



**SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING
MANAGEMENT
POST GRADUATE PROGRAM**

**Analyzing Factors Influencing Buying Behavior of Washing
Machine: The Case Study of Addis Ababa Condominium
Residence**

By: Beza Getnet

Advisor: Tewodros Mesfin (PhD)

**A Thesis Submitted in Partial Fulfillment of the Requirements
for the Award of Master of Art in Marketing Management.**

August, 2018

Addis Ababa, Ethiopia

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Approval/Certificate

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

This is to certify that, the thesis worked by Beza Getnet“**Analyzing Factors Influencing Buying Behavior Of Washing Machine: the Case Study of Addis Ababa Condominium Residence**”was carried out under strict supervision and has been approved for submission to the Addis Ababa University School of Commerce Graduate Studies Department Of Marketing Management in Partial Fulfillment of the Requirements for the Award of Master of Art in Marketing Management assembles with the regulation of university and meets the accepted standards with respect to originality and quality.

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Letter of Declaration

I, the signer, declares that this thesis entitled as “**Analyzing Factors Influencing Buying Behavior Of Washing Machine: the Case Study of Addis Ababa Condominium Residence**” is my original work and has not been presented for a degree in any other university and that all the sources of material used for the thesis have been duly acknowledged.

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(Advisor)

Signature

Date

Acknowledgement

First and foremost, I would like to express my deepest gratitude to the Almighty God for his blessing and for making me accomplish this success. Secondly, I would like to forward special gratitude and appreciation to my advisor, Tewodros Mesfin (PhD) for his precious comments and suggestions during the progress of this study. Then, my gratitude go to all the participants of this study who gave their time and provided their valuable information. Finally, I am very grateful for my family who has been supporting me in every step of my life. Moreover, my heartfelt thanks go to everyone that has contributed to this thesis directly or indirectly.

Thanks again who helped me!

Beza Getnet

August 2018

Addis Ababa, Ethiopia

Abstract

Understanding the consumer behaviour helps the marketer to offer a product that qualifies the value. The objective of the study is to examine factors influencing consumers buying behaviour of washing machine. This study has covered consumers in condominium resident area selecting about 384 respondents from different people living in Addis Ababa. Most of the respondents replied to the questionnaire given to them completely. The questionnaire consists of two parts. The first part deals with the personal data of the respondents. And the second part has questions regarding the selected variables affecting the buying behaviour of the respondents. 368 were valid and used for statistical analysis. This study was conducted by using four factors (demographic factor, social factor, lifestyle and cultural factor). Quantitative research approach, explanatory research design and deductive type of reasoning were employed for this study. As data collection methodology, administered questionnaire was distributed to the representative of the study. To analyze the collected data descriptive statistics was used. Demographic factor, social factor and lifestyle were factors that highly influence buying behaviour of washing machine. The study revealed that cultural factor is trivial factor. The study is resumed to enrich existing knowledge on the subject and serve as a research literature material for subsequent studies on related areas. Regarding its academic implications, important findings of the research are believed to add on a valuable input to the marketing field in general. Results from the study are expected to provide businesses with a variety of ideas for developing their advertising strategies and designing or modifying products or services.

Keywords; Demographic Factor, Social Factor, Lifestyle, Cultural Factor, Buying Behavior

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Chapter One

1.1 Background of the Study

In today's information age—where the core is information technology the job of marketing is no longer that simple. Today's consumers are well informed and can easily compare several similar product offerings. In other words the product value is defined by consumers and consumers differ greatly in their preferences. Thus, the marketer must segment the market and develop a superior product for a specific target market. (Kotler, Kartajaya, and Setiawano, 2010).

Developing a superior product requires knowing your customer and this can be done through analyzing what drives the customer to buy a product. This drives us to the concept of consumer behavior and as marked in definitions of consumer behavior, “consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon, 2006).

Contemporary research on Consumer Behavior considers a wide range of factors influencing the consumer, and acknowledges a broad range of consumption activities beyond purchasing. These activities commonly include; need recognition, information search, evaluation of alternatives, the building of purchase intention, and the act of purchasing, consumption and finally disposal. This more complete view of consumer behavior has evolved through a number of discernible stages over the past century in light of new research methodologies and paradigmatic approaches being adopted (Maresova, 2012)

The issue of understanding your customer is further supported by the Model of Consumer Behavior with major domains of the psychological core, the process of making decisions, the consumer's culture and consumer behavior outcomes. Whereas understanding the elements in these major domains are important factors for the marketer in developing products and services that satisfy consumers' wants and needs.

The view in Marketing 2.0 or the customer-oriented era product value is defined by the consumer. The golden rule of “customer is king” works well for most companies. Consumers

are better off because their needs and wants are well addressed. They can choose from a wide range of functional characteristics and alternatives. (Kotler, Kartajaya, and Setiawano, 2010).

Customers make Decision based on emotional and rational values of products. And the emotional and rational value customers give to products is different based on product category. Industrial products, services like banking and household appliance categorized as low in emotional value and high in rational value (Chaudhuri, 2006). Understanding the consumer behavior behind this rational value helps the marketer to offer a product that qualifies this value.

The buying behavior of individuals and groups are strongly influenced by the social class to which they belong, or aspire to belong. Social class is also linked to demographic and geographic data. These classes are found living in clusters and have relatively homogeneous geodemographic segments in terms of housing, urbanization and other, viz. class difference in status is symbolic for food, housing, clothing, purchases, and lifestyle. (Khan, 2006)

Consumer buying behavior is very tricky concept especially for home appliances in modern marketing because several internal and external stimuli are there to contribute towards consumer purchase process (Ray and Choudhury, 2015).

It is difficult to say that all consumers in a market respond to the internal and external stimuli out there. Since the consumers are different in their needs, wants, desire and are from different backgrounds, education experience therefore segmenting the market is very necessary for effective marketing of goods/services. There are various bases for segmentation amongst demography helps to locate target market where as psychographic segmentation and socio-cultural characteristics to describe its members *i.e.*, how they think and feel.(Khan, 2006)

By incorporating psychographics' information with demographics, the marketer will better understand the wants and needs of the consumers. (Krishnan, 2011)

1.1.1 Background of Integrated Housing Development Program

According to study conducted by UN-HABITAT despite having one of the lowest proportion of urban population in the world at only 16.7% Ethiopia is rapidly urbanizing at a high annual growth rate of 3.49%.(UN-Habitat, 2011).

Condominium housing is a name given to form of housing tenure where each resident household owns their individual unit but equally share ownership and responsibility of communal areas and facilities of the building. There is no individual ownership over plots of land. A register of condominium units and common areas on site and any restrictions on their use is commonly established in a master deed which authorizes Board of Directors to administer condominium affairs and assess owners on their performance of adequate maintenance. Rules of governance are usually covered in separate set of bylaws which generally govern the internal affairs of the condominium blocks. (UN-Habitat, 2011).

There are four unit typologies incorporated into each condominium block :a studio <20m sq , one bedroom 20-30 m sq, two bedroom 30-45m sq and three bedrooms >45 m sq unit types. Each unit includes bathroom and separate kitchen each unit has water sewerage and electricity connections (UN-Habitat, 2011).

It has made achievements in three main areas first the program has made positive impact on the country; second it is of large scale and third achieves a physical improvement in the housing and urban environment. Ethiopian government outlined ambitious vision for low income urban and housing development, formulated as the Integrated Housing Development Program (Condominium), for all slums to be cleared within ten years for Ethiopia become middle income country (UN-Habitat, 2011).

1.2 Statement of the problem

Consumer needs and preferences are changing, given change the factors like demographics and lifestyles. These changes can become great business opportunities for alert marketers and threats for marketers who fail to adapt. (Anita, 2016)

An important aspect of this scenario is the introduction of condominium housing in Ethiopia. This transition has marked a great change in most Addis Ababa households. The existing housing stock is of a very low physical quality. Using the UN-HABITAT slum definition, 80 per cent of Addis Ababa is a slum with 70 per cent of this comprising government owned rental housing. The majority of low-income Ethiopians reside in rented kebele housing. Some houses remain with no access to water and electricity, and many do not maintain minimum standards of sanitation. (UN-Habitat, 2011).

Apart from a reduction of slum dwellings by 50%, the program planned to build 150'000-200'000 housing units, create 60'000 jobs, give the basis for 2000 micro and small enterprises (MSEs), reorganize the existing training procedures for the domestic construction sector, broadly introduce the developed low-cost building technologies, raise ETB 5 billion (USD 573 million) for initial housing construction, develop 1'200 hectares of land, and therefore 'build an institutional capacity' that can oversee and implement an annual output of 50'000 housing units in the long run.(GTZ, MWUD 2006).

This housing program has made many changes in many of Addis Ababa households by means of improved living conditions in terms of access to a house with electric, water and sanitation lines, modern kitchens, bathroom and room divisions, reduced rent expense, employment opportunities.

Beside this many residents have found it difficult to adjust to life in multi-storied building. Living in condominium housing brings certain responsibilities and obligations to ensure harmonious living environment for all residents. Due to lack of space in the condominium units, activities such as hand-washing and goat slaughtering are undertaken in circulation areas, which causes an inconvenience for neighbours. Functionally, many occupants feel that their kitchens are too small to be useful and that they are certainly too small for preparing larger, communal meals. (UN-Habitat, 2011).

Currently, no research has been dedicated to understanding what this change in this housing program has resulted on condominium resident's consumption behaviour in terms of household appliance. As stated earlier this housing program is of large scale in number constituting large number of households meanwhile constituting larger portion of Addis Ababa consumers. Thus, given changes in living condition of many households studying purchasing behaviour of consumers can help marketers to gain a better understanding and planning on doing business in order to gain a strategic advantage.

1.3 Research question

The research is intended to answer the following research Questions

- ✓ What are the main factors that influence consumers' buying behavior when buying washing machine?
- ✓ Does Demographic factor affect consumer's washing machine buying behavior?
- ✓ Does social factor affect consumer's washing machine buying behavior?
- ✓ Does life style factor affect consumer's washing machine buying behavior?
- ✓ Does Cultural factor affect consumer's washing machine buying behavior?

1.4 Objectives of the study

1.4.1 General Objective

- ✓ The general objective of this study is to analyze factors influencing consumers' buying behavior towards washing machine buying behavior.

1.4.2 Specific Objectives

- ✓ To investigate the association between demographic factor and washing machine buying behavior.
- ✓ To examine the association between social factor and washing machine buying behavior.
- ✓ To ascertain the association between life style factor and washing machine buying behavior.
- ✓ To observe the association between cultural factor and washing machine buying behavior.

1.5 Significance of the Study

The study is resumed to enrich existing knowledge on the subject and serve as a research literature material for subsequent studies on related areas. Regarding its academic

implications, important findings of the research are believed to add on a valuable input to the existing academic domain in marketing field in general, and in particular.

Results from the study are expected to provide businesses with a variety of ideas for developing their advertising strategies and designing or modifying products or services.

In addition, the finding is expected to provide crucial lessons for marketers from supermarkets, food processors, grocery stores, furniture companies to design a strategy in referring condominium residents.

1.6 Scope of the Study

Due to the cost and limited time to maintain the large number of population of Addis Ababa and variety items in house hold appliance industry. The study will focus on assessment of consumer behavior when purchasing a washing machine and it will be limited only to demographic, social, lifestyle and cultural variables affecting consumer behavior.

1.7 Definition of Terms

- **Condominium :** a name given to form of housing tenure where each resident household owns their individual unit but equally share ownership and responsibility of communal areas and facilities of the building.
- **Washing machine:** a device used to wash laundry
- **Consumer behavior:** reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by decision-making units over time.
- **Internal stimuli:** are perceived states of discomfort that can be physical or psychological.
- **External stimuli:** are marketplace information that leads the customer to realize the problems.
- **Psychographics' information:** analysis of consumer lifestyle to create detailed customer profile.
- **Demographic characteristics:** information about consumer's Age, Income, Education, Occupational status.

- **Socio-economic characteristics:** information about consumer's income, education, home value, and occupation.
- **Socio-cultural characteristics:** information about consumer's Reference groups, Family, Social class culture and Sub-culture.

1.8 Organization of the Study

The content of this research will have five chapters. The first chapter includes the research background, problem statement and research questions, objective of the study, significance of the study, scope of the study, limitation of the study and definition of terms. This will be followed by the discussion of concepts and theories related to the area of study (chapter two, literature review). The third chapter describes the research design, participants of the study, the data source, data collection and analysis techniques and procedures. The fourth chapter deals with the interpretation and discussion of the findings. Finally, in the last chapter, conclusion and recommendations will be included.

CHAPTER TWO

Review of Related Literature

2.1. Introduction

This chapter presents review of literatures related to Consumer Behavior. Existing literatures were examined through reviewing past and current theoretical and empirical studies. The first part includes definition of Consumer Behavior and theoretical framework including benefits of consumer, Factors affecting consumer Behavior. Empirical review is the second part and the last part is the conceptual framework that shows the conceptual model designed by the Researcher.

2.2. Theoretical Background

Consumer behavior is the behavior that consumers display in searching for ,purchasing ,using, evaluating, and disposing of products and services that they expect will satisfy their needs (Shiffman and Kanuk, 2007)

A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post-purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not. (Khan, 2006)

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler & Armstrong 2010)

The stimulus-response model will be used as a basic framework in consumer buying behavior, and each element in the model is discussed as follows in order to adapt the model to washing machine buying behavior.

2.2.2 Stimulus-response model

The stimuli that is presented to the consumer by the marketer and the environment is then dealt with by the buyer's black box. The buyer's black box comprises two sub components, the buyer characteristics and the buyer decision process. The buyer's characteristics could be sourced from personal, psychological, cultural and social influences.

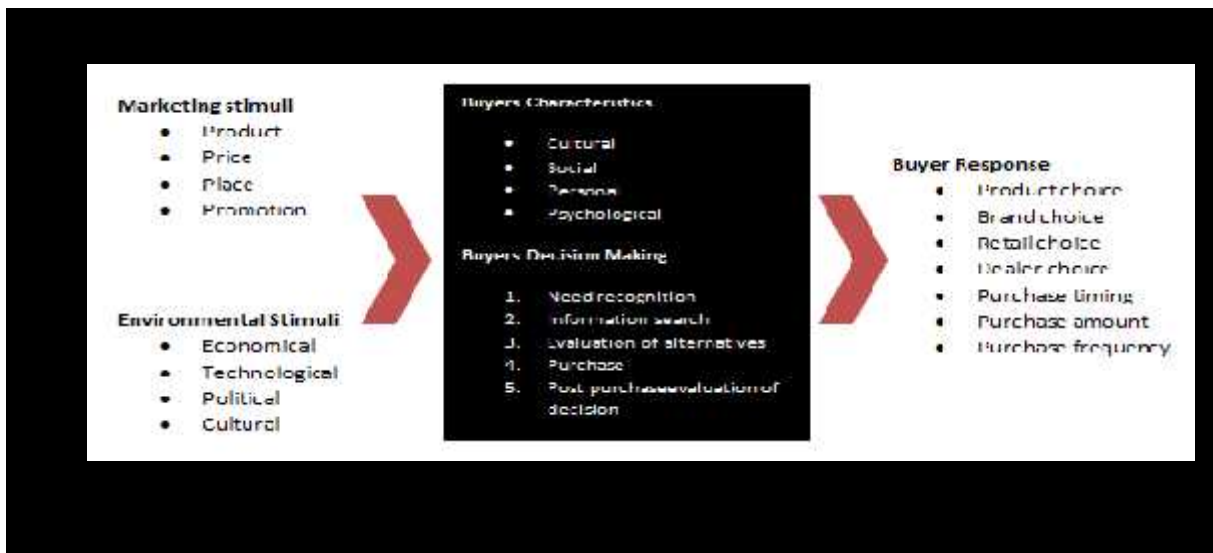


Figure 2. 1. Model of Buyer Behavior: Source; Kotler, Marketing Management 11th Edition

The model of buying behavior shows how marketing and environmental stimuli enter the buyer's black box, which thereafter produces different responses (Tyagi and Kumar 2004). This model can be linked to factors that affect buyer characteristics when buying washing machine. Therefore the model will act as a basis for the discussion around consumer buying behavior and washing machine. Accordingly, we will discuss only the issues related to the elements of buyer characteristics in the model.

2.2.3 Buyer characteristics

As the model shows consumer buyer behavior is affected four domain factors like

I Cultural

a) Culture

It is defined as a complex sum total of knowledge, belief, traditions, customs, art, moral law or any other habit acquired by people as members of society.

Our consumer behavior that is the things we buy are influenced by our background or culture. Different emphasis is given by different cultures for the buying, use, and disposing of products. (Khan, 2006)

b) Subculture

Within a culture, there are many groups or segments of people with distinct customs, traditions and behaviour. Products are designed to suit a target group of customers which have similar cultural background and are homogeneous in many respects. (Khan, 2006)

c) Social class

By social class we refer to the group of people who share equal positions in a society. Social class is defined by parameters like income, education, occupation, etc. Within a social class, people share the same values and beliefs and tend to purchase similar kinds of products. Their choice of residence, type of holiday, entertainment, leisure all seem to be alike. The knowledge of social class and their consumer behaviour is of great value to a marketer. The buying behaviour of individuals and groups are strongly influenced by the social class to which they belong, or aspire to belong. Social class is also linked to demographic and geographic data. These classes are found living in clusters and have relatively homogeneous geo-demographic segments in terms of housing, urbanization and other, viz. class difference in status is symbolic for food, housing, clothing, purchases, and lifestyle. (Khan, 2006)

II Social

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status. (Perreau, 2014)

a) Reference group

Reference group is a group of people whom you refer to, while making buying decisions. They help you in buying items like clothing, etc. Reference groups influence consumer

behavior by building aspirations for the individual and, helping him to choose the product for a particular lifestyle. They are small groups and consist of family, close friends, work groups, **neighbors** or any other group of people you associate with. These groups regulate the lives and set standards for norms and conduct. (Khan, 2006)

Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers' behavior. These aspiration groups are groups where a consumer aspires to belong and wants to be part in the future. (Kotler & Armstrong 2010)

b) Family role

A family is two or more people living together who are related by blood or marriage. It is a part of a household which consists of individuals living singly or together with others in a residential unit. Consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families (family is a familiar social unit). In a family, members must satisfy their individual and shared needs by drawing on a common and shared, relatively fixed supply of sources. The individual family is a strong, most immediate and most pervasive influence on decision-making. (Khan, 2006)

Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits. (Kotler & Armstrong, 2010)

c) Status

Social class refers to a social position that an individual occupies in a society. People belonging to a social class have many characteristics, such as education, occupation, ownership of property and source of income. Social class results from large groups in a population sharing approximately the same life styles, who are stratified according to their social status and prestige. (Khan, 2006)

Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation.

In many societies status is important and people want the admiration of others. Social status can be acquired by being successful in life or being born into money. Product and brand selection often reflects the social role and status. (Wright, 2000)

III Personal

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples, same sex couples, single parents and singles marrying later in life. (Kotler & Armstrong 2010)

A consumer's occupation and purchasing power influence purchasing decisions and buying behavior. The income level affects what consumers can afford and the perspective towards money. People, who share similar occupations, tend to have similar taste in music, clothing and leisure activities. They usually socialize with each other, and share the same kind of values and ideas. Income level effects on what consumer can afford and perspective towards money. (Solomon, 2004)

Life style dimensions express a person's pattern of living.. Lifestyle will influence consumers' buying behavior and decisions. (Kotler&Armstrong, 2010)

Personality distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance. (Kotler&Armstrong, 2010)

Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, value and people around us shape our personality. Personality alters during life when a person grows up and changes surroundings. (Wright, 2006)

Self-concept is often described as the totality of an individual's thoughts and feelings regarding him/herself as an object." In another words, it is the image that people hold about their selves formed by attitudes and beliefs. Many brands have developed an image and personality that correspond with consumers' values and traits. It allows consumers to express themselves through brand choices. (Kardes, 2011)

Each individual receives the information and processes and evaluates the product in his own way. This is irrespective of the family, social class or cultural heritage etc. His own personality ultimately influences his decision. He has his own personal reasons for likes, dislikes, price, convenience or status. Some individuals may lay greater emphasis on price, others on quality and still others on status, symbol, convenience of the product etc. (Khan, 2006)

a) Age and Life Cycles Stage

Bachelor, married

b) Occupation

Blues Collar, White Collar

c) Economic Circumstances

High Income Group

Low Income Group

Middle Income Group

d) Life Style

Pattern of Living

e) Personality

It is an internal determinant which influences our consumption patterns.

f) Self-concept

How one perceives himself and his behaviour.

IV Psychological

A buyer's choices are also influenced by four psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times. (Kotler&Armstrong, 2010)

a) Motivation

Consumers do not buy products. They buy motive satisfaction or problem solutions. A person does not buy a sofa set but he buys comfort. A person does not buy cosmetics but he buys hopefor looking good. Marketers therefore try to find the motives for buying, and build their products and marketing mixes around these motives. A person may buy a product for a number of motives. One of them could be rewarded for oneself or to self-indulge in them or for a gift. Multiple motives are involved in consumption. (Khan, 2006)

Therefore, a marketer tries to find out:

- (a) The motive for buying
- (b) How to formulate a strategy to fulfill these motives, and
- (c) How to reduce conflict between motives.

A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times. (Kotler&Armstrong, 2010)

Figure 2.2 shows Maslow's hierarchy of needs from the most pressing at the bottom and the least pressing at the top. The basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Maslow's needs are:

1. Physiological: basic need such as sleep, food or water.
2. Safety: need to feel secured and protected.
3. Belongingness: need to feel loved and be accepted by others.
4. Ego needs: to accomplish something and have status among others.
5. Self-actualization: to have enriching experiences & feel self-fulfillment (Solomon 2004, p.122)



Figure 2.2. Maslow's Hierarchy of Needs (Wikimedia Commons 2013)

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5. Self-actualization: to have enriching experiences and feel self-fulfillment. (Solomon 2004)

b) Perception

Perception is the most important psychological factor that affects human behaviour. It is a process consisting of several sub-processes. These are stimulus, registration, interpretation,

feedback and reaction. The first step is the presence of stimulus, or the situation which an individual faces. This is followed by registration which affects the psychological organs. Thus, the individual interprets (attaches meaning to the stimulus) and learns. Factors like learning help in the perceptual process. Feedback is the fourth element and, the final aspect is the resultant behaviour of the individual (Khan, 2006)

Every individual have different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example for brands, the message that brands communicate will never be the same among different consumers. When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what person will retain from particular stimuli or situation. This can be seen when consumers remember good points about brand they favor and forget everything good about rival brand. (Kotler&Armstrong, 2010)

c) Learning

It is through learning that the attitudes, beliefs, values, feelings are influenced. We learn a lot from our culture social class, family influences and all these also reflect on our lifestyle. Learning can be described as any change in the content or organization of long-term memory. It is a result of information processing. *Learning is the key* to consumer behaviour. We learn through and from our culture, subculture, social class, family friends, and utilise our personal experience, advertising and mass media as shown. These in turn influence our purchase decision (Khan, 2006)

When people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time. Consumers' knowledge of the world changes constantly as they are exposed to new stimuli and situations. They can receive feedback that allows them to alter behavior when finding themselves in the same kind of situation than before. (Kotler &Armstrong, 2010)

d) Beliefs and Attitudes

Attitude is a learned predisposition to respond in a constant favorable or unfavorable manner, in respect to a given object. Marketers try to bombard consumer with information. These may have positive or negative effects. Schematic conception of attitude has three components: An attitude provides a series of cues to marketers. They predict future purchases, redesign marketing effort and make attitude more favorable. Attitudes indicate knowledge, feelings and intended action for the given stimulus.(Khan, 2006)

External influence like family or neighbors combined with learning produces beliefs that will influence consumers' buying behavior. Different kind of people has different attitudes concerning religion, politics, food, music and many more. The attitude describes consumers' feelings or evaluations toward an object or idea. Both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's personality. (Kotler&Armstrong 2010)

2.3 Empirical Review

The empirical review of the study, summarizes and rounds on the below issues that are undertaken by different researchers and authors on the area.

James, (2012) studied the feminine role and family purchase decisions in selected durables, Refrigerator, Two Wheeler, Washing Machine and Television. Her study revealed that women play a dominant role in purchase of refrigerator and washing machine whereas husbands' domination in purchase of television and two-wheeler does exist concurrently.

H₁: Demographic factor influence washing machine buying behavior.

Furajji, Latuszynska and Wawrzyniak (2012) have written a paper on, "An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market. It analysed the relationship between several independent variables, such as cultural, social, personal, psychological and marketing mix factors, and consumer behavior (as the dependent variable) in the electric appliances market. The major findings of the study indicated that, overall, the

set of independent variables are weakly associated with the dependent variable. However, the in-depth analysis found that social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behavior.

H₂: Social factors manipulate washing machine buying behavior

Rajarajan and Priyanga, (2013) have written a paper on, “Consumer Behaviour towards Selected Household Appliances” and the study has revealed that lifestyle characteristics have a great impact on the purchase behavior of the clusters. This study concluded that, a person chooses a product or a brand, which seems to possess a maximum possibility of the definition or elaboration of his life style identity. Alternatively, a person makes a choice in a consumption environment in order to define or actualize his life style, identify it through the products or brands chosen. It can be assumed that the individual’s consumption behavior can be predicted from an understanding of how he represents his world to himself, if the details of his life style system are known. The relationship between consumer behavior and household appliances can thus be seen as an individual’s purchases and use of products and services where these choices constitute part of his life style expression and its reflection.

H₃: Life style influence washing machine buying behavior.

Empirical research on the influence of culture on consumer buying behavior, Kacea and Lee (2002) revealed that there is a powerful and consistent influence of culture at both ethnicity level and individual level. The study added that among many aspects of consumer buying behavior which cultural factors moderate include self-identity, normative influence, the suppression of emotion and post pavement of instant gratification. The study was based on individualism and collectivism as cultural dimension. It was concluded that although collectivists possess the buying tendencies in equal measure with individualists, they suppress the negative tendencies and act in manner that is consistent with cultural norms, beliefs and values.

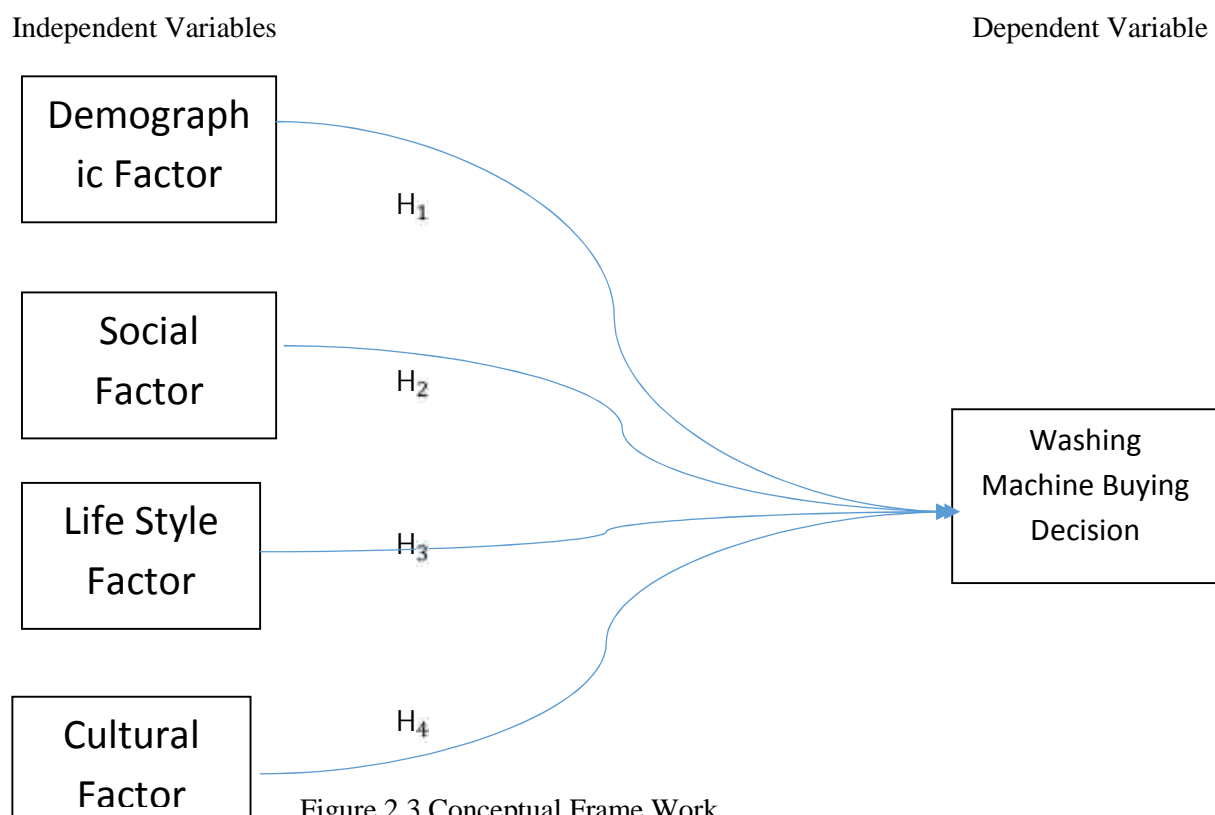
H₄: Cultural factor influence washing machine buying behavior.

2.4 Conceptual Frame Work

The consumer and his life style are influenced by a number of factors shown all around the consumer. These are culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are consumers' emotions, personality, and motives of buying, perception and learning. Consumer is also influenced by the marketing activities and efforts of the marketer. All these factors lead to the formation of attitudes and *needs* of the consumer. (Khan, 2006)

In the context of a city like Addis Ababa, where a substantial amount of social, cultural and economic activities take place on the ground floor and street level, this spatial feature clearly misses a crucial opportunity to provide adequate room for such activities.

Based on this and various theoretical and empirical backgrounds, a conceptual model of the buying characteristics is proposed



Chapter Three

Research Design and Methodology

Introduction

This chapter provides the research methodology adopted to address the Research problems. The method and procedures in this study includes Research Approach, Research Design, Sampling Design, Data collection methods and procedure and also Data Analysis Procedure, Reliability and Validity and Research Ethics.

3.1 Description of Research Area

Consumer research is carried out to understand the behavior of consumers. How they would react to promotional messages and how their attitudes change after being exposed to the media messages. These studies and understandings can help the marketer to frame appropriate strategies to persuade the consumer, to face competition and to locate target markets.

The consumer research follows almost the same steps as are carried out in marketing research, which is known as research methodology. (Khan, 2006)

- I. To define the problem and formulating the objectives of the research.
- II. Collecting and evaluating secondary data.
- III. Designing a primary research study if secondary data is insufficient.
- IV. Collecting Primary Data by means of interviews, questionnaires, surveys etc.
- V. Analyzing the data.
- VI. Preparing a report.

3.2 Research Approach

To meet the objectives of the study the researcher will develop a hypothesis and try to show association between the variables. In doing so, the researcher will follow a deductive research approach.

There are two broad methods of reasoning known as the deductive and inductive approaches. The deductive approach works from the more general to the more specific; a research study might begin with a theory about the topic of interest, then narrow that down into more specific hypotheses that can be tested, narrowing down even further by collecting observations to address the hypotheses. This ultimately leads to testing the hypotheses with specific data to confirm logically or not confirm the original theories (Trochim, 2000).

The inductive approach works the other way, moving from specific observations to broader and theories. Inductive reasoning begins with specific observations and measures detect patterns and regularities, formulates some tentative hypotheses that can be explored and finally ends up developing general conclusions or theories (Trochim, 2000).

3.3 Research Design

The type of research method to be employed in this study will be quantitative research method. Based on the research the type of data research design is classified into three. The first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In a way it seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities. In qualitative research data are often in the form of descriptions, not numbers. The other one is quantitative research which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertaining the natural phenomena. The process of measurement is central to quantitative research because it provides their fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, et al., 2009). The third one is mixed which consisted of both Quantitative and Qualitative approach.

3.4 Population and Sample

Target Population: The target population of the research will be people living in Addis Ababa condominium and use a washing machine when using this survey, one criterion that needs to be met in defining the qualified respondents is respondents who are using a washing machine.

Sampling Technique and Size: Since there was a limitation of cost and time there was difficulty of using sample frame and difficulty in determining the total population to list out the sample frame, so convenience sampling technique was used. Zikmund, (2003) demonstrated that convenience sampling was referred to as sampling by obtaining units or people who were most conveniently available.

Since the population size cannot be precisely known the research paper will use the following formula to find out the sample size. When the population is unknown the sample size will be determined with the use of Top man formula as presented below (Hair et al, 2005).

$$N = \frac{Z^2 \times P \times Q}{E^2}$$
 Where, N = required sample size, Z = Degree of confidence i.e. (1.96)², P = probability of positive response (0.5), Q = Probability of negative response (0.5), E = Tolerable error (0.05). ,N= (1.96)²X 0.5(0.5) Z=95% confidence level (1.96) (0.05)²

N=385 Respondents .Accordingly the sample size of the study with 95 confidence level and 0.5 level of Variability was 385.

3.5 Data Sources and Types

The research will use primary and secondary source of data. The primary source of data will be collected using structured questionnaire. Secondary data will comprise different literatures which include books, previous researches, articles, journals and the internet. Literature review will be a secondary study of collected primary studies that aims to improve, understand and establish reliability and validity of the proportions and claims (Kitchenham et al., 2009). The researcher will also refer to various research studies and empirical investigations.

3.6 Data Collection Procedures

The data in use to analyze factors influencing washing machine buying behavior was obtained through survey. The instrument used to collect the primary data was questionnaire. The questionnaire had two sections. The first part is related with respondents' general (demographic) information (age, gender, occupation, income and education qualification). The second part is about factors influencing washing machine buying behavior. The second part of the questionnaire contains different sections, and each section represents a variable in the research model (the independent and dependent). In this section, responses were measured on a 5-point Likert scale, ranging from one (strongly disagree) to five (strongly agree).

The questionnaire was distributed for willing residents of condominium and who currently owns a washing machine and this was done by going door to door.

3.7 Data Analysis

Descriptive statistical methods will be used to analyze the data and Statistical Package for Social Science (SPSS) was used for an automated analysis of the data. This software has been widely used by researchers as a data analysis technique (Zikmund, 2003).

The data analysis has used descriptive statistics tools such as frequencies distributions, mean, standard deviation, table, graph, and reliability analysis.

Chapter Four

Data Analysis and Interpretation

The purpose of this study was to investigate the key factors that influence washing machine buying behavior. A total of 384 questionnaires were distributed to selected condominium sites found in Addis Ababa and 375 were returned. But, 368 were usable and used for statistical analysis. Descriptive analysis such as percentage, mean, and standard deviation were used in examining variables that are (demographic factors, social factors, cultural factors and lifestyle).

4.1. Demographic characteristics of respondents

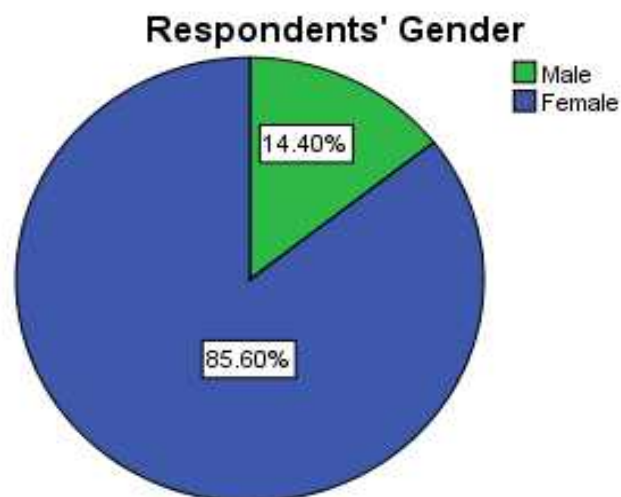


Figure 4.1 Respondents' Gender (Source: Survey Result, 2018)

The descriptive analysis from figure 4.1 shows that 85.6 percent of the respondents were females while 14.4 percent were males.

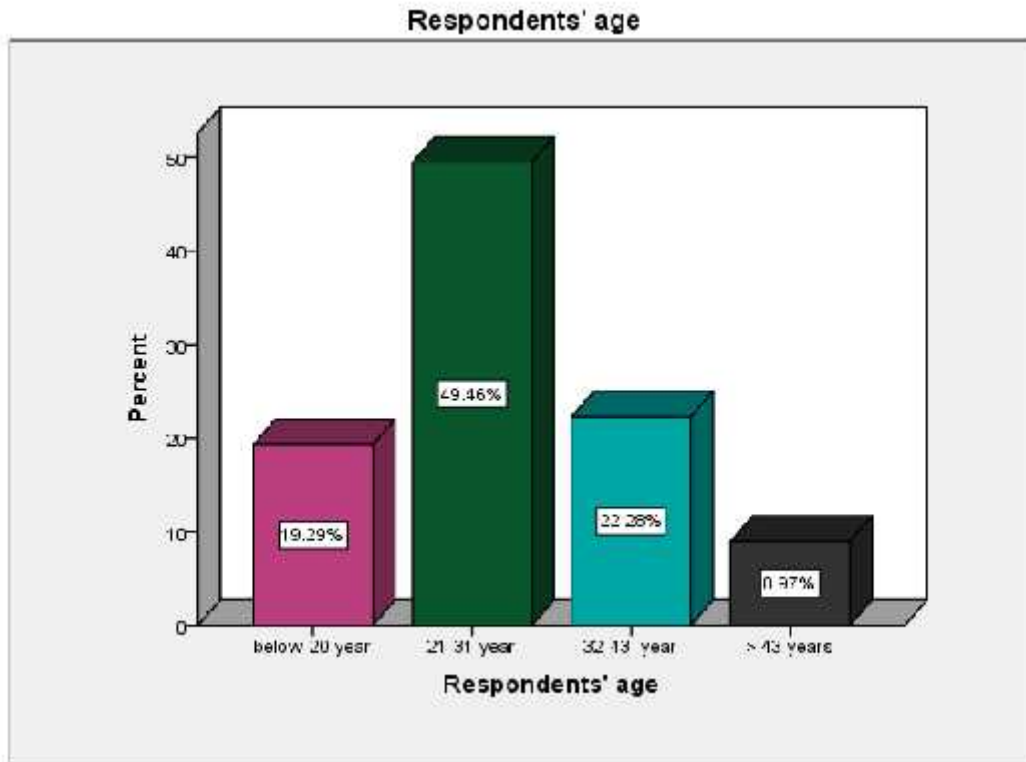


Figure 4.2 Respondents' Age (Source: Survey Result, 2018)

As revealed on figure 4.2, half (49.46%) of the respondents were found in the age range of 21 to 31 years which followed by 32-43 years age group with 22.28 percent. In other words, 73 percent of respondents found in age range of 21-43 years.

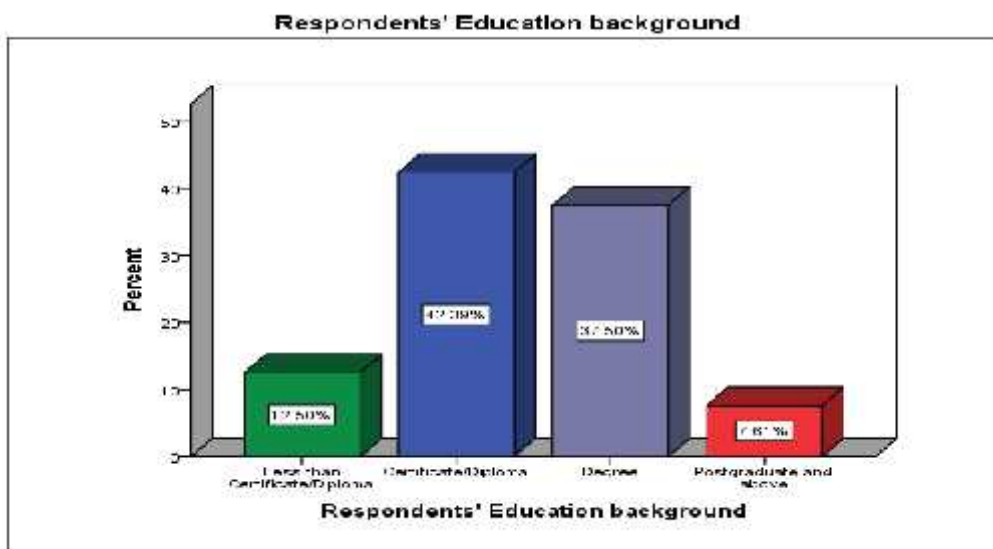


Figure 4.3 Respondents' Educational Background (Source: Survey Result, 2018)

Majority of the respondents were diploma holders with 42.39 percent and followed by first degree holders' 37.5 percent.

Respondents' monthly income	Frequency	Percent
below 3000	87	23.6
between 3001-6000	126	34.2
between 6001-9000	77	20.9
greater than 9000	78	21.2
Total	368	100.0

Table 4.1 Respondents' monthly income in Birr(Source: Survey Result, 2018)

Table 4.1 shows that 34.2 percent of respondents average monthly income ranges from 3001 to 6000 ETB and respondents with less than 3000 monthly income have a portion of 23.6 percent. Monthly income for 21.2 percent of respondents' is greater than 9000ETB and 20.9 percent of respondents' monthly income is between 6001-9000. Based on this, majority (above 58 percent) of respondents' monthly income is less than 6000ETB.

Respondents' Occupation	Frequency	Percent
Employed	147	39.9
Self Employed	90	24.5
Unemployed	59	16.0
Housewife	57	15.5
Student	10	2.7
Retired	5	1.4
Total	368	100.0

Table 4.2 Respondents' Occupation (Source: Survey Result, 2018)

As shown on table 4.2, 39.9 percent of the respondents are employed within different organizations. 24.5 percent of the respondents are self-employed. 16 percent, 15.5 percent, 2.7 percent and 1.4 percent of the respondents are unemployed, housewife, retired and student respectively.

Importance level of Washing Machine	Frequency	Percent
Valid Very important	114	31.0
Important	221	60.1
Neutral	28	7.6
not important	2	.5
very unimportant	3	.8
Total	368	100.0

Table 4.3 Importance level of Washing Machine (Source: Survey Result, 2018)

For majority (60.1%) washing machine is important and (31.0%) of the respondents answered that it is a very important. This indicates that washing machine is a significant type of a product in our life.

4.2 Factors Affecting Washing Machine Buying Behaviour.

4.2.1 Demographic Factors

To analyze respondents' factors influencing washing machine buying decision, four factors were used namely demographic factor, social factor, lifestyle and cultural factor. Each Variable was represented by specific statements. The mean indicates to what extent the sample group in average agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement.

Statement	SD	DA	N	A	SA	Mean	Std
Income level is a factor that affects buying decision of washing machine	17.1	15.2	12.8	28.5	26.4	3.32	1.443
My education level determines buying behavior of washing machine	28.5	29.1	17.9	11.1	13.3	2.52	1.359
My occupation influences the buying behavior of my washing machine	12.2	25.3	22.6	21.2	18.8	3.09	1.304
Age determines the buying behavior of washing machine	20.4	23.4	26.1	12.8	17.4	2.83	1.360
Gender is a factor that affects a buying decision of washing machine	23.9	24.2	9.8	18.8	23.4	2.93	1.524

Table 4.4 Mean analysis related to Demographic Factor (Source: Survey Result, 2018)

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

Table 4.4 is relating with demographic factors affecting buying behavior of washing machine. The table include of 4 statements. The statement of “Income level is a factor that affects buying decision of washing machine” has the highest mean of 3.32. There are 28.5% of the respondents agreed towards this statement, followed by 26.4%.The statement “My education level determines buying behavior of washing machine” has the lowest mean that is M=2.52

and 29.1 percent of the respondents disagree with the statement which followed by 28.5 percent are strongly disagree. Most of the parameters undertaken to measure the demographic factor scored mean of 3 and beyond this implies that the demographic factor has a role in determining consumer buying behavior of washing machine.

4.2.2 Social Factors

Statement	SD	DA	N	A	SA	Mean	StD
I would give preference to the washing machine which is already using by friends.	20.9	24.2	32.6	9.8	12.5	2.69	1.258
My family are the most influential people that affect my buying behavior	5.4	27.7	15.8	28.8	22.3	3.35	1.248
My marital status determines the buying decision of washing machine	14.4	32.3	23.1	16.3	13.9	2.83	1.267
My family size determines the buying decision of washing machine	18.5	24.7	34.0	14.7	8.2	2.69	1.17
I buy a washing machine which fits with my social class	19.0	23.1	33.7	16.3	7.9	2.71	1.179
My spouse affects my buying decision of washing machine.	14.1	32.9	25.5	13.9	13.6	2.8	1.251
I buy a washing machine which my role model is using	4.9	36.7	19.8	25.5	13.0	3.05	1.158
I would give special preference to that which will increase my prestige	2.47	24.2	17.6	37.4	18.1	3.31	1.033

Table 4.5 mean analysis related to Social factors (Source: Survey Result, 2018)

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

Social Factor is represented by eight statements. Based on the data taken from respondents that developed in likert scale, they have placed their level of agreements. The effect of family scored the highest mean (3.35), 28.8 percent of the respondents agreed and 22.3 percent have strongly agreed with the statement. Followed by prestige (M=3.31) and buying a product that using by my role model (M=3.05) and buying the washing machine due to family size scores the minimum mean with M=2.69. The mean for almost 50% of the statements used to measure if the social factors influence buying behavior for washing machine is set beyond average this implies social factor manipulate washing machine buying behavior.

4.2.3 Lifestyle

Statement	SD	DA	N	A	SA	Mean	Std.
My lifestyle affects my purchase decision of washing machine	10.6	26.9	12.5	31.0	19.0	3.21	1.313
I believe that having a washing machine is an indicator of modernization	19.0	22.8	25.0	15.2	17.9	2.9	1.362
I believe that having a washing machine simplifies my lifestyle	23.9	26.9	30.4	6.8	12.0	2.56	1.258
Condominium lifestyle affects a purchase decision of washing machine	9.8	31.5	19.0	22.0	17.7	3.06	1.278

Table 4.6 Mean analysis related to lifestyle (Source: Survey Result, 2018)

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

Table 4.6 is related with lifestyle as factors that affect washing machine buying behavior. The table consists of 4 statements. The statement “My lifestyle affects my purchase decision of washing machine.” has the highest ranking among the other means which is about 3.21. This statement illustrates that most of the respondents are agree which confirmed by 31 percent of them. While, the statement got the least ranking of mean are “I believe that having a washing machine simplifies my lifestyle.” which only got the mean value of 2.56. There are only 30.4% of the respondents not concern about it. Out of four parameters used to measure lifestyle factor contribution to consumer’s washing machine buying behavior three have scored mean of 3 and beyond indicating that Life style influence washing machine buying behavior.

4.2.4 Cultural Factor

Statement	SD	DA	N	A	SA	Mean	Std. Deviation
My society culture affects my buying behavior of washing machine	41.8	20.7	15.8	14.1	7.6	2.25	1.330
My purchasing decision of washing machine is affected by the value of my neighbors	39.4	23.4	13.3	16.8	7.1	2.29	1.326
My purchasing decision of washing machine is affected by the perceptions of my neighbors	31.3	16.0	18.8	21.7	12.2	2.68	1.420

My purchasing decision of washing machine is affected by the racial groups of my neighbors,	30.4	18.8	12.0	25.3	13.6	2.73	1.460
My purchasing decision of washing machine is affected by the religions of my neighbors,	34.0	26.1	11.4	18.8	9.8	2.45	1.382

Table 4.7 Mean analysis related to Cultural Factor (Source: Survey Result, 2018)

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

As shown in table 4.5 the highest mean score were 2.73 (effect of racial group on buying decision of washing machine and 30.4% of the respondents are strongly disagree with the statement. Culture of society respondents living in scores the lowest mean that is 2.29 and 41.8 percent of the respondents were strongly disagree with the statement. This shows that respondents expressed their disagreement to the statements of cultural factors. All the parameters used to measure the cultural factors affecting washing machine buying behavior scored a mean below three. This implies cultural factor is weakly associated with consumer behavior towards washing machine buying decision.

4.2.5 Mean of the Variables

	DemographicFactor	SocialFactor	Lifestyle	CulturalFactor
N	368	368	368	368
Mean	3.3860	3.1254	3.1182	2.4777
Std. Deviation	1.02196	.83099	1.05517	1.01667
Minimum	1	1	1	1
Maximum	5	5	5	5

Table 4.8 Mean values of variables(Source: Survey Result, 2018)

Demographic Factor, Social Factor, lifestyle and Cultural Factor were shown on table 4.6. The table indicates that, the mean value of three variables that are Demographic (M=3.1265), Social (M=3.1254) andLifestyle (M=3.1182) are above the borderline (3) of the scale and the mean value of one variable that is Cultural Factor was below 3. The highest mean score recorded was for demographic related factors (M=3.3860) while the lowest score was recorded for cultural related factors (M=2.4777).

Based on the analysis made, there was influential relationship between demographic factors, social factor& lifestyle and washing machine buying behavior with the mean value of effect of 3.38, 3.12 and 3.11 respectively. On other-hand there was no major relationship between cultural factors and washing machine decision making the mean value for this factor indicates 2.4.

4.3 Reliability test

Cronbach's alpha was calculated to study the reliability of all the items (22) each variable of the study. The four variables in the study were Demographic factors, Social factors, lifestyle and cultural factors

Dimension	Cronbach's Alpha	N of Items
Demographic factors	.781	5
Social factors,	.828	8
Lifestyle	.770	4
Cultural Factors	.786	5
<i>Overall Scale Reliability</i>	<i>.837</i>	<i>22</i>

Table 4.8 Reliability Statistics Result (Source: Survey Result, 2018)

The value of good alpha is 0.7 or more (Hair et al., 2010). The statistical analysis of this study shows that Cronbach's alpha is greater than 0.7 that was 0.837(83.7%).

4.4 Discussion of Findings

Results from the research findings showed that demographic factor influence washing machine buying behavior. It tells us demographic factor is one of the variables that affects washing machine buying behavior. The finding indicates that demographic factor has the strongest impact towards washing machine buying behavior which is confirmed by most of the respondent's agreement and strong agreement with the statements representing the demographic factor and also it scored the highest mean. From Demographic factor income level and occupation related statements are the most factors that affect washing machine buying behavior. So this gives support to the first hypothesis of the study i.e. H_1 : Demographic factor influence washing machine buying behavior.

The descriptive analysis also showed that social factor is also an important factor affecting consumer's washing machine buying behavior. It tells us that individuals are influenced by family spouse, role model and making purchase behavior as a tool to show status. This factor scored a mean value above the midpoint. This shows that respondents agree with social factor as a variable that influences their washing machine buying behavior. As a result this also So gives support to the first hypothesis of the study i.e. H₂: Social factor manipulate washing machine buying behavior.

Based on respondents response lifestyle is another factor that influences washing machine buying behavior. This factor also scored mean value above 3. Most of the respondents believe that individual life style and condominium way of life are the forces that influence the consumer buying behavior for washing machine. This finding supports the third hypothesis of the study which is, H₃: Life style influence washing machine buying behavior.

Cultural Factor is not among factors accepted by respondents to influence their washing machine buying behavior. The mean value for the variable is below 3. Most of the respondents showed their disagreements to the statements developed to represent the factor. So, the last hypothesis H₄ Cultural factor influences washing machine buying behavior is declined.

Chapter Five

Summary, Conclusion and Recommendation

Descriptive technique was used to analyze the data. This chapter covers summary, conclusions, recommendation and future research suggestions in this area.

5.1 Summary

The purpose of this study was to investigate factors influencing of washing machine buying behavior the case of Condominium found in Addis Ababa. These factors were demographic factor, social factor, lifestyle and cultural factor. The relationship between these factors and washing machine buying behavior was investigated. Conceptual model was developed based theoretical and empirical review of the research which aims at answering basic research question and attain research objective.

Quantitative research approach, explanatory research design and deductive type of reasoning were employed for this study. As data collection methodology, administered questionnaires' was distributed to the representative of the study. To analyze the collected data descriptive statistics was used.

The descriptive analysis of the study shows that majority of respondents were females, found in the age range of 21-43 years and diploma and degree holders. Wide range of respondent's monthly income was between 3001-9000ETB, are employed with different organization.

The other result illustrates that there is an influential relationship between three elements these are demographic factor, social factor and lifestyle and washing machine buying behavior. However, the relationship and impact between cultural factor and washing machine decision making has not got support so it was insignificant.

5.2 Conclusions

The study was all about *factors influencing washing machine buying Behaviour*. Four variables were organized based on different theoretical and empirical (research conducted by different authors). These factors are; demographic factor, social factors, lifestyle and cultural factor. Each factor contains different statements that is a minimum of four statements and a maximum of eight statements. The respondents were asked to give their agreement for likert scale type question. Their response was investigated through using mean, standard deviation, correlation and regression.

Based on the analysis made, there was influential relationship between demographic factors, social factor& lifestyle and washing machine buying behavior with the mean value of effect of 3.38, 3.12 and 3.11 respectively. On other-hand there was no major relationship between cultural factors and washing machine decision making the mean value for this factor indicates 2.4.

Washing machine buying behavior is influenced by demographic factors (education, occupation and income level), social factors (influence of family, spouse, family size role model and neighbors), and lifestyle (washing machine as indicator of modernization, simplifies my lifestyle and adopting a lifestyle from neighbor). In this study the impact of cultural factors is not seen.

5.3. Recommendation and future research suggestions

Based on the analysis and conclusion made regarding to this study, the following recommendation are given.

Based on the analysis discussed in previous chapter, demographic factors, social factors and lifestyle influence the washing machine buying behavior. Based on this, the below recommendation is forwarded.

- ❖ The STP marketing strategy (segmentation, targeting and positioning) should consider and pay attention for income level, occupation and other demographic factors.
- ❖ It is recommended if communication tools are targeting at persuading customer as a washing machine an indicator of modernization and simplifies our lifestyle.
- ❖ The manufacturers or dealers advertising strategy should focus on social factors like influence of family, family size, neighbors and others.
- ❖ The manufacturers should also consider a washing machine that fits a condominium lifestyle since the research was conducted on people living there and also could come up with a redesigned washing machine for condominium buildings.

It is recommended for future researcher to expand the range of context to different areas.

Variables like *brand, price, origin of the product and advertising* can be additional areas that could be researched.

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Appendix One

Questionnaire on Determinants of Washing Machine Buying Decision

Dear Respondent,

My name is Beza Getinet. I am a post-graduate Student at Addis Ababa university school of commerce and Currently, I am conducting research on the title “Analyzing Factors influencing washing Machine Buying decision” for the partial fulfilment of Masters of Art Degree in Marketing Management and you are requested to participate in this research by filling the following questionnaires. The objective of this questionnaire is to gather information only for academic purpose. Therefore, your honest and sincere cooperation in filling this questionnaire will be highly helpful for successful accomplishment of the study.

Thank you in advance for your cooperation!

Direction: Please answer the below questions by putting “X” sign in the box of your answer.

1. Gender:

Male Female

2. Age:

(a) Below 20 year (b) 21-31 years

(c) 32-42 years (d) > years

3. Education:

(a) Less than Certificate/Diploma (b) Certificate/Diploma

(c) Degree (d) Postgraduate and above

4. Monthly Income in ETB

- (a) Below 3000 [] (b) 3001-6000 []
 (c) 6001-9000 [] (d) greater than 9000 []

5. Occupation:

- (a) Employed [] (b) Self Employed [] (c) Unemployed []
 (d) Housewife [] (e) Student [] (f) Retired []

6. What is the importance level of having a washing machine in your personal life?

- (a) Very important [] (b) Important [] (c) Neutral []
 (d) Not important [] (e) Very unimportant []

7. independent Variable Related Questionnaires

Please rate the following statement by putting “X” on the appropriate number on a 5- point Likert scale where 1 = Strongly dis-agree 2 = dis-agree 3 = Neutral 4 = agree 5 = strongly agree

No	Determinants of washing machine Buying Decision	Levels of Agreement				
		Strongly agree (5)	Agree (4)	Neutral (3)	Dis-agree (2)	Strongly dis-agree (1)
7.A	Demographic Factor					
	Income level is a factor that considered when buying a washing machine					
	My occupation influences the buying behavior of my washing machine					
	My education level determines buying behavior of washing machine					
	Age determines the buying behavior of washing machine					
	Gender is a factor that affects a buying decision of washing machine					
7.B	Social Factor					
	I would give preference to the washing machine which is already using by friends.					
	My family are the most influential people that					

	affect my buying behavior					
	My marital status determines the buying decision of washing machine					
	My family size determines the buying decision of washing machine					
	I buy a washing machine which fits with my social class					
	My spouse affects my buying decision of washing machine.					
	I buy a washing machine which my role model is using					
	I would give special preference to that which will increase my prestige					
	Lifestyle					
	My lifestyle affects my purchase decision of washing machine					
7.C	I believe that having a washing machine is an indicator of modernization					
	I believe that having a washing machine simplifies my lifestyle					
	Condominium lifestyle affects a purchase decision of washing machine					
	Cultural factor					
	My society culture affects my buying behavior					
	My purchasing decision of washing machine is affected by the value of my neighbors					
	My purchasing decision of washing machine is affected by the perceptions of my neighbors					
7.D	My purchasing decision of washing machine is affected by the racial groups of my neighbors,					
	My purchasing decision of washing machine is affected by the religions of my neighbors,					

Thank you!

Appendix Two
መጠይቅ

ውድመልስሰጪ

ስሜንቤዛ **ጌትነትይባላል** በአዲስአበባዩንቨርሲቲዩንግድሥራተሌጅዩንባይክሙራርዮድህረምረቃተማሪስሆንይህመጠይቅ ሰዎችየልብስ ማጠቢያማሸን

በሚገዙበትጊዜተፅዕኖሚያደርጉባቸውንነገሮችበማጥናትሊድህረምረቃተማሪጥናቴሚያንትየተዘጋጀነው።የዚህመጠይቅዋና ዓላማቀድሞ

ለተጠቀሰውጥናታዊፅሁፍመርጃለመሰብሰብእናለትምህርትብቻነው።ስለዚህምየእርሶአውነተኝነትእናየተከበረትብብርዎለጥናቱ ውጤታማነትይረዳል።

ለትብብርዎምስጋናዬንበቅድሚያአቀርባለው !

ክፍል አንድ

ጠቅላላ መረጃ

መመሪያ : ለሚከተሉትጥያቄዎችበሰጥኖቸውስጥ (X) ምልክትበማድረግይመልሱ።

1. ያታ

ወንድ [] ሴት []

2. ዕድሜ

ሀ. 20ዓመት በታች [] ለ. 21-31ዓመት []

ሐ. 32-42ዓመት [] ሐ. >42ዓመት []

3. የትምህርትደረጃ

ሀ. የምስክርወረቀት / ዲፕሎማበታች [] ለ. የምስክርወረቀት / ዲፕሎማ []

ሐ. ዲግሪ [] መ. ማስተርስእናከዛበላይ []

4. ወርሃዊገቢበኢትዮጵያብር

ሀ. ከ3000 በታች [] ለ. ከ3001-6000 []

ሐ. ከ6001-9000 [] መ. ከ9000በላይ []

5. ስራ

ሀ. ተቀጣሪ [] ለ. የግል []

ሐ. የሰዓት [] መ. የቤትአመቤት []

ሠ. ተማሪ [] ረ. ጡረተኛ []

6. በእርስዎየግልህይወትወስጥየልብስ ማጠቢያማሸን መኖሩም፣ያህልጠቃሚነውይላሉ

ሀ. በጣምጠቃሚ [] ለ. ጠቃሚ []

ሐ. ከሁለቱምአይደለሁም [] መ. አይጠቅምም []

ሠ. በጣምአይጠቅምም []

ክፍል ሁለት

ከዚህ በመቀጠል በሠንጠረዥ ውስጥ የተዘረዘሩት የልብስ

ማጠቢያ ማሸን

በሚገዙበት/በሚመርጡበት ጊዜ ከግንዛቤ የሚገቡ ተፅዕኖ የሚያገርጉ ነገሮች/ ሁኔታዎች ናቸው። እያንዳንዱ ነገር/ሁኔታ እርሶ የልብስ ማጠቢያ ማሸን

በሚገዙበት/በሚመርጡበት ጊዜ ምን ያክል ከግንዛቤ እንደሚያስገቧ ሞቶው ወይም ተፅዕኖ የሚያደርጉበትን የደረጃ ልክ በመምረጥ (X) ምልክት ያድርጉ።

ተ.ቁ	የልብስ ማጠቢያ ማሸን በሚገዙበት/በሚመርጡበት ጊዜ ከግንዛቤ የሚገቡ/ተፅዕኖ የሚያገርጉ ነገሮች	ሁኔታዎች መለኪያ				
		በጥብቅ አስማ ማለው	እስማ ማለው	ገለል ተኛ	አልስ ማማ ም	በጥብቅ አልስ ማማ ም
7.ሀ	ነገሮች					
	የልብስ ማጠቢያ ማሸን በምገዛበት ጊዜ የገቢ መጠን ከግንዛቤ የሚገቡ/ተፅዕኖ የሚያገርጉ ነገሮች አንዱ ነው					
	የሥራ ሁኔታዎች የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					
	የትምህርት ደረጃዎች የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					
	ዕድሜዎ የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					
	ጾታዎ የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					
7.ለ	ማሕበረሰባዊ ነገሮች / social factors					
	የልብስ ማጠቢያ ማሸን በምገዛበት ጊዜ ጋደኞች ለሚጠቀሙት የልብስ ማጠቢያ ማሸን አይነት ቅድሚያ እስጣለሁ					
	ቤተሰቦቼ የልብስ ማጠቢያ ማሸን ግዢ ላይ ከፍተኛውን ተፅዕኖ ያደርጋሉ					
	የትዳር ሁኔታዎች የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					
	የቤተሰቤ መጠን የልብስ ማጠቢያ ማሸን እንደገዛ ተፅዕኖ ያደርጋል					

	በማህበረሰቡ ውስጥ ያለኝን ቦታ የሚመጥን የልብስ ማጠቢያማሽን እገዛሁ					
	ባለቤቱ የልብስ ማጠቢያማሽን ግዢዬን ተፅዕኖ ያደርጋል/ለች					
	በሕይወቴ ውስጥ ሚና ያለው ሰው የሚጠቀመውን የልብስ ማጠቢያማሽን አይነት እገዛለሁ					
	የልብስ ማጠቢያማሽን በምገዛበት ጊዜ ክብሬን ይጨምራል ብዬ ለማስባወቅ የልብስ ማጠቢያማሽን አይነት የተለየ ቅድሚያ አሰጣለሁ					
7ሐ	የአኗኗር ሁኔታ ነገሮች/ Lifestyle					
	የአኗኗር ሁኔታዬ የልብስ ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
	የልብስ ማጠቢያማሽን ባለቤት መሆን የዘመንዊነት መገለጫ ነው ብዬ አምናለሁ					
	የልብስ ማጠቢያማሽን መኖር የአኗኗር ሁኔታዬን ያቀላል ብዬ አምናለሁ					
	የኮንዶሚኒየም አኗኗር ሁኔታ የልብስ ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
7መ	ባህላዊ ነገሮች/Cultural factor					
	የማህበረሰቤ ባህል የልብስ ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
	ጎረቤቶቼ ለልብስ ማጠቢያማሽን በየሚሰጡት ቦታ/ክብር ምክንያት ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
	ጎረቤቶቼ ስለልብስ ማጠቢያማሽን ባላቸባለቤት መሆንን በሚረዱበት ምክንያት ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
	የማህበረሰቤ ዘር የልብስ ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					
	የማህበረሰቤ ሀይማኖት የልብስ ማጠቢያማሽን እንድንገዛ ተፅዕኖ ያደርጋል					

ስለተሳተፈዎአመሰግናለሁ።