a given behavior is that it will produce both positive negative consequences. On contrary, individuals who have different sets of behavioral beliefs may hold different attitudes toward behavior (Ajzen & Fishbein, 1980, p. 67).

Normative Beliefs and Subjective Norms

A subjective norm is an individual's belief about others what an individual should (or should not) perform the behavior in question. When an individual's attitude toward a behavior is driven by his or her own beliefs about performing the behavior, these beliefs are behavioral beliefs. By comparison, an individual's subjective norm is a function of normative beliefs. They are not behavioral beliefs. In this case, individuals want to get feedback from specific individuals and

groups to perform (or not perform) a behavior. When a behavior may involve a referent, an individual's belief is guided by his or her normative beliefs (similar to subjective norms). Every possible referent will not be relevant or important for an individual's decision making; only behavioral referents will influence an individual's decision making (Ajzen & Fishbein, 1980, pp. 73-74).

2.2.2Theory of Planned Behavior (TPB)

Given the limitations in the Theory of Reasoned Action, Ajzen (1991) has improved this model into the Theory of Planned Behavior. In this new model he explains that apart from behavioral beliefs and normative beliefs, human behavior is also guided by control beliefs. The schematic model depicts that beliefs are antecedents to attitude, subjective norms, and perceived behavioral control. In explaining the process of intention-behavior and its determinants relationship, he described that behavioral beliefs is more to do with beliefs about the likely consequences, or other attributes of the behavior and normative beliefs refers to someone's beliefs about the normative expectations of other people that she or he perceived is important, while the term of control beliefs is used to explain the presence of factors that may further or obstruct someone to perform the behavior.

Moreover, Ajzen (1991) defines that attitude (A) is a function of behavioral beliefs (b), outcome evaluations of beliefs (e), and the number of salient outcomes.
According to Mathieson (1991), behavioral belief refers to subjective probability that a person's behavior will lead to a particular outcome, while an outcome evaluation expresses a rating of the desirability of the outcome. For the purpose of this study, he employ the function's denotations that Mathieson (1991) adapted in his research in explaining the Theory of Planned Behavior.

During the past decade, the Theory of Planned Behavior has been employed to examine a wide variety of behaviors with considerable success. These behaviors include examining the intention to recycling wastepaper, attitude and pro environmental action, intention to soft lifting or illegal duplicating the copyrighted software by individuals for personal use, trying to consume, risk perception and trust in food safety information, predicting user intentions towards new computer system (e.g., Mathieson, 1991), and also examining the intention to purchase organic foods and genetically modified food products (e.g., Cheung et al., 1999; Goles et al.,2008; Lobb et al.,

2007; Bagozzi & Warshaw, 1990; Chen, 2007; Sparks et al., 1992; Bredahl et al., 1998; Cook et al., 2002; and Townsend & Campbell, 2004). Although the findings offer considerable support for the robustness of the Theory Planned Behavior in explaining intention, however, there is some indication that the theory is more appropriate in well established markets that are characterized by clearly formulated behavioral patterns such as in UK consumers (Kalafatis et al., 1999).

The proposed model mainly includes the Theory of Planned Behavior's components as the independent variables, which are attitude, subjective norm, and perceived behavioral control. In the other words, the pure similarity between the proposed model and the Theory of Planned Behavior here is that the three main elements of the Theory of Planned Behavior are being adopted as the determinants of behavioral intention to adopt Bredahl et al. (1998).

Unlike to the Theory of Planned Behavior, the two-dimension structure of perceived behavioral control construct (Sparks et al., 1997) is also presented in the proposed model as predictors of behavioral intention. For this additional factor, I also refer to Bredahl et al. (1998) study about consumers' attitude toward genetically engineered food products. The term "genetically engineered food products" is here used as a general designation of foods and food ingredients which contain or consist of genetically modified material or which are produced from, but do not contain, genetically modified material (Bredahl et al., 1998, p. 252).

In the research model, they compared included attitude to behavior, perceived moral obligation, subjective norm, perceived behavioral control and perceived difficulty as predictors of intention to adopt genetically engineered food products. For prominent justifications, they presented three models for explaining attitudes, behavioral intentions, and attitude change. These three models comprised the Theory of Planned Behavior, the Elaboration Likelihood Model, and Social Judgment Theory. The authors concluded that all three models have adopted a cognitive approach and build on already established consumer behavior theory. This conclusion implies the heftiness of the Theory of Planned Behavior, which variables (i.e., attitude, subjective norms and perceived behavioral control) are applied in the present study's proposed model.

TPB is an extension of the Theory of Reasoned Action (TRA). TRA model has limitations in dealing with behaviors when people have incomplete volitional control (Ajzen,1991, p.181).

The following figure is a schematic representation of the theory.

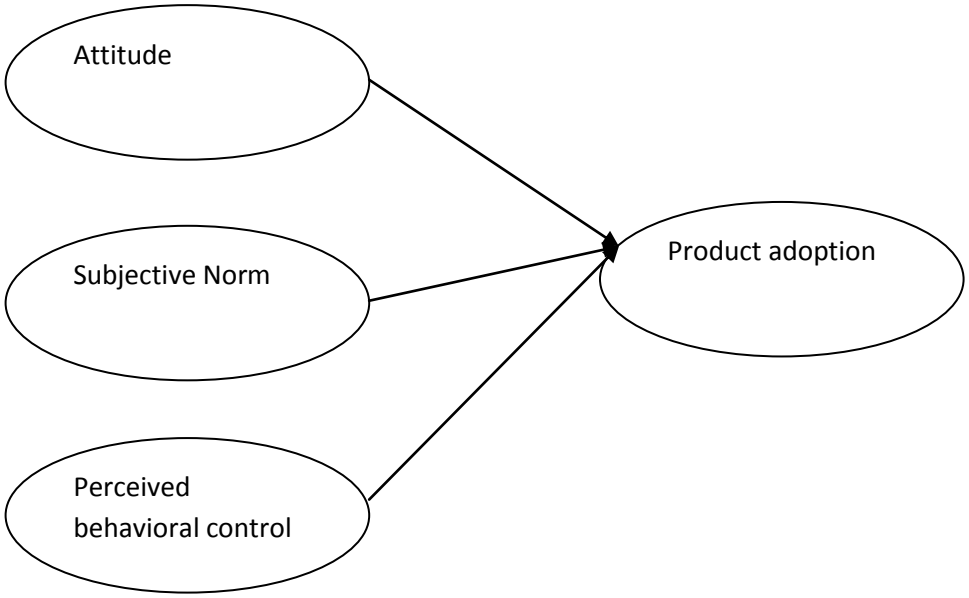

Figure 1. Theory of Planned Behavior. Adapted from the theory of planned behavior (p. 182), by Ajzen, (1991).

Behavioral Beliefs & Attitude toward Behaviors

Behavioral beliefs are the immediate determinants of a person's attitude. An individual may hold a large number of beliefs about a given object, but he or she can only attend a relatively small number of beliefs. These small numbers of beliefs he or she can attend are called behavioral beliefs. Indeed, these Behavioral beliefs are used to understand why a person holds a certain attitude toward an object (Ajzen & Fishbein, 1980, p. 63).A person's behavioral beliefs usually form an attitude toward objects. The basic understanding of an individual about a given behavior is that it will produce both positive and negative consequences. On contrary, individuals who have different sets of behavioral beliefs may hold different attitudes toward behavior (Ajzen & Fishbein, 1980, p. 67).

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Control Beliefs and Perceived Behavioral Control (PBC)

According to Ajzen (1991, pp.183,184) perceived behavioral control is playing an important role for the theory of planned behavior. Ajzen commented that "perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest". Perceived behavioral control can vary depending on situations and actions. For instance, a person may believe that he can achieve this task easily, so his perceived behavioral control will be determined by his set of control beliefs. Several studies reported that "people's behavior is strongly influenced by their confidence in their ability to perform it (i.e., by perceived behavioral control)" perceived behavioral control may be unrealistic when people have little information about their behavior.

2.1.3 Attitude Behavior Context Theory

The Attitude Behavior Context (ABC) theory (Guagnano, Stern et al. 1995) can be characterized as an environmental model, as it accommodates for the surroundings of the consumer. The ABC theory builds upon the framework of a standard means-end theory, meaning that the consumer acts upon expected functional and psychological gain from a given behavior. The reason that ABC is included in this section is the before mentioned attribute of context. In relation to purchase of packed food, this can mean a lot of things. As a main argument it would be reasonable to consider the availability of organic products to be the contextual factor accounting

for the majority of external impact. But factors such as interpersonal relationships and trends will for some also influence behavior (Guagnano, Stern et al.1995).

The theory was implemented in a US study on food product adoption, where it enabled researchers to split consumers into sub-groups in order to gain insight concerning their consumption of organic food (Nie and Zepeda 2011). The concepts of attitude and behavior in ABC are fairly similar to those in other theories while the context factor is described as follows: "External conditions are conceived of broadly to include all external sources of support or opposition to behavior, whether physical, financial, legal or social. They can range from extremely negative (unpleasant or barriers) to extremely positive (pleasant and supportive)." (Guagnano, Stern et al.1995).

Choice of Theory

The Theory of Planned Behavior model introduced by Ajzen (2002b) is served as the basis for the conceptual framework to investigate consumers' intention to to adopt packed Ethiopian cultural tsew food products. According to Saunders et al. (2007), independent variable is a variable that causes changes in dependent variables, while dependent variable is viewed as a variable that changes in response to changes in other variables.

The proposed model mainly includes the Theory of Planned Behavior's components as the independent variables, which are attitude, subjective norm, and perceived behavioral control. In the other words, the pure similarity between the proposed model and the Theory of Planned Behavior here is that the three main elements of the Theory of Planned Behavior are being adopted as the determinants of behavioral intention.

So after I studied three important theories. These are Theory of Reasoned Action by Ajzen , Theory of Planned Behavior, (TPB), by Martin Fishbein, and Icek Ajzen, and attitude behavior context theory. After the literature search, I have decided to use one theory for my study; the theory of planned behavior (TPB), by Martin Fishbein, and Icek Ajzen. I have decided to use this theory as I have found strong connections for answering my research question. As well as factors of TPB are dependent of each other. The reason for this is that for example ease of access in form of behavioral control, might also have a positive impact on the attitude of the behavior and social norm, as well as behavioral intention.

People act many different roles in their daily life, and they may change their intension to use according to their own styles. In addition, people's evaluation of products and services are different from one another as they play many roles in the society (Solomon et al., 2010, p. 6). Therefore, I have decided to narrow my focus on theory of planned behavior to answer my research questions.

2.2 Empirical Review

2.2.1 Attitude towards behavior

Attitude is on of the most persistent concept in all of marketing. It plays a crucial role in the major models describing consumer behavior, and is included, in one form or another, in most marketing researches. Attitude plays this vital role mainly because it is believed to strongly influence behavior (Churchill & Labocci, 2005, p.265).

A number of past studies have made accomplishments to identify the relationship between consumers' environmental attitudes and behavior (e.g., Chan, 1999a; Alwitt & Pitts, 1996; Shrum et al., 1995; Fraj & Martinez, 2007; Stern, 2000; Minton & Rose, 1997; Chan, 1999b; and Mainieri et al., 1997) and comparing consumers' environmental attitude-behavior in the different setting of cultures (e.g. Laroche et al.,2002; Arbuthnot & Lingg, 1975; and Oreg & Katz-Gerro, 2006). Cheung et al. (1999) have investigated a total of 282 college students in Hong Kong concerning the wastepaper-recycling behavior.

Using hierarchical linear regression, they applied attitude, subjective norms, and perceived behavioral control for predicting behavioral intention. Attitude was entered in the first step as the independent variable to predict behavioral intention, followed by subjective norms,
and perceived behavioral control. The regression results showed that ß ATT= .53 at $p<.001$, which indicated that attitude is significant predictor of behavioral intention. Thus they argue that along with subjective norms, perceived behavioral control, and attitudes are the immediate antecedents of behavioral intention.

The consumer's attitude towards a behavior is traditionally through TPB, portrayed as a cognition process where the rational consumer evaluates pros and cons associated with the

behavior in question. Studies criticizing the use of TPB in moral-related issues, such as the intention to adopt organic food, argue that the model does not incorporate morale in its theory. Others argue that moral evaluations are incorporated into the variable of attitude towards behavior, and that the model is suited for studies without alterations.
adoption of food products, consumers must be made aware of the positive aspects of adopting organic food product, rather than the negative consequences related to not engaging in the behavior.

Attitude-behavior gap

Research has identified a gap in the consumer's attitude does not reflect their behavior when it comes to adopting environmentally friendly products (Claudy, Peterson et al. 2012). This presents a definite problem for the Theory of Planned Behavior and its successful implementation in areas concerning product adoption. It is definitely important to detect the cause of this mismatch, and either eliminate or discover a way to navigate around it in order for producers of food products to sell their products. There are also arguments (Claudy, Peterson et al. 2012) that the void discovered between attitude and behavior is caused by perceived or actual barriers relating to convenience, product performance (in the case of food products, conservation date, taste etc.), benefits to environment and of course cost.

When it comes to explaining the gap between attitude and adoption, (Claudy, Peterson et al. 2012) found that by including reason as a variable by using the Behavioral Reasoning Theory (Westaby 2005) influencing both attitude and adoption in different ways, the gap could be explained. The peculiarities of the findings are intriguing and it shows that reasons for behavior influenced attitude positively, but had no impact on product adoption.

Conversely reasons against behavior have no impact on attitude, but have a negative impact on product adoption. There is a possibility to include the aspect of reasoning into the TPB model, and by doing so hopefully improving its explanation power. The study results demonstrated that intention to adopt is mainly driven by attitudes. Hence, the finding implies the fairly positive support to attitudes as the most important determinant of intention to adopt food products.
Several findings have also been fairly support the proposition that when the consumers' attitude to environmentally friendly or packed food products is positive, the consumer's intention to

adopt food products will be more likely to be positive (e.g., Alwitt & Pitts, 1996; Mostafa, 2006; and Mostafa, 2007b) and in the most cases, attitude is found to be the most influence factor in predicting intention to adopt (e.g., Bagozzi et al., 2000; and Cook et al., 2002). Thus, the following hypothesis is to be addressed:

H1: There is a positive relationship between consumer's attitude towards packed Ethiopian cultural stew and product adoption.

2.2.2 Subjective norms

According to Fishbein and Ajzen (1975), one of the most proximal predictors of behavior is behavioral intention. They outline that intention to adoption of food products is anteceded by the extent to which individuals hold favorable attitude toward the behavior, perceived behavioral control, and subjective norm. Here, the subjective norm deals with individual's perceptions of the norm and conventions concerning the behavior. Additionally, the literature in examining the applicability of the theory of planned behavior to product adoption behavior highlights that both subjective norm and behavioral control exert stronger influences on consumers' behavioral intention (Chan & Lau, 2001).

In their research, Minton & Rose (1997) the study findings indicated the significance of main effects of environmental concern, the personal norm, and the injunctive norm on the behaviors and behavioral intentions. The result also signified that there were no significant interactions in this relationship. As in the multivariate analysis, the effect of personal norm was significant for behavior. In the other words, the more strongly the person felt an obligation to perform the behavior, the more likely s/he was to it. Using Univariate Analysis of Variance, the results also showed that the environmental concern had a greater effect on behavioral intentions than the injunctive norm, and the injunctive norm had a greater effect than the personal norm did on behavioral intentions.

When it comes to subjective norms, it is arguably the most altruistic variable of the TPB. It focuses on the expected reaction of behavior of significant individuals in the consumer's surroundings. In the example in the brief description presented earlier, this variable is likely to have a major impact if one or several of the significant individuals were environmental activists. On the other hand, this variable could be insignificant or even have a negative impact if those

significant others have predisposition against organic food. With this consideration in mind, the variable might not be positively correlated to altruistic values at all Chan, K., 1999) The study results in the proposed model indicated that a positive subjective norm significantly enhances the consumers' intention to adopt. Therefore, the following hypothesis is offered:

H2: *Subjective norm is positively associated with* adoption of packed Ethiopian cultural stew.

2.2.3 Perceived behavioral control

Perceived behavioral control has been another variable of consumer's intention to adopt. According to Ajzen (2002b), perceived behavior control deals with people's perceptions of their ability to perform a given behavior, which is determined by the total set of accessible control beliefs. In this case, control beliefs are defined as the presence of conditions that can either facilitate or obstruct someone in performing behavior.

A meta-analysis in assessing the robustness of the Theory of Planned Behavior has indicated that given theory performed well, with perceived behavioral control serving as an antecedent to both intention and behavior (Notani, 1998). Specifically, the author identified the conditions under which perceived behavioral control is more likely to be a stronger versus a weaker predictor of behavioral intention and behavior. The underlying reasons call for two factors that are believed having an impact on the predictive strength of perceived behavioral control. First factor is the accuracy of the measure of a person's perceived behavioral control, while the second factor leads to the stability of a person's perceived behavioral control over time.

The author argues that whenever a measure of perceived behavioral control is more accurate, more stable, or both, it should serve as a strong predictor of behavior, even the accuracy or stability of perceived behavioral control is not important in predicting behavioral intention. Thus, behavioral intention is determined by perceptions whether a person's perceived behavioral control is accurate or inaccurate, and stable or unstable. The results demonstrated that perceived behavioral control is a stronger predictor of behavior when it is operationalizes as a global vs. belief based measure, is conceptualized to reflect control over factors primarily internal versus external to an individual, and is used for student vs. non-student samples and familiar vs. unfamiliar behaviors (Bhatt,A. 2016).

The results demonstrated that perceived behavioral control is a stronger predictor of behavior when it is operational as a global vs. belief based measure, is conceptualized to reflect control over factors primarily internal versus external to an individual, and is used for student vs. non-student samples and familiar vs. unfamiliar behaviors.

Some argues that perceived behavioral control consists of two separate constructs (Sparks, Guthrie et al. 1997). The concept behind this is that the variable is made up of two factors, namely perceived difficulty and perceived control. Perceived difficulty involves the skills and abilities that the consumer has, and is believed by them to influence the degree of personal control over the behavior in question. Perceived control on the other hand, covers the effect of external factors, such as time, availability and recognition (Chen 2007). In other words PBC can be split up into external and internal factors. Examples of this when it comes to food products might show themselves as the additional time required seeking out and adopting food products and as the individual's ability to handle and prepare a meal based on unfamiliar ingredients.

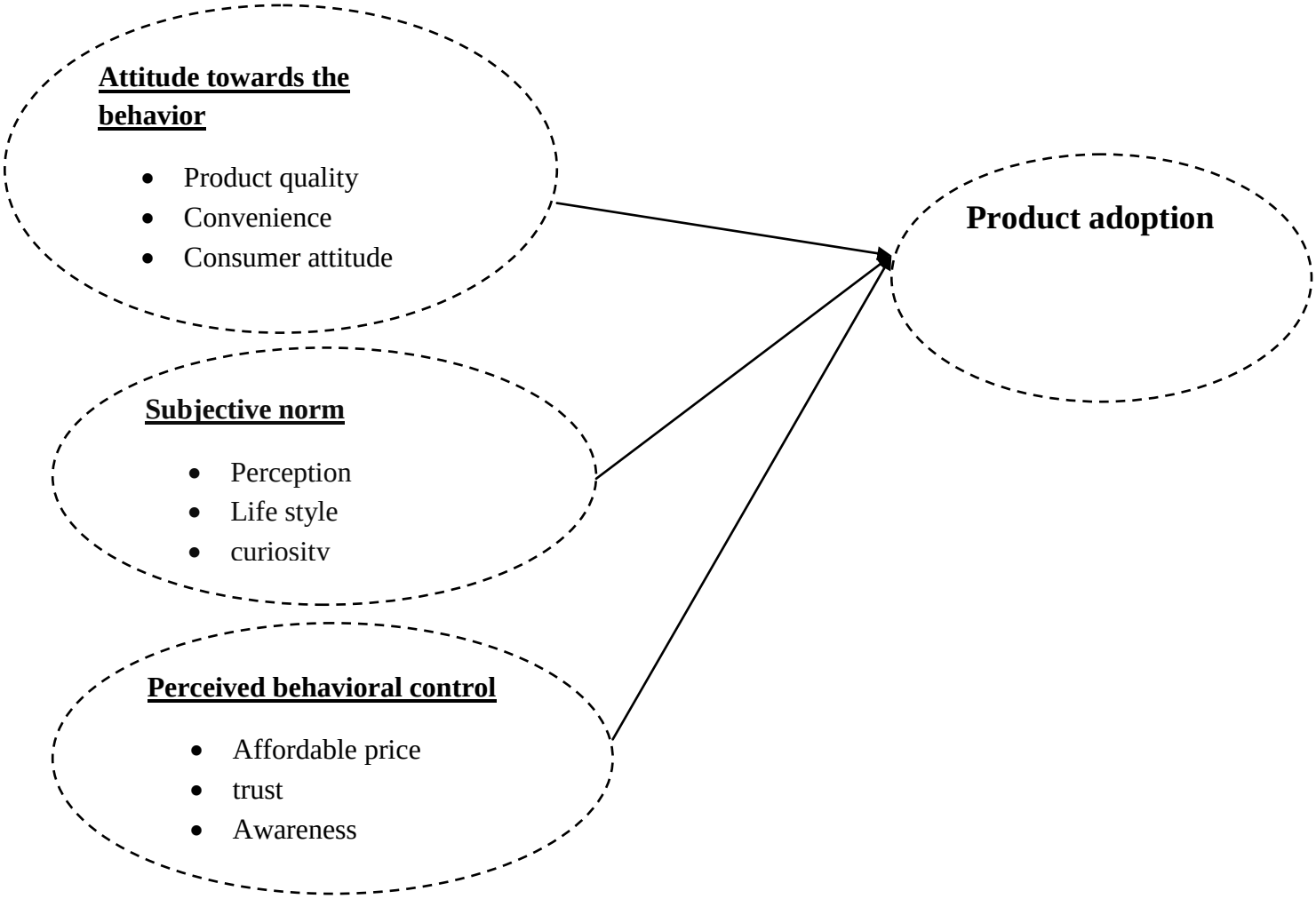
Cognition process where the rational consumer evaluates pros and cons associated with the behavior in question. Studies criticizing the use of TPB in moral-related issues, such as the adoption of food products, argue that the model does not incorporate morale in its equation. Others argue that moral evaluations are incorporated into the variable of attitude towards behavior, and that the model is suited for studies without alterations.

H3: *Perceived behavioral control is positively associated with* adoption of packed Ethiopian cultural stew.

2.3 Conceptual Framework

The Theory of Planned Behavior model introduced by Ajzen (2002b)is served as the basis for the conceptual framework to investigate consumers' intention to adopt packed Ethiopian cultural stew food products. The proposed model in this study is presented in Figure 2.1, which illustrates the hypothesized relationships between independent variables and dependent variable. According to Saunders et al. (2007), independent variable is a variable that causes changes in dependent variables, while dependent variable is viewed as a variable that changes in response to changes in other variables. The independent variables, which are attitude, subjective norm, and perceived behavioral control.

The conceptual framework of the research looks like the following



Conceptual framework adapted from Ajzen's (2005) Conceptual Model of TPB

CHAPTER THREE

RESEARCH DESIGN METHODOLOGY

3.1 Research Approach

This study employed the quantitative research approach to answer the research questions. According to Crewel et. al. (2008), quantitative research is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. Thus, the researcher applied quantitative approach in this study to test objectively the determinants of product adoption of packed Ethiopian cultural stew.

3.2 Research Design

According to Chopra et al. (2012), research design is the conceptual structure within which research is conducted. They specifically indicated that "a research design is the arrangement of condition for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure". A research design is the arrangement for a precise statement of goals and justification.

In this study the researcher used explanatory research to study the relationship between the dependent variable (product adoption) and the independent variables (attitude towards behavior, subjective norm and perceived behavioral control). Questionnaire were analyzed using SPSS version 20.00 and tools like correlation and multiple regression were employed.

3.3 Population and Sampling

3.3.1 Population of the Study

Target population is defined as the entire group a researcher is interested in. According to (zikmund, 2003) the definition of population is an identifiable total set of elements of interest being investigated by a researcher. The target populations of this study were characterized heterogeneous in terms of age, gender, income and level of education. So customers of packed Ethiopian cultural food were used as a target population

3.4 Sampling and Sampling Procedure

Sampling technique

According to Douglas et al (2006), a sample is a tool to infer something about a population or sample is a portion or part of the population of interest. The Reasons to Sample when studying characteristics of a population, there are many practical reasons why we prefer to select portions or samples of a population to observe and measure. Some of the reasons for sampling are: the time to contact the whole population may be prohibitive, the cost of studying all the items in a population may be prohibitive, and the physical impossibility of checking all items in the population, the destructive nature of some tests and the sample results are adequate. Even if funds are available, it is doubtful the additional accuracy of a 100 percent sample-that is, studying the entire population. When selecting a sample, researchers be very careful that the sample is a representation of the population. In other words, the sample must be unbiased since ethical side of statistics always requires unbiased sampling and objective reporting of results.

Since a sample frame cannot be accessible, non-probabilistic sampling technique was used. A convenience sampling method was used because all the target population of the customer of packed cultural stew cannot be available at the same time or during the time of data collection. Convenience sampling also called accidental or opportunity sampling is a technique in which a sample was drawn from that part of the population that was close to hand, readily available, or convenient. The questionnaires were distributed to customers of the packed cultural stew food from selected Bole sub-city in Addis Ababa.

Sample Size Determination

In addition to the purpose of the study and the population size, five criteria was needed to be specified to determine the appropriate sample size, population variability (approximated p),the maximum allowed error (E),and confidence interval(Z),the probability of the population not to be occurred(q). Due to large number of customers in the selected Bole sub-city the sample size was determined through the equation developed by (Cochran,1963).

$n = (Z^2 * p * q)/e^2$

Where n the total number of sample required

Z=the critical table value of the confidence level (z=1.96)

p=the population variability (p=0.5)

q=the probability of the population not to be occurred (q=1-p=0.5)

e =the maximum allowed error i.e. (e =0.05)

Therefore, the researcher was taken the maximum allowed error as 5% at a confidence interval level of 95% and the moderate population variability interval is 0.5(p=0.5) because this allows the researcher a largest sample size and the minimum error(q=0.5).

n= $(1.962*.5*.5)/(0.05)^2$ which is approximated 384.

On the other hand, some research findings (Nareth, 2009) used large sample sizes ranging between 200-1000 respondents. Furthermore suggest those investigators to use a large sample as much as possible. Since the large sample size have the probability of minimizing the population parameters and increases likelihood of the sample to be true representative of the population. This reduces chance errors. (Gupta, et.al, 2009).Because of that that the sample size of this study is 231.

3.5 Data Sources and Types

Both primary and secondary data type were used in the research. Primary data was collected using nine point variables means standard questionnaire was prepared based on this nine independent variables as well as based on independent variable which each questionnaire have five scale questionnaire. The secondary data was collected by reviewing books, previous research works, articles and related journals, publication and online information available.

3.6 Data Collection Procedure and Instrument

The primary data was collected through standard questionnaires. Questionnaires were applied usually or descriptive, which identify and describe the variability in different phenomena or explanatory research, which examine and explain relationships between variables (Saunders, Lewis, & Thornhill, 2009). The questionnaire was prepared in line with the objectives of the study mentioned above and it was organized in three sections. Based on the research objective, a questionnaire was prepared to elicit customer's experience and to get information about product adoption of packed Ethiopian cultural stew. The questionnaire consists of three parts. Part one was prepared to gather general information about the respondents' gender, age, education,

occupation, and monthly income. Part two was prepared to ask respondents to answer determinants of product adoption variables and product adoption .

3.7 Data analysis

The researcher collects data from customer of packed Ethiopian cultural stew food. After collecting the data through questionnaire, the process of analysis was begun. Analysis of data in this research was done by using statistical tools like regression and correlation models. Regression analysis was used to know by how much the independent variable explains or influences the dependent variable which is product adoption.

Correlation analysis also was conducted to measure the strength of the association between Independent variables and product adoption . And also descriptive analysis planned to use for the demographic factors such as gender, age, education, occupation, and monthly income. Tools like tables and percentage were used. Data analysis was performed by using SPSS software version 20.

In order to reduce the possibility of getting wrong answers, different actions were taken to ensure the soundness of this study.

1. Data was collected from reliable sources, from respondents who are customers of packed Ethiopian cultural stew food.
2. SPSS software version 20.0 was used to analyze the data and special emphasis was given during data entry.

3.8 Ethical Consideration

The researcher is planning to maintain scientific objectivity throughout the study. Every person involved in the study was given to the right of privacy and dignity of treatment, and no personal harm was caused to subjects in the research. Information obtained was held in strict confidentiality by the researcher. All assistance, collaboration and other sources from which information were drawn is acknowledged.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

4.1 Introduction

To analyze the collected data in line with the overall objective of the research undertaking, statistical procedures were carried using SPSS 20.00. In this part to indentify the major issues and to provide workable recommendations for the problems, the researcher has collected data through standardize questionnaire. In this chapter the findings of the study are presented. During the survey a total of 231 questionnaires were distributed to customers. All 231 distributed questionnaires were returned. So the analysis was made based on 231 responded questionnaires.

Customers were selected based on convenience sampling and an effort have been made to have representative sample and the results are considered as representative of the population. Descriptive statistics were used for demographic factors, correlation and regression analysis were conducted for scale typed questionnaires, and finally independent sample t-test were used to test the hypothesis.

4.2 Reliability test result

Reliability assesses the degree of consistency between multiple measurements of a variable (Hair et al, 2006). It is computed in terms of the average inter correlations among the items measuring the concept. Reliability is calculated in such a way that it represents the reliability of the mean of the items, not the reliability of any single item. So, the alpha reliability of 10 items would be higher than that of 5 similar items. This coefficient can hold a value of 0 to 1. The result of 0.7 and above implies an acceptable level of internal reliability. The result of reliability test for the questionnaire is shown in the following table. As it is indicated in the table, the test result is between 0.86 and 0.94. Therefore, based on the test, the results for the items are reliable and acceptable.

Table 4.1: Reliability test result for the questionnaire

Constructs	Number of Items	Cronbach's Alpha (α)

ATB1	6	0.981
ATB2	4	0.952
ATB3	4	0.982
SN1	6	0.871
SN2	3	0.721
SN3	3	0.743
PBC1	5	0.971
PBC2	5	0.958
PBC3	5	0.879
Overall reliability	51	0.981

Reliability Statistics

Cronbach's Alpha	N of Items
.981	10

4.3 Descriptive analysis

This descriptive analysis is used to look at the data collected and to describe that information. It is used to describe the demographic factors for more clarification. It is mainly important to make some general observations about the data gathered for general or demographics questions. The demographics factors used in this research were gender, age, education qualification, occupation, and monthly income of the respondents use. For the scale typed questionnaires for all variables mean or average response of respondents was used.

4.3.1 Gender of respondents

The gender of the respondents is shown in table . The table shows that most of the respondents are female (56.7%) while 43.3% are male.

Table 4.2 gender of respondents

		Frequency	Percent
Valid	Male	100	43.3
	Female	131	56.7
	Total	231	100.0

4.3.2 Age of respondents

The respondents' age is shown in the following table. The table shows that 34.6% are the age of 18-25 years old, 26-35 years old with 34.6%, followed by respondent at the age between 36-45 years old with 17.3%, 13.4% were at the age 45+ years old.

Table 4.3 Age of respondents

		Frequency	Percent
Valid	18-25	80	34.6
	26-35	80	34.6
	36-45	40	17.3
	4	31	13.4
	Total	231	100.0

4.3.3 Education qualification of the respondents

The education qualifications of respondents are shown in table 4.4. As it is indicated in the table, 5.2% of the respondents achieved secondary education. 6.1% of the respo48.ndents hold certificate. a first degree. 14.7% were diploma holder, while 48.9 were first degree holder. In the other way, 25.1% o hold a postgraduate degree.

Table 4.4 Respondents educational qualification

		Frequency	Percent
Valid	High School complete	12	5.2
	Certificate	14	6.1
	Diploma	34	14.7
	Degree	113	48.9
	Masters and Above	58	25.1

	Total	231	100.0

4.3.4 Occupation of the respondents

The results of respondents' occupation are indicated in table 4.5. The table demonstrates that 43.3% of the respondents are working in private sector, 43.3% are working in government sector, 13.4% having their own business.

Table 4.5 Occupation of respondents

		Frequency	Percent
Valid	Public Servant	100	43.3
	Private	100	43.3
	Own Business	31	13.4
	Total	231	100.0

4.4.5 Monthly income of respondents

The results of monthly income of respondents are shown in table 4.6. The table shows that 6.1% of the respondents had income of between Birr below 1000, 14.3% of the respondents had income of Birr 1001-2500 , 45% of the respondents had income of Birr 2501-5000. The remaining respondents 34.6% had income of above 5000 birr monthly.

Table 4.6 Monthly income of respondents

		Frequency	Percent
Valid	<1000	14	6.1
	1001-2500	33	14.3
	2501-5000	104	45.0
	>5001	80	34.6
	Total	231	100.0

4.3 Descriptive Statistics

In predicting product adoption (PA), linear regressions have been conducted. This test was established in observing the relationship among product adoption, Attitude towards packed Ethiopian cultural Food Products(ATB), Subjective Norm (SN), and Perceived Behavioral Control (PBC) variables. In the first step, Attitude (ATT), Subjective Norm (SUN), and Perceived Behavioral Control (PBC) were entered as independent variables to predict product adoption (PA). This step was done in accordance with the Theory of Planned Behavior (TPB). Table **4.7** provides information about the mean and standard deviation for each variable included. Among the 231 respondents (N), the average of there is attitude towards packed stew food products 3.77(SD = .814), Subjective Norm 3.95 (SD = .80), Perceived Behavioral Control 3.96(SD = .814).

Table 4.7 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Adoption	231	1	5	3.58	.740
Attitude towards behavior	231	1	5	3.77	.814
Subjective Norm	231	1	5	3.95	.804
Perceive behavioral control	231	1	5	3.96	.814
Valid N (listwise)	231				

4.4 Normality Test

The variables in the multiple linear regression model must follow normal distribution. To check the normality of variable which were incorporated in the multiple linear regression model, need to check the univariate descriptive (Mean, SD, Skewness and kurtosis). Estimates of correlations will be more reliable and stable when the variables are normally distributed.

As a rule of thumb, to say that the data is normally distributed the skewness and kurtosis should be fall within the range of -2 and 2. As can be see from the table below, the result is within the range, hence, the data is normally distributed.

Table 4.8: Normality test

Descriptive Statistics

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product quality	231	3.81	1.837	.160	-1.529	.319
Convenience	231	3.74	-1.256	.160	1.603	.319
Attitude	231	3.57	1.785	.160	-1.098	.319
Perception	231	3.74	-1.256	.160	1.603	.319
Life Style	231	3.63	1.766	.160	-1.766	.319
Curiosity	231	3.93	-1.310	.160	1.202	.319
Trust	231	3.74	1.256	.160	-1.603	.319
Price	231	1.61	-1.766	.160	1.820	.319
Awareness	231	3.71	1.903	.160	-1.951	.319
Valid N (listwise)	231					

4.5 Co linearity test Diagnostics'

One should check for the problem of multi co linearity which is present if there are high correlations between some of the independent variables. The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 5, and should ideally be close to one. Below table shows there is no multi co linearity exist.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula 1–R2 for each variable. If this value is very small (less than 0.20), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi co linearity. This also confirms the absence of multi co linearity according to Co linearity Statistics table below.

Table 4.9 : Co linearity Test

Model		Co linearity statistics	
		tolerance	VIF
1	(Constant)		
	Product quality	.536	1.256
	Attitude	.793	1.568
	Life Style	.718	1.655
	Curiosity	.359	2.421
	Trust	.268	1.325
	Price	.750	2.153
	Awareness	.636	1.236
	Perception	.785	1.812
	Convenience	.521	1.639

4.6 Correlation analysis

Like the demographic factors, the scale typed questionnaire entered to the SPSS software version 20.00, to process correlation analysis. Based on the questionnaire which was filled by the customers the following correlation analysis was made.

4.6.1 Correlation analysis between product quality, convenience, attitude and product adoption

Pearson correlation test was conducted to know the degree of relationship between the independent variable the dependent variable.

The results of the correlation between these variables are shown in table 4.9. As it is indicated in the table there is significant correlation between product quality, convenience, attitude and product adoption. In other words product quality, convenience, attitude and product adoption have high relationship ($r=0.867$, $r=0.839$ and $r=0.984$ respectively with $p<0.01$).

Table 4.10: Correlations between product quality, convenience, attitude and product adoption

Correlations

		Product Adoption	Product quality	Convenience	Attitude
Product Adoption	Pearson Correlation	1	.867**	.839**	.984**
	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231
Product quality	Pearson Correlation	.867**	1	.887**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
Convenience	Pearson Correlation	.839**	.887**	1	.828**
	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
Attitude	Pearson Correlation	.984**	.862**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

4.6.2 Correlation analysis between perception, life style, curiosity and product adoption

Pearson correlation test was conducted to know the degree of relationship between the independent variable the dependent variable.

The results of the correlation between these variables are shown in table 4.10. As it is indicated in the table there is significant correlation between perception, life style, curiosity and product adoption. In other words product perception, life style, curiosity and product adoption have high relationship ($r=0.839$, $r=0.885$ and $r=0.855$ respectively with $p<0.01$).

Table 4.11: Correlations between perception, life style, curiosity and product adoption

Correlations

		Product Adoption	Perception	Life Style	Curiosity
Product Adoption	Pearson Correlation	1	.839**	.885**	.855**
	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231
Perception	Pearson Correlation	.839**	1	.746**	.812**
	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
Life Style	Pearson Correlation	.885**	.746**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
Curiosity	Pearson Correlation	.855**	.812**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

4.6.3 Correlation analysis between trust, price, awareness and product adoption

Pearson correlation test was conducted to know the degree of relationship between the independent variable the dependent variable.

The results of the correlation between these variables are shown in table 4.11. As it is indicated in the table there is significant correlation between trust, price, awareness and product adoption. In other words trust, price, awareness and product adoption have high relationship (r=0.839, r=0.886 and r=0.917 respectively with $p<0.01$).

Table 4.12: Correlations between trust, price, awareness and product adoption

Correlations

		Product Adoption	Trust	Price	Awareness
Product Adoption	Pearson Correlation	1	.839**	.886**	.917**
	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231

	Pearson Correlation	.839**	1	.751**	.885**
Trust	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
	Pearson Correlation	.886**	.751**	1	.853**
Price	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
	Pearson Correlation	.917**	.885**	.853**	1
Awareness	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

Table 13: Correlation between attitude towards behavior and product adoption

Correlations

		Product Adoption	Attitude towards behavior
	Pearson Correlation	1	.948**
Product Adoption	Sig. (2-tailed)		.000
	N	231	231
	Pearson Correlation	.948**	1
Attitude towards behavior	Sig. (2-tailed)	.000	
	N	231	231

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

As shown in table 13, there was a significant positive correlation between attitude towards behavior and product adoption of packed Ethiopian cultural stew products. There was a significant correlation between the two variables [r =.948, n=231, p<.01], with high level of normative influences increasing high level of intention toward adoption of packed Ethiopian cultural stew products. The result is significant at 0.000.

Table 14: Correlation between subjective norm and product adoption

Correlations

		Product Adoption	Subjective Norm
	Pearson Correlation	1	.905**
Product Adoption	Sig. (2-tailed)		.000
	N	231	231

	Pearson Correlation	.905**	1
Subjective Norm	Sig. (2-tailed)	.000	
	N	231	231

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

As shown in table 14, there was a significant positive correlation between subjective norm and product adoption of packed Ethiopian cultural stew products. There was a significant correlation between the two variables [r =.905, n=231, p<.01], with high level of normative influences increasing high level of intention toward adoption of packed Ethiopian cultural stew products. The result is significant at 0.000.

Table 15: Correlation between perceived behavioral control and product adoption

Correlations

		Product Adoption	Perceive behavioral control
	Pearson Correlation	1	.905**
Product Adoption	Sig. (2-tailed)		.000
	N	231	231
	Pearson Correlation	.905**	1
Perceive behavioral control	Sig. (2-tailed)	.000	
	N	231	231

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

As shown in table 15, there was a significant positive correlation between perceived behavioral control and product adoption of packed Ethiopian cultural stew products. There was a significant correlation between the two variables [r =.905, n=231, p<.01], with high level of normative influences increasing high level of intention toward adoption of packed Ethiopian cultural stew products. The result is significant at 0.000.

4.7 Regression analysis

This regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (behavior towards attitude. Subjective norm and perceived control) explains the dependent variable that is product adoption. The results of the regression analysis are the following.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990[a]	.981	.980	.104

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.675	7	17.668	162.077	.000[b]
	Residual	2.429	22	.011		
	Total	126.104	230			

ANOVA was conducted to see the impact of independent variables on intention to adopt Tapu prepared packed stew food products. There was statistically significant at the P<.05 on intention to adopt Tapu prepared packed stew food products. The significance value (sig) is less than .05.

Table 4.12: Coefficients of independent variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.631	.055		11.523	.000
	Product quality	.028	.023	.534	17.227	..001
	Convenience	.065	.028	.458	12.287	.003
	Attitude	.934	.024	.907	39.213	.000
	Perception	.452	.048	.404	9.336	.000
	Life Style	.446	.045	.586	9.927	.000
	Curiosity	.002	.047	.233	1.040	.004
	Trust	.147	.054	.731	2.708	.001

Price	-.298	.034	-.381	-8.837	.000
Awareness	.418	.054	.476	7.771	.000

Table 4.13 titled as coefficients of independent variables, helps us to understand which variables among the nine independent variables is the most important in explaining the variance in product adoption. As it is indicated in the table, high beta value shows that it is significant in explaining. If we can see the Beta column under standardized coefficients below, we can understand that the highest number in the beta is 0.907 for attitude which is one of sub variable of attitude towards behavior and the second highest is trust which is one of sub variable of perceived behavioral control with 0.731 . Therefore, attitude towards behavior and perceived behavioral control are the major determinant of product adoption. It can be seen also from the table that the four independent variables were significant in product adoption explaining. However, the beta value of price is -0.381, which implies that a one unit change in price dimension will reduce the product adoption by 0.381.

4.7.1 Multiple regression analysis of attitude towards behavior and product adoption

As it is indicated in the model summary of table 4.13, behavior towards attitude explains product adoption. In this case, the results of correlation of relationship behavior towards attitude and product adoption and R Square (0.985) are taken into consideration. This R square is the explained variance and it is actually the square of the multiple R $(0.985)^2$ which is 0.971. Therefore, it is pointed out that 97.1% of product adoption is explained by behavior towards attitude. As it is indicated in table 4.14, behavior towards attitude was considered as predictors of product adoption and reported high level of significance $p<0.01$. And also the R square value of 0.985 confirming that, 97.1% of the variation in product adoption is explained. Behavior towards attitude as used for prediction was found to be significantly related to product adoption as the p-value is less than 0.01. It is the first highest of all the independent variables in explaining product adoption.

Table 4.14: Regression analysis result for attitude towards behavior and product adoption

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985[a]	.971	.971	.127

Table 4.15: ANOVA result for attitude towards behavior and product adoption

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.458	3	40.819	254.581	.000[b]
	Residual	3.646	227	.016		
	Total	26.104	230			

ANOVA was conducted to see the impact of attitude towards behavior on intention to adopt Tapu prepared packed stew food products. There was statistically significant at the P<.05 on intention to adopt Tapu prepared packed stew food products. The significance value (sig) is less than .05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.044	.024		2.808	.002
	Product quality	.028	.023	.534	17.227	..001
	Convenience	.065	.028	.458	12.287	.003
	Attitude	.934	.024	.907	39.213	.000

4.7.2 Multiple regression analysis of subjective norm and product adoption

As it is indicated in the model summary of table 4.15, subjective norm explains product adoption. In this case, the results of correlation of relationship and product adoption subjective norm and R Square (0.856) are taken into consideration. This R square is the explained variance and it is actually the square of the multiple R $(0.925)^2$ which is 0.856. Therefore, it is pointed out that 85.6% of product adoption is explained by subjective norm. As it is indicated in table 4.16,

subjective norm was considered as predictors of product adoption and reported high level of significance p<0.01. And also the R square value of 0.925 confirming that, 85.6% of the variation in product adoption is explained. subjective norm as used for prediction was found to be significantly related to product adoption as the p-value is less than 0.01. It is the 3rd highest of all the independent variables in explaining product adoption.

Table 4.16**:** Regression analysis result for subjective norm and product adoption

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925[a]	.856	.854	.283

Table 4.17: ANOVA[a] result for subjective norm and product adoption

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.904	3	35.968	448.601	.000[b]
	Residual	18.200	227	.080		
	Total	126.104	230			

ANOVA was conducted to see the impact of subjective norm on intention to adopt Tapu prepared packed stew food products. There was statistically significant at the P<.05 on intention to adopt Tapu prepared packed stew food products. The significance value (sig) is less than .05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.076	.053		1.419	.157
	Perception	.452	.048	.404	9.336	.000
	Life Style	.446	.045	.586	9.927	.000
	Curiosity	.002	.047	.233	1.040	.004

4.7.3 Multiple regression analysis of perceived behavioral control and product adoption

As it is indicated in the model summary of table 4.17, perceived behavioral control explains product adoption. In this case, the results of correlation of relationship and product adoption subjective norm and R Square (0.885) are taken into consideration. This R square is the explained variance and it is actually the square of the multiple R $(0.941)^2$ which is 0.885. Therefore, it is pointed out that 88.5% of product adoption is explained by subjective norm. As it is indicated in table 4.18, perceived behavioral control was considered as predictors of product adoption and reported high level of significance $p<0.01$. And also the R square value of 0.885 confirming that, 88.5% of the variation in product adoption is explained. perceived behavioral control as used for prediction was found to be significantly related to product adoption as the p-value is less than 0.01. It is the 2nd highest of all the independent variables in explaining product adoption.

Table 4.18**:** Regression analysis result for perceived behavioral control and product adoption

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941[a]	.885	.883	.253

Table 4.19: ANOVA[a] result for perceived behavioral control and product adoption

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.545	3	37.182	579.753	.000[b]
	Residual	14.558	227	.064		
	Total	126.104	230			

ANOVA was conducted to see the impact of perceived behavioral control on intention to adopt Tapu prepared packed stew food products. There was statistically significant at the $P<.05$ on intention to adopt Tapu prepared packed stew food products. The significance value (sig) is less than .05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.131	.048		2.739	.007
	Trust	.147	.054	.131	2.708	.001
	Price	-.298	.034	-.381	-8.837	.000
	Awareness	.418	.054	.476	7.771	.000

4.8 Independent Sample t test analysis

4.8.1 Independent sample t-test analysis perceived behavior control

Table 4.20 Independent Samples Test for perceived behavioral control

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	T	Sig. (2-tailed)
Trust	Equal variances assumed	240.318	.000	8.940	.000
	Equal variances not assumed			11.595	.000
Price	Equal variances assumed	360.997	.000	-14.128	.000
	Equal variances not assumed			-8.324	.000
Awareness	Equal variances assumed	185.792	.000	4.973	.000
	Equal variances not assumed			-9.419	000

Table 4.19 indicates, in the Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between perceived behavior control and product adoption.

4.8.2 Independent sample t-test analysis subjective norm

Table 4.21 Independent Samples Test for subjective norm

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
Perception	Equal variances assumed	120.128	.000	26.226	000
	Equal variances not assumed			23.321	.000
Life style	Equal variances assumed	167.318	.000	19.403	000
	Equal variances not assumed			21.817	000
Curiosity	Equal variances assumed	.457	.500	28.795	000
	Equal variances not assumed			29.059	.000

Table indicates, in the Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between subjective norm and product adoption.

4.8.3 Independent sample test analysis result for attitude towards behavior

Table 4.22 Independent Samples Test for attitude towards behavior

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	T	Sig. (2-tailed)
Product quality	Equal variances assumed	151.846	.000	-0.592	.000
					.000
Attitude	Equal variances assumed	117.645	.000	21.693	.000
				24.393	..000
Convenience	Equal variances assumed	.457	.500	28.795	.000

Table 4.21 indicates, in the Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between attitude towards behavior and product adoption.

Generally, the research questions which are proposed earlier were answered by using a sample of 231 respondents. From the analysis it is clearly indicated that attitude towards behavior and product adoption are related and the measure of correlation between these variables as it is indicated in the correlation analysis is positive. And also it is noticed that the independent variables which are included in the elements of attitude towards behavior have the power to explain the dependent variable as it is indicated in the regression analysis. As it is indicated in the independent sample test analysis ,all the research questions are answered based on the test conducted and the power to explain product adoption

CHAPTER FIVE

5 SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1Summary for major findings

The main purpose of the study was to investigate determinants of product adoption of Ethiopian cultural stew. Customer trust, awareness, attitude, perception, life style, curiosity, product quality, convenience, and price all are the antecedents of product adoption.

A. With regard to the Pearson correlation analysis, the relationship looks like the following.

- Attitude towards behavior i.e convenience, product quality and attitude and product adoption have high relationship.
- Subjective norm i.e perception, curiosity, life style and product adoption have high relationship.
- Perceive behavioral control i.e trust, price, awareness, and product adoption have high relationship.

B. On the regression analysis part, it is clearly shown that attitude explains product adoption.

- The regression analysis indicated that 97.1% product adoption explained by attitude towards behavior at significance level of p-value less than 0.01.
- 88.5% product adoption explained by perceived behavior al control at significance level of p-value less than 0.01.
- 85.6% product adoption explained by subjective norm at significance level of p-value less than 0.01.

Multiple regression analysis is also regressed against customers' product adoption and the result shows that all the independent variables can explain the dependent variable i.e. product adoption the regression analysis indicate that,

Product adoption (PA)= constant (B)+ product quality(Q)+Convenience(Co)+Attitude(Att)+ perception(Pe)+Life style(Ls)+ Curiosity(Cu)+Trust(Tr)+Price(Pi)+Awareness(Aw)

PA= 0.044+0.534Q+0.458Co+ 0.907Att+ 0.404Pe+ 0.586Ls+0.233Cu+0.731Tr+0.476Aw-381Pi.

PA= Costant (B)+Attitude towards behavior(ATB)+ subjective norm(SN)+ Perceived behavioral control(PBC)

PA= 0.044+1.896ATB+1.233SN+1.588PBC

The regression result indicated that all independent variables are positively affect product adoption except price. Due to price and product adoption are inversely related the value of price is negative. From the nine independent variables attitude is the first most primary determinant of product adoption and trust is the second most determinants of product adoption. positively and significant predictor of Product adoption.

C. In connection to independent sample t test analysis was run to prove the hypothesis

- Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between perceived behavior control and product adoption.
- Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between subjective norm and product adoption.
- Levene's test reported high level of significance as its sig (P) value is 0.000, which is less than 0.05. Thus, we can conclude that there is a positive association between attitude towards behavior and product adoption. Thus, we can conclude that all hypothesis i.e H_1,H_2 and $H_3$are accepted.

- According to Bagozzi et al., 2000; and Cook et al., 2002) attitude is found to be the most influence factor in predicting intention to adopt food products. Therefore, the research result show that consistent with Bagozzi et al., 2000; and Cook et al., 2002.

5.2 Conclusion

From the findings of perceived behavioral control can get a clear picture that awareness and trust are considered influential factors for building positive attitude towards Tapu prepared stew food. From the findings of attitude towards behavior can get a clear picture that considered major influential factors for building positive attitude among consumers. Therefore, marketers should devote their attention to aware consumers through different knowledge building activities. Based on theories and researches regarding packed Ethiopian cultural stew food and its outcomes, this study shows that clear links between attitude towards behavior, subjective norm,

perceived control behavior and product adoption, which helps to deeply understand the relationship and interaction between attitude towards behavior, subjective norm, perceived control behavior and product adoption. The planned behavior theory that were included in this research are attitude towards behavior, subjective norm, perceived control behavior..

In view of the findings of the study discussed in the previous section, the research came up with the following conclusion.

- It can be conclude that the three attitude towards behavior attributes namely product quality, convenience and attitude are positively related product adoption.
- he researcher conclude that the three subjective norm attributes namely perception, life style and curiosity are positively related product adoption.
- he researcher also concluded the three perceived behavioral control attributes namely trust, and awareness are positively related product adoption as well as price is inversely related with product adoption.

Generally, attitude towards behavior has a greater effect on customer's product adoption which the study conducted.

5.3 Recommendations

From the findings of perceived behavioral control can get a clear picture that awareness and trust are considered influential factors for building positive attitude towards Tapu prepared stew food for customers. From the findings of attitude towards behavior can get a clear picture that considered major influential factors for building positive attitude among consumers towards adoption of Tapu prepared food. Therefore, marketers should devote their attention to aware consumers through different knowledge building activities.

The findings from the study offer insights on promoting more widespread packed Ethiopian cultural stew food Product adoption. Cost of packed stew food may need to be lowered in order to attract new consumers as well as to retain the existed customers. At the same time, there is a need for differentiation through other means in order to sustain or increase adoption among existing consumers. Producers and marketers may extend their influence over contextual factors

that shape consumer attitudes towards packed cultural stew food. These factors include consumers' concerns over quality packed stew food products and, their perceived trustworthiness of packed Ethiopian cultural stew food claims and observable attributes of packed stew food which were deemed desirable. A successful effort in these directions can impact consumers' affordability concerns and their readiness to comply with subjective norms. These inevitably contribute towards enhancing intention to adopt Tapu packed Ethiopian cultural stew.

The results will help Tapu food prepare P.L.C as well as packed food industry in Addis Ababa to understand and identify factors that are affecting consumers packed stew food product adoption. These results will provide key information to packed food industry that will help to promote cultural packed food markets in the Addis Ababa..

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Appendix A:

Addis Ababa University
College of Business and Economics
School of Commerce
Graduate Studies Program

Dear Respondents:

This questionnaire is prepared to collect data from the respondents in order to investigate determinants of product adoption of packed Ethiopian cultural stew in Addis Ababa I am a student of Addis Ababa University School of Commerce in Department of Marketing Management. First of all I would like to forward my heartfelt gratitude and respect to you for administering this questionnaire honestly and responsibly. The questionnaire is designed to collect the necessary information to undertake a research on the topic **"**determinants of product adoption of packed Ethiopian cultural stew in Addis Ababa for the partial fulfillment of the requirement of the degree of Masters of marketing Management. The information that you provide will remain confidential and will be used for the purpose of this research only. For any further enquiry please use the address below.

Email: shalomghj@gmail.com or mobile phone 0926451381

Thank you in advance for your cooperation

Part I. General Profile. Kindly tick mark (√) the option that best describes you.

1. Age (Years): A) 18-25 B) 26-35 C) 36-45 D) 45+
2. Gender: A) Male B) Female
3. Education: A) High School completed B) Certificate C) Diploma D) 1st Degree E) Masters & above
4. Occupation: A) Govt. job B) Private job C) Own business
5. Income (ETB): A) <1000 B) 1001-2500 C) 2501-5000 D) >5000

Part II According to the scale provided below, please indicate the reason(s) why you decided on the menu item chosen. **SCALE**

1. Strongly disagree 2. disagree 3.Nuetral 4. agree 5. Strongly agree

SN	Dimension/Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Attitude towards the behavior					
	Quality					
1	I am concerned about how food is processed					
2	I am concerned about the type and amount of nutrition in the food that I consume daily					
3	I am concerned about the presence of food additives					
4	I belief packed cultural stew food good for health					
5	I belief packed cultural stew food tastes better					
6	I am concerned about how food is processed					
	Convenience					
7	Buying packed cultural stew food is highly inconvenient					
8	I believe packed cultural stew food is only available in limited stores/ markets					
9	The stores that I frequently shop do not sell a variety of packed cultural stew food					
10	Packed stew food does contain additives and artificial flavoring.					
	Attitude					
11	I have a Positive cultural attitude towards Packed cultural stew food					
12	Adopting Packed cultural stew food is a good idea					
13	I accept ingredients in the preparation of Packed cultural stew food					
14	Packed cultural stew food is Culturally acceptable food type					
	Subjective Norm					
	Perception					
1	Packed cultural stew food does contain additives and artificial flavoring					
2	My close friends consume packed food					
3	Nowadays, packed food is widely regarded as a better alternative to conventional food					
4	My loved ones expect me to purchase more packed food for them					
5	My family consume packed stew food					
6	Packed cultural stew food is free from genetic modification					
7	**Life Style**					
8	I'm willing to adopt packed cultural stew food because the benefits of saving time.					
9	I believe adopting packed cultural stew food save my energy					
10	Adopting packed cultural stew food make my life easy					

	Curiosity					
11	Adopting packed cultural stew food stimulates my curiosity					
12	Adopting packed cultural stew food does not make me curious					
13	Adopting packed cultural stew food favors my imagination					
	Perceived Behavioral Control					
	Trust					
1	I trust the packed food certification logo on packed food labels.					
2	I trust that those selling packed food are honest about the cultural nature of their products					
3	I trust that local producers of packed food are practicing.					
4	I trust the information on packed food labels					
5	I trust the packed food certification logo on packed food labels.					
	Price					
6	I believe packed food is too expensive					
7	I don't mind spending more money for packed cultural stew food					
8	I believe only consumers with higher income can afford packed cultural food					
9	Buying packed stew food is the right thing to do even if they cost more					
10	The packed cultural stew food is beyond my budget					
	Awareness					
11	I have a good opinion about packed cultural stew					
12	I know that there is a packed cultural stew					
13	I recognize packed cultural stew					
14	I recognize the logo of packed cultural stew					
15	If someone asks me about the packed cultural stew, I easily tell about the product					
	Product adoption					
1	I'm willing to adopt packed cultural stew even though choices are limited					
2	I'm willing to adopt packed cultural stew because the benefit outweigh the cost					
3	Adopting packed cultural stew is the right thing to do even if they cost more					
4	I don't mind spending more time sourcing for adopt packed cultural stew food					
5	I still adopt packed cultural stew food even though conventional alternatives are on the sale					

AppedexB:

Reliability Statistics

Cronbach's Alpha	N of Items
.981	10

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product quality	231	1	5	3.81	.898
Convenience	231	1	5	3.74	.662
Attitude	231	1	5	3.57	.718
Perception	231	1	5	3.74	.662
Life Style	231	1	5	3.63	.973
Curiosity	231	1	5	3.93	1.073
Trust	231	1	5	3.74	.662
Price	231	1	5	3.61	.948
Awareness	231	1	5	3.71	.842
Valid N (listwise)	231				

Correlations

		Product Adoption	Attitude towards behavior
Product Adoption	Pearson Correlation	1	.948**
	Sig. (2-tailed)		.000
	N	231	231
Attitude towards behavior	Pearson Correlation	.948**	1
	Sig. (2-tailed)	.000	
	N	231	231

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

Correlations

		Product Adoption	Subjective Norm
Product Adoption	Pearson Correlation	1	.905**

	Sig. (2-tailed)		.000
	N	231	231
	Pearson Correlation	.905**	1
Subjective Norm	Sig. (2-tailed)	.000	
	N	231	231

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

Correlations

		Product Adoption	Percieve behavioral control
	Pearson Correlation	1	.905**
Product Adoption	Sig. (2-tailed)		.000
	N	231	231
	Pearson Correlation	.905**	1
Percieve behavioral control	Sig. (2-tailed)	.000	
	N	231	231

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

Correlations

		Product Adoption	Product quality	Convenience	Attitude
	Pearson Correlation	1	.867**	.839**	.984**
Product Adoption	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231
	Pearson Correlation	.867**	1	.887**	.862**
Product quality	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
	Pearson Correlation	.839**	.887**	1	.828**
Convenience	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
	Pearson Correlation	.984**	.862**	.828**	1
Attitude	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

Correlations

		Product Adoption	Perception	Life Style	Curiocity
Product Adoption	Pearson Correlation	1	.839**	.885**	.855**
	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231
Perception	Pearson Correlation	.839**	1	.746**	.812**
	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
Life Style	Pearson Correlation	.885**	.746**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
Curiocity	Pearson Correlation	.855**	.812**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

Correlations

		Product Adoption	Trust	Price	Awareness
Product Adoption	Pearson Correlation	1	.839**	.886**	.917**
	Sig. (2-tailed)		.000	.000	.000
	N	231	231	231	231
Trust	Pearson Correlation	.839**	1	.751**	.885**
	Sig. (2-tailed)	.000		.000	.000
	N	231	231	231	231
Price	Pearson Correlation	.886**	.751**	1	.853**
	Sig. (2-tailed)	.000	.000		.000
	N	231	231	231	231
Awareness	Pearson Correlation	.917**	.885**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	231	231	231	231

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

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.631	.055		11.523	.000
	Product quality	.028	.023	.534	17.227	..001
	Convenience	.065	.028	.458	12.287	.003
	Attitude	.934	.024	.907	39.213	.000
	Perception	.452	.048	.404	9.336	.000
	Life Style	.446	.045	.586	9.927	.000
	Curiosity	.002	.047	.233	1.040	.004
	Trust	.147	.054	.731	2.708	.001
	Price	-.298	.034	-.381	-8.837	.000
	Awareness	.418	.054	.476	7.771	.000

Independent Samples Test

		Levene's Test for Equality of Variances				
		F	Sig.	T	df	Sig. (2-tail
Trust	Equal variances assumed	681.306	.000	14.055	214	
	Equal variances not assumed			-5.721	119.000	
Price	Equal variances assumed	88.656	.000	-17.103	214	
	Equal variances not assumed			-15.289	95.000	
Awareness	Equal variances assumed	90.327	.000	21.452	214	
	Equal variances not assumed			23.624	140.633	

Independent Samples Test

		Levene's Test for Equality of Variances				
		F	Sig.	T	df	Sig. (2-taile
Perception	Equal variances assumed	681.306	.000	4.055	214	
	Equal variances not assumed			15.721	119.000	
Life Style	Equal variances assumed	72.187	.000	16.931	214	
	Equal variances not assumed			15.135	95.000	

Curiosity	Equal variances assumed	38.969	.000	16.437	214	
	Equal variances not assumed			15.583	146.977	

Independent Samples Test

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2
Product quality	Equal variances assumed	40.141	.000	15.987	214	
	Equal variances not assumed			16.613	210.398	
Convenience	Equal variances assumed	681.306	.000	14.055	214	
	Equal variances not assumed			15.721	119.000	