COLLEGE OF BUSINESS AND ECONOMICS SCHOOL OF COMMERCE

POST GRADUATE PROGRAM

DEPARTMENT OF MARKETING MANAGEMENT

FACTOR INFLUENCING CONSUMER PURCHASING DECISION IN THE SELECTION OF REAL ESTATE IN ADDSIS ABABA

AThesis Submitted to the The Department of Marketing Management,In Partial Fuilfilment for the Requirement of the Award of Degree of Masters of Arts(MA) in Marketing Management

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DECLARATION

I, the undersigned, hereby declare that the work contained in this thesis is my own original work and that I have not previously in its entirety or in part submitted at any university for a degree.

Signature:_____ Date:_____

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This is to certify that the thesis prepared by Mekdes Aynekulu, entitled "Factors influencing consumer purchasing decision in the selection of real estate in Addis Ababa submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Marketing Management complies with the regulation of the university and meets the accepted standards with respect to the originality and quality.

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Abstract

The purpose of this study was to examine factors influencing consumer purchasing decision in the selection of real estate companies in Addis Ababa. The researcher has studied the influence of, Distance (nearness to a city, school, transport accessibility, public transportation, distance from Hospitals), Environment (exposed to noise, nice environment, safety, air pollutants, near to playground), Demography (income, age, gender, occupation), Building Structure (size of living area, design and layout, internal and external structure, privacy and number of room) on consumers purchasing decision of real estate. In order to collect the data, survey questionnaire was distributed to 384 consumers who have actually bought and currently living in the houses. Descriptive frequency and percentage have been directed to investigate the segment qualities of the objective respondents.. Using Multiple Regression model, this research is useful to examine the relationship between the four independent variables (Distance, Environment, Demography, and Building Structure) to one dependent variable (purchase decision) after gathering all the given assumptions successfully Statistical Package for Social Science (SPSS) version 26 was used to generate the actual results. The major findings of the study were: all the four factors (Distance, environment, Demography and building structure) have significant impact on consumer purchasing decision. Distance is the major determinants factor which influence consumers purchasing decision. Therefore, to make any marketing decisions, Real Estate Company should be focused on these key determinant factors.

Keywords: purchasing decision,distance,environment,demography and building structure

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CHAPTER ONE

1.1 Background of the study

Various definitions have been provided for purchase selection, but there is consensus that it is a method that is far from the idea of removing the user from identifying needs, the era of alternatives, and choosing precise manufacturers or products lead (Saif, Razzaq, Amad and Gül, 2012).

According to Kotler and Armstrong (2009) declared that understanding the buyer purchasing for method was important to organizations because it allowed them to align their sales strategy to the wants and needs of the consumer. Recognition of the standards that drove shoppers was key to unraveling the competitive dynamics of a product (Nitin, 2015). These principles would modify organizations to develop a hierarchy that highlighted the factors that were most significant to purchas once buying a product.

As per Lautiainen, (2015) stated that client engages in buying activities many times per day. The acquisition itself is that the sole visible proof of a lot of complicated method that a consumer goes through each call he/she makes. Though, every buying decision is totally changed and needs different quantity of it slow and energy .

Yakup (2012) stated that after purchasers have been creating a buy, they needed to determine what strategies of price to use, how lots cash to spend, whilst to make the acquisition, wherein to make the acquisition and which size, emblem or version to purchas.

Based on the privous study results location was an important factor when the real estate buyer was making their decision to buy. A good location can dramatically increase the willingness of buyers in buying the real estate. (Wang,2013).

According to OmkarDastane,2017.There is a positive and significant influence of Neighborhood and thing on client choice making at the same time as shopping residential property. The surroundings thing which include surrounding vicinity and protection community come to be the important thing thing of majority domestic customers while making buy choice. People currently are extra worried approximately excellent of existence and residing standard. Most of them are inclined to pay greater for the higher surroundings and better safety community (Kain

and Quigly, 2015; Rossi, 2014). There is high quality and giant impact of demographical thing on client choice making at the same time as purchasing residential property. This look at observed that the demographical thing which include the profits status, age, wide variety of member of the family in family has sure quantity of impact on the acquisition choice.

The previous study regarding building structure stated that decision to buy a home depends largely on the quality of the residential property, which has been proven in studies by various experts (Daly et al., 2003; Opoku & AbdulMuhmin, 2010; Sengul et al., 2010). of residential real estate, including the design and structure of the building, e.g. ceiling height and living space, had a significant influence on the decision and preference of home buyers (Kauko, 2006; Opoku & AbdulMuhmin; 2010).

Based on Opoku and AbdulMuhmin (2010) study investigation living space is the second most important factor that consumers consider in purchasing decisions to buy a home.

Acording to kassa Ayalew,(2011) Real estate development started in mid 1990s by Ayat Real Estate Company and it becomes increasing disturbingly in the city. According to AACG land development and building permit authority document there are about 124 licensed developers engaged in this business which were allocated totally about 5 million square meter land. Private real estate development is considered by the government as a right hand paJ1ner to solve the housing problems of the city using the private sector efficiency as well as financial and construction capacity.

The residential real estate market in Addis Ababa is evolving into a different mix of extensive government-built condominiums (ostensibly for lower-income groups), mid-market developments by housing cooperatives, and largely high-end homes built by real estate developers and/or property holder themselves. (Access Capital Research. May 2010).

selam yohannes,2016 states that Real estate represents one of the classifications of housing developments involved in solving the serious housing problem in Addis Ababa. Income real estate comprises rented residential and commercial properties that are expected to generate returns primarily from rental income. Real estate (houses, condominiums, cooperatives and

townhouses) and apartment buildings (apartment buildings and buildings) Commercial real estate includes office buildings, shopping malls, warehouses, and factories.

1.2 Statement of the problem

Demand for real-estate in Addis Ababa, Ethiopia has increased due to the rapid population growth in the country and in relation to this the housing demand has immensely increased. According to the ministry of Ethiopia, the privet investor has joined the real estate sector to fill in the supply demand gap. But although the demand for real-estate in Addis Ababa is clearly seen in the market,it is unclear to what drives this consumer to buy real-estate is under researched.

Understanding components that influence the housing market are discovered to be vital and significant because of the failure of the Utility Speculations which have been utilized to examine purchaser conduct to give persuading clarifications to comprehend the market (Gibler& Nelson, 2003).Generally, hardly any examinations on real estate have been conducted,but there are as yet expanding suspicions toward considering the market according to social perspective (DeLisle, 2012, Graaskamp, 1991; Megbolugbe et al.,1991; Ratcliff 1965, 1972).

Zerayehu and Kagnew, 2015 states that Land in Ethiopia is perhaps the most beneficial, high popular areas. The area significantly lives in Addis Ababa, one of the top quickest developing urban areas in Africa, which makes the city the right location for land organizations in Ethiopia to put resources into to assemble extravagance homes. Land area has been one of the quickest developing areas of the Ethiopian economy and it's anything but an enormous entirety to the countries Gross domestic product. The area has gone through a few stages from its development in 1990's to where it has gotten now. The essential objective of the land business in Ethiopia, obviously, is Addis Ababa. The fuel for land in Addis Ababa has been and will consistently be the colossal house request which is by all accounts ever growing.

As a previous research conduct on factors affecting consumer buying decision of real-estate show that, factors such as price, quality and location of real –estate played a huge impact in their buying behavior (Genet G/Merkel, 2019). Furthermore, a study conducted by (Tawfik Salah Al-Nahdi Omar Hassan Ghazzawi and Abu Hassan Abu Baker, 2015) investigated the effect of Attitude, location, living space, public service, reference group on the purchase behavior of

Saudi inhabitant. Also, Mwfeq Haddad, MahfuzJudeh and Shafiq Haddad March 2011, the examination is explored the principle factors that affecting clients purchasing conduct toward apartment, this study found the respondent would significant adopt the main constructs when buying residential apartment including astatic, economic, marketing, geographic and social constructs. Few researchers have been conducted on purchasing decision on real estate market however most of the research studies in past have focus on, economical, quality, attitude factors influencing of consumer purchasing decision.it were a small consideration has been paid distance, environment, demography and building structural factors in consumer purchasing decision of real estate. therfore, based on the above gap this study were tried to investigate the effect of Distance, environment, demography and building structure factor on the decision-making of real estate.

1.3 Research question

Main research question :-

How does the distance, environment, demograpy and building structure influence consumer buying decision in the selection of real estate?

Sub research question;

- To What extent Distance affect the consumer purchasing decision in the selection of real estate in Addis Ababa?
- To what extent Environment affect the consumer purchasing decision in the selection of estate in Addis Ababa?
- How does Demography affect the consumer purchasing decision in the selection of real estate in Addis Ababa?
- How does building structure affect the consumer purchasing decision in the selection of estate in Addis Ababa?

1.4 Research objective

1.4.1 General Objective

To investigate how distance, environment, demographic and structure affect the consumer purchase decision of real-estate in Addis Ababa.

1.4.2 Specific Objectives

- To determine the effect of Distance on the consumer purchasing decision in the selection of real estate in Addis Ababa,
- To Investigate the effect of Environment on the consumer purchasing decision in the selection of real estate in Addis Ababa,
- To examine the effect of Demography on consumer purchasing decision in the selection selection of real estate in Addis Ababa,.
- To analyzi the effect of building structure on the consumer purchasing decision in the real selection of real estate in Addis Ababa.

1.5 Significance of the study

The examinations accommodate property Organization to comprehend what drives purchaser to purchase real estate. The exploration additionally give significant data to those real estate area, who will join the land business in Addis Ababa by giving information and information that help them obviously understanding purchasing choice on real estate to assisting them with building solid showcasing procedure and better execution. In conclusion, the examination discovering make important to existing real estate hold consumer.

1.6 Scop of the study

There are numerous elements that affecting consumer purchasing decision. However, this study focuses on distance, environment and Demography and building structural factors. The study were focus on that purchase real estate for residential purpose only while in regard to demography limited to consumer residing in Addis Ababa.

1.7 Limitation of the study

The main limitation was related with this particular study is the existence of limited empirical evidence on the subject matter. further more, the study employed convenience sampling method to choose respondents and this predisposition since it was hard to get an equivalent probability of real-estate consumers. Finally, the current COVID-19 - pandemic were limit the researcher to conduct survey, this lead to handling bias.

1.8 Definition of Terms

Distance -“ Distance" to pick home might be influenced by "width of contiguous" and "area to class" (Opoku& Abdul-Muhmin, 2010).

Environment- including “neighborhood”, “vicinity attractiveness”, “view”, “noise from round districts” and “popular security” is said as one of the determinants of a household’s residential decision (Adair et al, 1996).

Demography- Demographic Factors This consists of age, occupation, own circle of relatives length and own circle of relatives existence cycle and intercourse of the individual (Kotler, 2008).

Building Structure- Structural characteristic considers all bodily situations in addition to the fine of the property. The quantity of rooms or lavatories in a residence is a characteristic that one considers earlier than making home-possession decisions, specially in western countries (Hurtubia et al., 2010)

1.9 Organization of the study

The research contains five chapters,

Chapter one –include Introduction,background of the study,Statement of the problem,research question and objectives,significance of the study,scope of the study,limitation of the study and definition of terms.

Chapter Two-contain literature review,theoretical and empirical review and developed conceptual framework.

ChapterThreeConsistresearchmethodology,researchapproach,researchdesign,population,sampling and data analysis technique

Chapter four-include data presentation,ananlysis,interpretation of data are presented.

Chapte five-provide summary,conclusion and recommendation;

.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter include theoretical review and consumer purchasing models in factors influencing on consumer purchasing decisions of real estate and evaluated and empirical foundation of the study are presented.

2.1 Theoretical review

2.1.1Consumer decision-making process

The decision-making process refers to the steps a consumer goes through when deciding whether to purchase a product or not. The process is closely related to consumer behavior and can be heavily affected by how personalized marketing is perceived out of the consumer perspective (Kotler& Keller, 2015). In order to optimize the communicated message within the personalized marketing, companies need to know how consumers act during the five steps in the decision-making making process. The understanding of factors that influence consumers in their decision-making process is of crucial importance. This is because consumers go through different steps in their decision-making-process before making a purchase (Kotler& Keller, 2015; Fahy& Jobber, 2015). We used the five-step decision-making process model by Fahy and Jobber (2015) to illustrate the consumer decision making process (see figure 1). In the following sections, we discuss each section in detail.

Figure2.1 the consumer decision-making process (Fahy& Jobber, Foundations of marketing, p.66 2015).

2.1.1.1Problem recognition

Consumers do not purchase out of the same motives and it is important to be aware that all consumers act differently. Problem awareness is the first step in the process and this is when a consumer finds out that he or she needs to buy something. According to De Chernatony and McDonald (2010), the ideal time to receive marketing, where a consumer is most receptive to advertising, is when the consumer has a need. directive for a consumer to become observant of a need, he or she must be reminded that the need exists. Companies can thus remind the consumer of needs through marketing products that the consumer has shown interest for (De Chernatony& McDonald, 2010). The consumer can also recognize a need through internal stimuli similar to how someone would experience hunger or thirst. Marketing would practically work in the same way as when a consumer walks past an icecream truck a warm day and becomes peckish, spots the neighbor's new car or get advertisement on flying somewhere (Kotler& Keller, 2015). According to Kotler& Keller (2015) divides the consumer needs into basic and further advanced needs where the basic needs involves the satisfaction of the current need. An example of this would be to buy toothpaste to be able to brush teeth while an example of advanced needs would involve to buy toothpaste for getting whiter teeth and to get better breath..

2.1.1.2 Information search

Now that the recognition of a problem has been noticed, the consumer starts to search for information on the specific product that he or she needs to buy. The search for a solution happens internally or externally. Internal search refers to information from the individuals' own memory which is built upon previous experiences and marketing messages (Kotler& Keller, 2015). External search usually occurs when the consumer cannot find the solution within the internal search.. External search also involves published product testing's, reviews and recommendations that the consumer can read or hear about (Fahy& Jobber, 2015). Further, Trang (2017) states that personal advertisement helps during this step in the process through providing the consumer with relevant product information and thus not making them waste time. De Chernatony and McDonald (2010), claim that the consumer need can differ dependent on the characteristics of the need and that different brands aim to satisfy these different needs. A functional brand focuses on technical details and tries to solve the main need whilst brands such as Tesla and Rolex focus on intangible benefits like belonging and identification. Experimental brands such as Hard Rock Café target needs related to experience, entertainment and cognitive stimuli. A consumer's state of need can differ overtime and can vary from one point of time to another. This implies that the consumer's information search process can vary dependent on what type of needs the consumer has.

2.1.1.3 Evaluation of alternatives

When enough information has been gathered, the consumer ends up with different possible alternatives. During this step of the process, the alternative products are usually evaluated and a handful of alternatives are chosen. The buyer then carefully evaluates the pros and cons of choosing one product over the others (Fahy& Jobber, 2015). De Chernatony and McDonald (2010) describe how a consumer acts during a situation of evaluation through assigning points for each benefit of the alternatives. Further, the consumer calculates and chooses the most advantageous alternative. This method of evaluation does however require that the consumer always base his or her choice on a rational basis which in reality might not be the case. Groceries as an example are products that usually are purchased without a lot of evaluation and involvement and are thus not based on a rational basis. The evaluation can also actively or passively be affected by the brand of the product where the consumer may rate one product as better based on the feelings towards the brand. Irregular factors, such as a consumer becoming

unemployed, can also affect the choice since the consumer now might have to consider buying a cheaper product (De Chernatony& McDonald, 2010). 2.5.4 Purchase decision when the consumer, through careful evaluation of the different options, has decided on what product to choose, the consumer can go through with the purchase and buy the product (Fahy& Jobber, 2015; Kotler& Keller, 2015). However, even though a choice has been made about a specific product, the purchase decision can still be affected. Wanger (2002) describes an example that many can recognize themselves in where a consumer goes to a store to buy milk and comes home with potato chips, a newspaper and a chocolate bar. Additional, Wanger (2002) states that it works the same way with e-commerce and that consumer are more attracted to buy if previous purchases have corresponded to the expectations and if the company can possess what they have promised. If it previously has not worked out as expected, the consumer is less likely to go through with the purchase. It is not uncommon that consumers, even after the evaluation of products, have second thoughts and dependent on the degree of certainty it is more or less easily occurred that this phenomenon happens. Chevalier and Mazzalovo (2004) claims that it is impossible to know what an individual consumer wants. A scientist has tried to explain this through distinguishing rational and emotional motives where rational motives are based of values such as income. To explain emotional motives, psychology and sociology is used to describe why values such as the brand of the product matter. The purchase decision is thus usually more complex and cannot be answered with a simple yes or a no on whether a consumer chooses to purchase a product or not.

2.1.1.4 Purchase decision

When the consumer, through careful evaluation of the different options, has decided on what product to choose, the consumer can go through with the purchase and buy the product (Fahy& Jobber, 2015; Kotler& Keller, 2015). However, even though a choice has been made about a specific product, the purchase decision can still be affected. This is the type of situation where numerous consumers are given the option to purchase complementary products or in general becomes attracted to buy more (Kotler& Keller, 2015). According to Wanger (2002), describes an example that many can recognize themselves in where a consumer goes to a store to buy milk and comes home with potato chips, a newspaper and a chocolate bar. Additional, Wanger (2002) states that it works the same way with e-commerce and that consumer are more attracted to buy

if previous purchases have agreed to the expectations and if the company can retain what they have promised.

2.1.1.5 Post purchase evaluation of decision

Even though the purchase has been made the consumer might still be in the process of determining whether the purchase decision was good or bad. De Chernatony and McDonald (2010) claims consumers often seek support from acquaintances to ensure that the purchase decision was good. Behind the purchase of one product, a rejection of another one has been made through evaluation. Since the purchasing decision can be complex it is not uncommon for consumers to have second thoughts even after purchasing a product (Fahy& Jobber, 2015). Consequently, consumers usually become selective with the information he or she chooses to receive where only information that confirms that the purchase decision was good is accepted. What also can determine the level of satisfaction with the purchase is the consumers' expectations that he or she had before the purchase versus how well the expectations were met (De Chernatony& McDonald, 2010). The post purchase evaluation will also determine whether the consumer was satisfied or not with the overall experience. This will in turn affect further possibilities that the consumer completes another purchase with the company (Kotler& Keller, 2015).

2.2Model of consumer purchasing decision

2.2.1The Engel, Blackwell and Miniard (EBM) Model

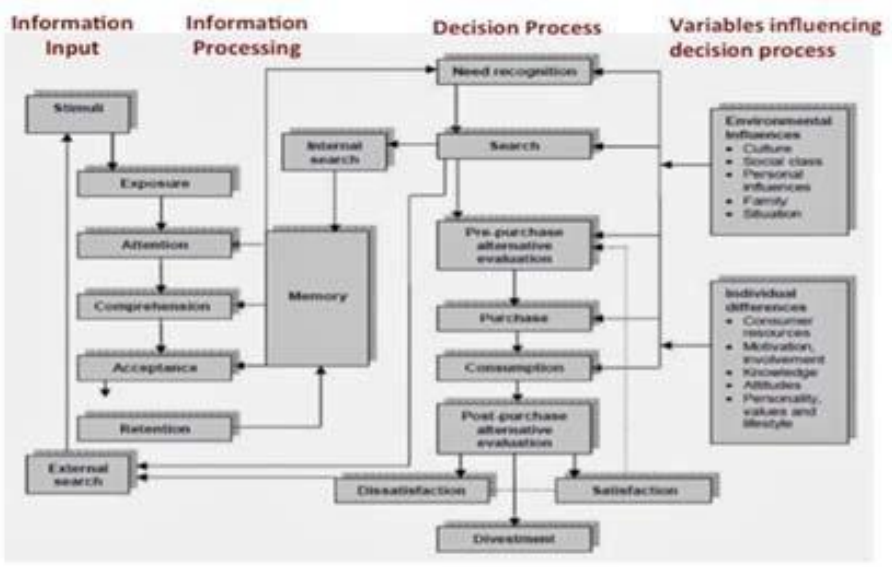


Figure 2.2The Engel, Blackwell&Miniard (EBM) model

EBM Decision-Making Model Of Engel, Blackwell And Miniard (1995)

Source: Yossie Rossanty (2018)

1. **Information input**: The data input incorporates a wide range of upgrades that a buyer is presented to and triggers a sort of conduct. The customer is presented to a enormous number of improvements both showcasing (promoting, exposure, individual selling, showings, store show, place to checkout improvements) just as non-promoting sources (family, companions, peers); along these lines the different improvements vie for buyer's consideration. These upgrades give data to the purchaser and trigger off the choice making measure.

2. **Information processing**: Improvements got in the primary stage give data; the data is prepared into significant data. The stage contains shopper's openness, consideration, insight/understanding, acknowledgment, and maintenance of data. The customer is presented to upgrades (and the going with data); consideration figures out which of the upgrades he will center upon; from there on he would decipher and appreciate it, acknowledges it in his transient memory and holds it by moving the contribution to long haul memory.

3. **Decision process stage**: Whenever during the data handling, the purchaser could go into this stage. The model spotlights on the five essential decisionprocess stages, viz., issue acknowledgment, search, elective assessment, decision, and results (post-buy assessment and conduct).

4. **Decision process variable** ; The model proposes singular impacts that influence the different phases of the dynamic cycle. Singular qualities incorporate builds like socioeconomics, intentions, convictions, demeanor, character, values, way of life, standardizing consistence, and so on.

5. **External influence**: The model additionally proposes certain ecological and situational impacts that influence the dynamic interaction. The ecological impacts incorporate "Circles of

Social Impact," like culture, sub-culture, social class, reference gatherings, family and other regulating impacts; situational impacts incorporate buyer's monetary condition.

2.2.2Stimulus Response Model (Black Box theory)

The black box or stimulus response model , there are marketing and other stimuli which enter the 'Consumer's black-box' and subsequently produce certain buyer responses. Figure illustrates the Simple Stimulus-Response Model of Consumer Decision Making.

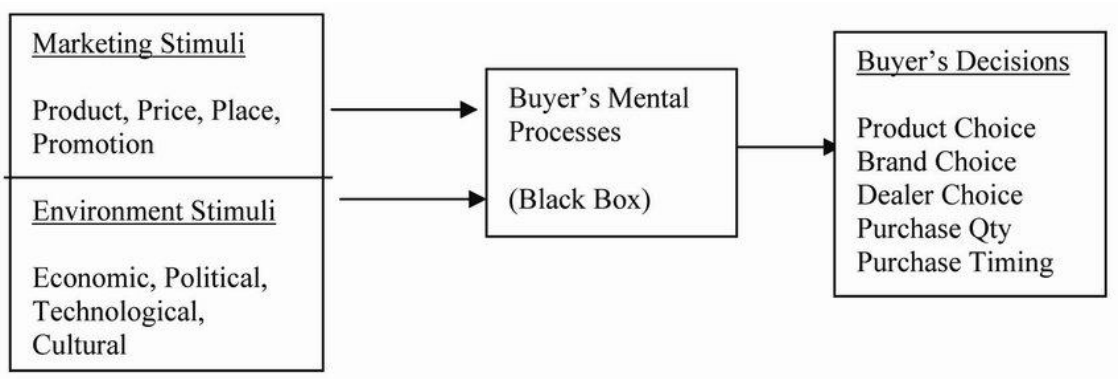


Figure 2.3the simple stimulus response model

Source: Sai Om Journal of Commerce & Management (2014)

2.2.3 The Engel-Kollat-Blackwell Model

The Engel, Kollat and Blackwell Model, additionally indicated to as the EKB model was proposed to put together and portray the developing assemblage of information/research concerning buyer conduct. A far reaching model, it shows the different segments of consumer dynamic and the connections cooperation's among them. The model went through numerous amendments and adjustments, with endeavors to expand upon the interrelationship between the different segments and sub-parts; and, at long last another model was proposed during the 1990s which came to be known as the Engel, Blackwell and Miniard Model (EBM).

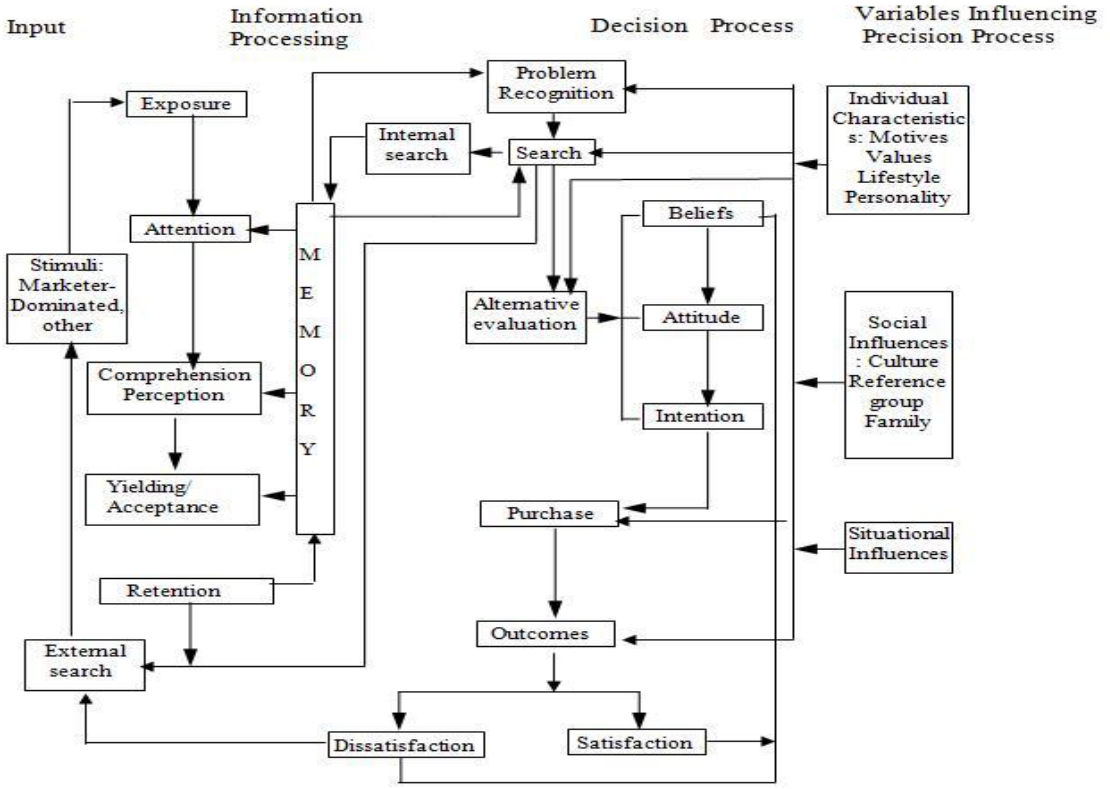


Figure2. 4 The Engel-Kollat-Blackwell Model

Source: Engel, J.F., Blackwell,R.D., and Miniard, P.W., Consumer behavior, 5th Edition, CBS College Publishing.

2.5Empirical Review

2.5.1Distance

"Distance" to settle on house are often suffering from "width of adjacent" and "location to school" (Opoku & Abdul-Muhmin, 2010). Further more, "distance to central business", "distance to school" and "distance to work" are considered (Adair et al, 1996).

Findings from past studies concurred location together of the foremost important factors affecting the individual's deciding in purchasing a house (Adair et al., 1996; Daly et al., 2003; Kaynak and Stevenson, 2007; Sengul et al. 2010; Xiao and Tan, 2007). Critically, the area is firmly connected with distance from different focal points. Some of the shifted focal points to be considered by house purchasers are the space to the focal midtown, distance to secondary school, and distance to figure and distance to retailer outlets (Adair et al., 1996; Clark, Deurloo, and Dielemn 2006; Opoku and AbdulMuhmin, 2010; Tu and Goldfinch, 1996; Wang and Li 2006).Therfore, the hypothesis is :

H1: Distance has a significant influence on consumer purchasing decision.

2.5.2 Environment

Neighborhood plays a focal capacity inside the purchasing choice in regards to private properties. As per Kain and Quigley (2015) distinguished that the requirement for quality house contains specific inclinations of house purchasers primarily among the youthful grown-ups. Although numerous private property purchasers are worried about the norm of the house they purchase, they are doing not to disparage the value of the including. Forrest and Kearns (2013) in their exploration presume that area and adjacent regions will consistently impact the obtaining aim of the house. Sean (2014) sees that local wellbeing is considerably identified with neighborhood climate by private property purchasers. High saw level of neighborhood security draws in more individuals into a chose region. To put it plainly, encompassing region and general security are a critical determinant of the decision to look for a house among those that are attempting to track down an obviously better way of life (Baba and Austin, 2015). The following hypothesis is formulated:

H2: environment has a significant and positive influence on consumer purchasing decision.

2.5.3Demography

According to Haddad et al. 2011 Age and sex are the significant segment factors that influence a shopper's choice to purchase a private property. As per Abelson and Chung (2013) Contend that demography is that the primary pointer for estimating the interest and property buying power during a particular country. Age has become a significant viewpoint when taking care of property measures. Further, there's a separating inclination between the more seasoned and subsequently the more youthful age. While retirees might want to get a private property with a simple and exemplary plan, the youthful ages will to be sure a contemporary and contemporary planned house. The following hypothesis is formulated:

H3: demography has a significant and positive influence on consumer purchasing decision.

2.5.4 Building Structural

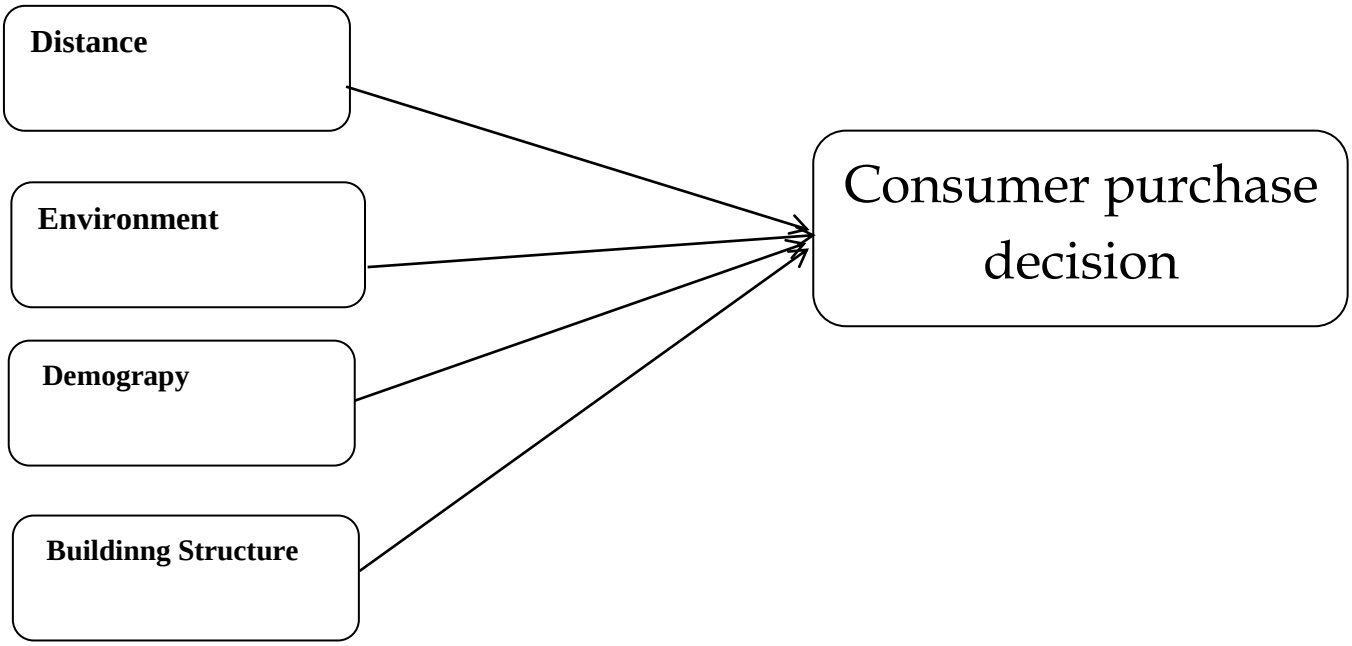
The primary factor of the private property including the design and building construction of the building structure for example the roof tallness and consequently the lebensraum altogether affected the decision and inclination of home purchasers (Kauko, 2006; Opoku

and Abdul-Muhmin; 2010). Stable with Manganelli (2014), the living space that is out there inside the private property is that the second most crucial factor which the purchaser will contemplate while settling on the obtaining choice of the private property and this is frequently additionally upheld by Opoku and Abdul-Muhmin (2010). Notwithstanding, (Carvalho, et al., 2014,) contend that a ton of families with few individuals have progressively requested greater lebensraum dissimilar to inside the past where they were alright with a more modest living space. Since the size of the receiving area expands, the desire to shape a deal increments among customers. There's a positive and critical impact of highlight factor on customer choosing while at the same time buying private property. Individuals will look at the arranging, design, and other natural or extraneous characteristics of the property when settling on purchasing decision .The following hypothesis is formulated:

H4: Building structur has a significant and positive influence on consumer decision making purchasing

2.6 Conceptual frameworks

Independent variable **DependentVariable**



OmkarDastane (2017).

CHAPTER THREE

RESEARCH METHODOLOGY

INTRODUCTION

In this section, the following subjects are presented the research approach, research design, population of the study, sample size, sampling techniques, data collocation, reliability of instruments, data collection procedures, and data analysis techniques.

3.1Research Approach

An examination can follow quantitative, subjective and blended methodologies. Quantitative exploration is viewed as a deductive methodology towards research (Rovai et al., 2014). Quantitative scientists see the world as being outside of themselves and that there is "… a target reality free of any perceptions" (Rovai et al., 2014, p. 4). They fight that by partitioning this reality into more modest, reasonable pieces, for the motivations behind investigation, that this reality can be perceived. It is inside these more modest developments that perceptions can be made and that theories can be tried and duplicated concerning the connections among factors.

Subjective examination places accentuation after investigating and comprehension "… the importance people or gatherings attribute to a social or human issue" (Creswell, 2014, p. 4; repeated by Holliday, 2007). Denzin and Lincoln (2005) depict this methodology as acquiring a viewpoint of issues from examining them in their own particular setting and the implying that people bring to them. It centers after drawing significance from the encounters and assessments of members—it pinpoints "… which means, reason or reality" (rework of Hiatt, 1986; in Harwell, n.d., p. 148; Cohen et al., 2011; Merriam, 2009). Subjective strategies are normally portrayed as inductive, with the hidden suspicions being that the truth is a social build, that factors are hard to quantify, unpredictable and intertwined, that there is a power of topic and that the information gathered will comprise of an insider's perspective (Rovai et al., 2014).

Rovai et al. (2014, p. 4) mention that this methodology towards research "… values independence, culture, and social equity" which gives a substance and setting rich broadness of

data which, albeit abstract in nature, is ebb and flow (Tracy, 2013). As indicated by Burke Johnson et al. (2007, p. 123) characterize blended examination it as: "… the kind of exploration where a specialist or group of analysts join components of subjective and quantitative examination draws near (e.g., utilization of subjective and quantitative perspectives, information assortment, investigation, derivation methods) for the expansive motivations behind broadness and profundity of comprehension and verification.

This study used the quantitative method appropriate to examine the fundamental relationship between the variables (Distance, Environment, demography, and building structure) in line with the main objective of the research, which was testing the developed hypothesis.

3.2Research Design

This research used descriptive and explanatory research designs with a cross-sectional research strategy in nature as this research tried to study factors affecting customer purchasing decisions. Thus, this research focused on the phenomenon at a specific time.

3.3 Population of the Study

The target population is that the entire set of units for which the survey data are to be adapted to make inferences. As per Paul, (2008) the target population defines those units for which the findings of the survey are meant to generalize . population describes as the total number of units from which data can be collected like individuals, artifacts, events or organizations (Parahoo 1997). The populations of the study were targetd consumers of real estate in Addis Ababa..

3.4 Sample Size and Sampling Techniques

3.4.1 Sample Size

According to by Krejcie& Morgan (1970) for determining needed sample size in social science research when the population is known. The formula can be specified as:

Formula 1: $S = \frac{X^2 NP(1-P)}{D^2(N-1)+X^2P(1-p)}$

Where: S = required sample size;

X^2= the table value of chi-square for 1 degree of freedom at 0.05 confidence level (3.841);

N = the population size;

P = the population (assumed to be 0.50 as this would provide the maximum sample size); and

d = the degree of accuracy expressed as a proportion (0.05).

$$S = \frac{(3.841)4{,}592{,}000(0.5)(1 - 0.5)}{(0.05)^2(4{,}592{,}000 - 1) + (3.841)0.5(1 - 0.5)}$$

$$S = \frac{118{,}110.75}{307.4975 + 0.96025}$$

$$S = \frac{4{,}409{,}468}{11{,}481}$$

$$= 384.06654$$

$$\approx 384$$

The result from computing the sample size is 384.06 samples which mean that the correct sample size for this study should be at least 384 samples.

3.4.2 Sampling Techniques

Researcher used non probability sampling such as convenience sampling in selecting the sample size and the population to be conducted in the study.

3.5 Data Collection Method

Primary and secondary sources of data were used in this research. Primary data is collected by using a semi-structured and self-administered questionnaire that is distributed to real estate customers that are willing to participate. The secondary data are collected from books, previous researches, journals, articles, and other sources on the internet.

A questionnaire is a method of data collection whereby a researcher prepares some investigative questions concerning the research problem, which would be set to form a questionnaire. Then, these questions are forwarded to the respondents (real estate customers).

3.6 Data Ananlysis

The data which was collected using the questionnaires were analyzed using the SPSS software.

3.7 Reliability and Validity

3.7.1 Reliability

Acording to Mugenda&Mugenda, (1999)For an exploration instrument to be dependable, it must be equipped for yielding predictable outcomes when utilizing more than one to assemble from two examples drawn arbitrarily from the comparative populace . Unwavering quality alludes to how much proportion of security and consistency of an idea. Reliability is explicitly at the issue association with quantitative exploration (Bryman& Ringer, 2011).

3.7.2 Validity

Validity worried about the trustworthiness of the ends that are produced from the examination. It's a genuine estimation in order to support that a profound investigation of changes related course ought to be thought of (Bryman et al., 2011). Build legitimacy: - "The develop validity indicates to how well the examination's outcomes support the thought behind the exploration and if the thought upheld by the discoveries gives the most extreme existing clarification of the outcomes, (Graziano&Raulin 2010)".

3.7.2 Ethical Consideration

Before writing the thesis, the researcher considered the ethical issues that can be anticipated and described in the study. The researcher gives instructions and discusses the purpose of the study for the participants and asks their willingness. To protect the privacy of participants, the principle of anonymity will strictly adhere to.

CHAPTER FOUR
DATA PRESENTATION ANALYSIS AND INTERPRETATION

INTROUDUCTION

The examination expects to consider the variables impacting consumer decision in the selection of real estate in Addis Ababa. In concurrence with this, this section presents a translation of the information assembled from various sources. The investigation and translation of information were composing to see better the factors impacting customer buy choices in the determination of land in Addis Ababa. In this way, the main area clarifies the fundamental data got from the examination of the segment attributes through quantitative elucidating insights. The ensuing region presents the outcomes from the inferential examination, which shows the relationship between the independent variable (Distance factor, Environment factor, demography factor, and Structural building factors) and the dependent variable (Consumer purchase decision). Thus, this chapter describes the results.

4.1 RESPONSE RATE

With the end objective of this investigation, information was assembled through an overview survey. With this respect, a semi-organized review was dispersed to 384 (300 84) tested land customers. Be that as it may, the analyst has just gotten 322 fittingly filled polls. Thus, out of the absolute number of examined respondents, 322 finished surveys were getting, changing over into an almost 88.4% reaction rate. In this way, the reaction rate is viewed as fitting.

the rate of return of questionnaire was calculated as follows.

Rate of return = (R / (S-ND)) X 100

Where;

R = number of questionnaires that were returned

S = total number of questionnaires sent out, and

ND = number of questionnaires unable to be delivered (“returned to sender”)

Rate of return= 322 / (384-20) X100

Rate of return= 88.4%

4.2 DESCRIPTIVE STATISTICS ANALYSIS

4.2.1 ANALYSIS OF PROFILE OF RESPONDENTS

The following section presents the analysis of the general characteristics of respondents.

4.2.1.1 Gender of the Respondents

TableI. Gender of the respondent

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	216	67.1	67.1	67.1
	Female	106	32.9	32.9	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

The above table presents the recurrence of the gender orientation profile of the respondents. For instance, the table shows that 216(67.1%) respondents were male, and 106 (32.9%) respondents were female. This outcome shows that the quantity of guys was more noticeable from the complete members than the quantity of females.

4.2.1.2 Age of the respondent

Table II. Age of the respondent

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	35	10.9	10.9	10.9
	26-35	90	28.0	28.0	38.8
	36-45	102	31.7	31.7	70.5
	Above 45	95	29.5	29.5	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

The table above shows the age of the respondents, wherein 102 (31.7 %) respondents were between the ages of a day and a half-45 years. On the other hand, 95 (29.5%) respondents were above45 years, 90 (28%) respondents were between 26 to 35, and 35(10.9%) respondents were between 18 to 25 years. Thusly, it is clear to infer that the greater part of the land clients during the hour of the examination were moderately aged.

4.2.1.3 Educational Background of the Respondents

Table III. Educational background of the respondent

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	87	27.0	27.0	27.0
	Diploma	38	11.8	11.8	38.8
	Degree	144	44.7	44.7	83.5
	Masters and Above	53	16.5	16.5	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

Table III infers that the educational level; the major portion of the respondent's educational level was Bachelor's degree, which comprised 144(44.7%) of the total response. On the other hand, respondents with Diploma the most negligible percent were 38 (11.8 %).

4.2.1.4 Income of the Respondents

Table IV. Income of the respondent

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-15,000	24	7.5	7.5	7.5
	15,001-20,000	56	17.4	17.4	24.8
	20,001-25,000	145	45.0	45.0	69.9
	Above 25,000	97	30.1	30.1	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

The above table shows the month to month pay of the respondents in which, 145(45%) of respondents were between the extent of 20,001-25,000, while 97 (30.1%) respondents were found to acquire over 25,000 Birr, 56(17.4) respondents were found to acquire 15,001-20,000 Birr Finally, 24(7.5 %) of respondents secure a month to month pay of 10,001-15,000 Birr.

4.2.1.5 Employment Status

Table V. Employment status of respondents

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Business	136	42.2	42.2	42.2
	Civil Servant	64	19.9	19.9	62.1
	Private Sector Employee	91	28.3	28.3	90.4
	NGO	31	9.6	9.6	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

The above table shows the occupation of the respondents, wherein 136(42.2 %) of respondents are in private business, whereas 64(19.9 %) respondents are government workers. On the other hand, customers who are private-sector employees were to be found 91 28.3%), and 31(9.6 %) of respondents were NGO workers. This result shows that most of the real estate customers during the time of the study were private business owners.

4.2.1.6 Marital Status

Table VI. marital status of respondents

Maritial Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	114	35.4	35.4	35.4
	Married	199	61.8	61.8	97.2
	Separated	9	2.8	2.8	100.0
	Total	322	100.0	100.0	

Source: Survey Result, April 2021

Finally, for the marital status majority of the respondents, 199(61.8%) were married, 114(35.4%) were single, and the minorities 9(2.8%) were divorced.

4.3 Reliability Test

Reliability is basically about consistency. That is, assuming we measure something commonly and the outcome is consistently same, we can say that our estimation instrument is dependable (John et al., 2010). As indicated by Hair, et al., (2010), if α is more noteworthy than 0.7, it implies that it has high dependability and assuming α is more modest than 0.3, it infers that there is low unwavering quality. in this way, in light of the test, results the things are dependable and adequate. The worth of Cronbach's alpha for every factor range from 0.711 to 0.781 Consequently, in light of the trial of the scales and develops included, it is uncovered that each scale addresses are at risk and substantial build. This infers that there was a really more significant level of consistency in the survey estimating every one of the factors of the examination.

Table VII. Cronbach Alpha Test result

Variables	Cronbach‘s Alpha	Number of Items
Distance	0.711	5
Environment	0.79	5
Demography	0.741	5
Building Structure	0.762	5
Purchasing Decision	0.781	5

Source: Survey Result, April 2021

4.4 CORRELATION ANALYSIS

Pearson's correlation coefficient was employed in order to decide whether there is a relationship between Distance factor, Environmental factor, Demographical factor, and Structural factors with the Consumer purchase decision. Pearson's correlation coefficient is the foremost broadly utilized strategy of measuring the degree of relationship between variables. This coefficient assumes there is a linear relationship between the two factors. The following section presents the results of correlation on the relationship between independent variables and dependent variables. Table VIII below demonstrates that the correlation coefficients for the relationship between independent variables (Distance factor, Environmental factor, Demographical factor, and Structural factors) and the dependent variable (Consumer purchase decision) is linear and positive, extending from moderate to solid correlation coefficients. A correlation coefficient of +1 demonstrates that two variables are ideally related positively; a correlation coefficient of -1 demonstrates that two factors are ideally related in a negative sense, and a correlation coefficient of 0 shows that there is no linear relationship between the two variables.

As it is plainly shown in table VIII, a moderate to solid and positive relationship was found between distance factors and consumer purchase decision ($r = .751^{**}$, $p < 0.01$), environmental

factor and consumer purchase decision (r =. 682**, p < 0.01), demography factor and consumer purchase decision (r = .632** p < 0.01) building structural factors and consumer purchase decision (r =. 683**, p < 0.01) which are statically significant at 99% confidence level. In addition to this, the correlation between distance factor and consumer purchase decision is strongest concerning the other variables.

Table VIII. Pearson correlation

Correlations

		PD	DI	EN	DE	ST
PD	Pearson Correlation	1	.751**	.682**	.632**	.683**
	Sig.. (2-tailed)		.000	.000	.000	.000
	N	322	322	322	322	322
DI	Pearson Correlation	.751**	1	.541**	.531**	.538**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	322	322	322	322	322
EN	Pearson orrelation	.682**	.541**	1	.428**	.494**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	322	322	322	322	322
DE	Pearson Correlation	.632**	.531**	.428**	1	.405**
	Sig, (2-tailed)	.000	.000	.000		.000
	N	322	322	322	322	322
ST	Pearson Correlation	.683**	.538**	.494**	.405**	1
	Sig.. (2-tailed)	.000	.000	.000	.000	
	N	322	322	322	322	322

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

Source: Survey Result, April 2021

Note: Pd = Purchase Decision, DI = Distance, EN = Enivirnment, DE = Demography, ST = BuildingStructure.

4.5 MULTIPLE REGRESSION ANALYSIS

It is legitimate to test assuming all the essential model assumptions are valid before performing inference. Hence, in emerging the regression models, the researcher expected no or little multicollinearity, no autocorrelation, normality, and homoscedasticity. Model diagnostic procedures involve both graphical techniques and formal statistical tests. It is vital to decide if all the essential model assumptions are significant before performing analysis. The specialist accepted no or little multicollinearity in developing the relapse models, no autocorrelation, ordinariness, and homoscedasticity. Model symptomatic strategies include both graphical techniques and formal, measurable tests.

4.5.1. MULTI-COLLINEARITY

Multicollinearity acknowledges that the free factors in the model are unequivocally associated with each other that they are essentially assessing exactly the same thing. You should see no or little multicollinearity among the free factors. The resilience of a variable is utilized as a proportion of collinearity. To procure proportions of resilience, each free factor is treated as a reliant variable and is relapsed on the other autonomous factors Ge (, 2012).

The correlation between explanatory variables will be non-zero. However, this will generally be relatively benign in the sense that a small degree of affiliation between explanatory variables will almost always occur but will not cause too much loss of accuracy. Naturally, in acceptance with Wooldridge's (2002) decision that if the Pearson Correlation Coefficient is beneath 0.80, it infers that there is no worry for concern regarding multicollinearity issue among independent variables. Thus, along these lines in Table IX below explains there is no relationship between the independent variables that equals or surpasses Pearson connection coefficients of 0.80.

Table IX a Pearson correlation coefficients of independent variables

	PD	DI	EN	DE	ST
PD	1.000				
DI	0.751	1.000			
EN	0.682	0.541	1.000		
DE	0.632	0.531	0.428	1.000	
ST	0.683	0.538	0.494	0.405	1.000

Source: Survey Result, April 2021

Resistance and change expansion factor or VIF are the two collinearity analytic components that can be utilized to evaluate Multicollinearity issue among logical factors. Agreeing Robert (2006) The VIF is processed as "1/resilience," and it is suggested that indicator factors whose VIF esteems are more than 10 are markers of a Multi-collinearity issue and resistance is figured as 1-R2 and it is suggested that a resilience which worth is under 0.2 ought to be additionally investigated. Thusly, as per this qualities both VIF and resilience esteem demonstrate that this examination have no genuine multicollinearity issue.

Table X. Multicollinearity test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	DI	.541	1.848
	EN	.633	1.580
	DE	.680	1.470
	ST	.644	1.554

a. Dependent Variable: PD

Source: Survey Result, April 2021

4.5.2 AUTOCORRELATION

Regarding the calculation of autocorrelation, the analysis has coordinated the Durbin-Watson test. The Durbin-Watson measurement amplifies between the values of 0 to 4. A value near 2 indicates non-autocorrelation; a value toward 0 shows positive autocorrelation, whereas a value toward 4 indicates negative autocorrelation. Likewise, the assessment tracked down that the Durbin-Watsontest result is 1.792. As per BerhaneTaye, (2018). In the event that the test measurement esteem (d) is close 2 the test is indisputable and we don't dismiss the invalid speculation that expresses no autocorrelation, positive or negative Subsequently, the result for Durbin-Watson satisfies this condition and it is reasoned that there is no adequate condition that states there is an issue of autocorrelation.

Table XI Durbin-Watson (DW) Test

Model Summary[b]		
Model	Std. Error of the Estimate	Durbin-Watson
1	.45062	1.792
a. Predictors: (Constant), ST, DE, EN, DI		
b. Dependent Variable: PD		

Source: Survey Result, April 2021

4.5.3. NORMALITY

One of the protocols in which these molds can be checked is by examining the residuals scatter Plot and the standard probability plots of the regression standardized residuals mentioned as of the analysis. These are introduced in ordinary P-P Plots of regression standardized residuals diagram. In typical probability plots, the focuses will lie in a sensibly straight inclining line from the base left to the upper right. This result would suggest no significant deviations from normality. Furthermore, the finding from the standard P=P Plot reveals no violation of normality assumptions. Thus, the examination utilized the two strategies for evaluating normality; graphically.

Figure 4.1 showed that the scores are typically distributed using Normal Probability Plot (P-P) diagrams (on the appendix section) and numerically using Skewness and Kurtosis. The skewness value gives a sign of the symmetry of the distribution, while kurtosis gives data about the sharpness of the peak of a frequency distribution curve. Table XII. Normality test

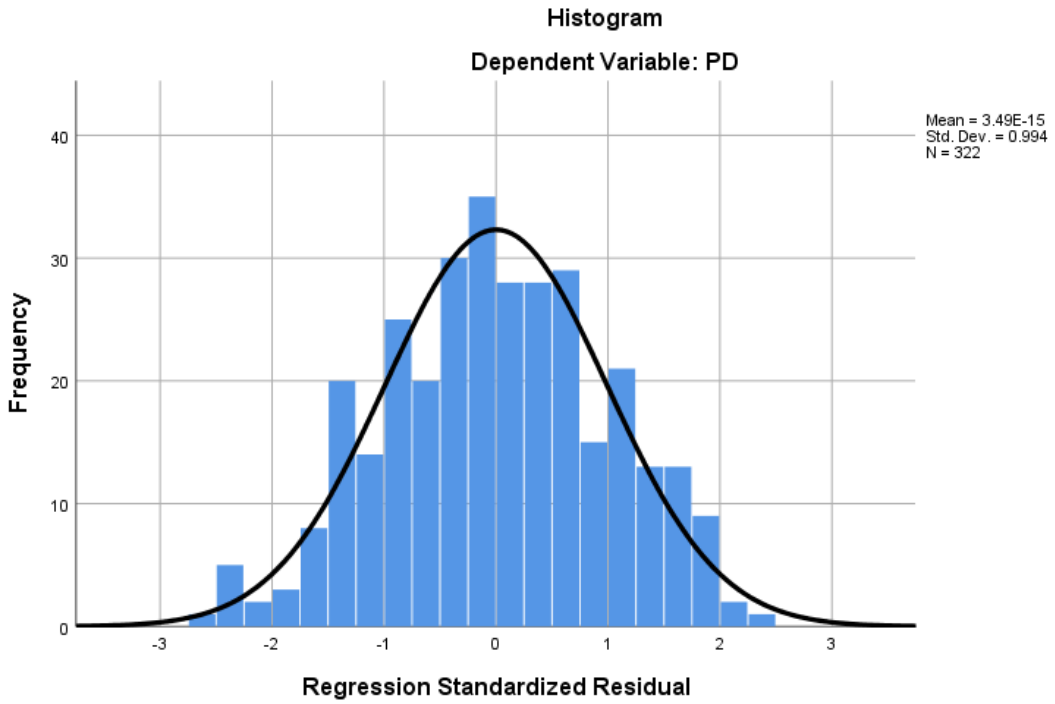
Table XII. Normality test

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
DI	322	-.124	.136	-.985	.271
EN	322	-.236	.136	-.865	.271
DE	322	-.105	.136	-.990	.271
ST	322	.298	.136	-.984	.271
PD	322	-.163	.136	-.989	.271
Valid N (listwise)	322				

Source: Survey Result, April 2021

According to George and Mallery(2010), the most regularly satisfactory incentive for (kurtosis/Skewness) dissemination is a scope of - 2 through +2. The histogram and P-P plot also shows that the conveyance is ordinary. Thusly, the conveyance is worthy and it satisfies the presumption of Ordinariness appropriation.

Figure 4.1 Normal Distribution Curve

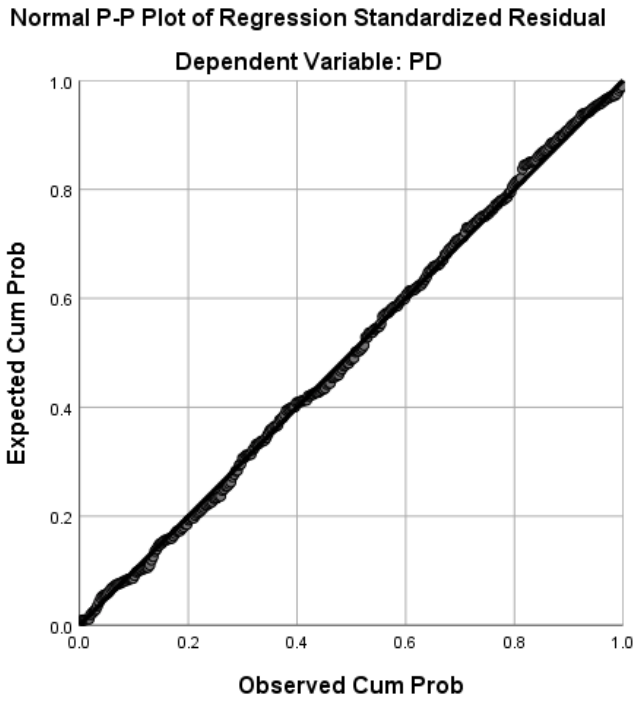


Source: Survey Result, April 2021

4.5.4. HOMOSCEDASTICITY

scores must have approximately equal variability. The residuals can be plotted against the anticipated values and the independent variables. When standardized anticipated values are plotted against observed values, the data will form a straight line from the lower-left corner to the upper-right corner, if the model fits the data strictly George and Mallery (2010); as showed up in figure 4.2 underneath, P-P plot used to test the homoscedasticity suspicion for the model, For this situation, P-P plot the specks are moved nearer to the slanting line, demonstrating that presumption of homoscedasticity is met.

Figure 4.2 Normal P-P plot



Source: Survey Result, April 2021

4.6 MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was utilized to inspect the factors (Distance factor Environment factor, Demography factor and Building structural factors) influencing consumer purchase decision in the selection of real estate in Addis Ababa.

Table XII. Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876[a]	.767	.764	.45062

a. Predictors: (Constant), ST, DE, EN, DI

b. Dependent Variable: PD

Source: Survey Result, April 2021

Homoscedasticity points out for every value of X, the distribution of Y. As shown in table XII, the value of R square is 0.767. This worth tells the amount of the reliant variable buying choice difference is explained by the model. It shows the level of the reaction variable between the

worth of 0 and 100%. This rundown is used to perceive factors impacting shopper buy choices in choosing land in Addis Ababa. As displayed inside the table, the R square worth is 0. 767and the changed R square is 0. 764, recommending that 76% variety autonomous variable is explained by free factors used in the model. This suggests that 76% variety in the real estate purchas decision or choice is influenced by Distance, Environmental, Demographical, and Structural factors.

Table XIII ANOVA[a]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.387	4	53.097	261.485	.000[b]
	Residual	64.369	317	.203		
	Total	276.756	321			

a. Dependent Variable: PD

b. Predictors: (Constant), ST, DE, EN, DI

Source: Survey Result, April 2021

To test significance of this model ANOVA (F-test) was executed. It is displayed on the above ANOVA table XIII that the model is critical F (test) =261.485, P=.000).F test is a measurable test; its motivation is to look at whether the autonomous factors produced together have a huge results to the reliant variable. On the off chance that the importance worth of the F measurement is little; that implies more modest than the mistake edge 0.05, then, at that point the autonomous factors clarify the variety in the reliant variable a huge. Along these lines, this shows that the relapse model is fit and critical.

Table XIV. Coefficient table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.406	.113		-3.600	.000
	DI	.361	.039	.336	9.135	.000
	EN	.266	.034	.265	7.792	.000
	DE	.238	.035	.226	6.894	.000
	ST	.291	.035	.279	8.273	.000

a. Dependent Variable: PD

Source: Survey Result, April 2021

individual boundary critical test shows what solid an autonomous variable exclusively meaning for subordinate variable. In addition, this examination means to distinguish which of the factors contributed the most to the expectation of the reliant variable. This can be researched through Normalized coefficient Beta. The normalized coefficients pitiless that qualities for every one of the unmistakable factors have been so changed converted to a similar scale, so they can measure up (Pallant, 2011).

The above coefficient table demonstrates the level of impact every factor has on the reliant variable. From the indications of the assessed relapse coefficients, it is seen that the bearing of impact is straight. Considering that, the most elevated beta worth of Distance factor(nearness to a city, school, transport accessibility, public transportation, distance from Hospitals) (B=0.361 demonstrates that the variable has moderately a solid level of significance on impacting purchaser in the choice of real estate than some other factors in the investigation. Factors with second and third level of significance are building structure and environment factor with beta qualities 0.291 and 0.266 separately While, demography factor (income, age, gender, occupation) has the least significance contrasted with the rest variables different factors.

4.7 HYPOTHESIS TESTING

As the alternate hypothesis denotes that there is a significant difference on the outcome variable that is caused by the Independent variable. The obtained results are presented in table XV.

Table XV. Summery of hypothesis testing.

Hypothesis developed	Beta value	Result
H1: Distance factor has a positive and significant influence on consumer purchasing decision	B=0.361 t=9.135 p < 0.01	Supported
H2: Environment factor has a positive and significant influence on consumer purchasing decision.	B=0.266 t=7.792 p < 0.01	Supported
H3: Demography factor has a positive and significant influence on consumer purchasing decision.	B=0.238 t=6.894 p < 0.01	Supported
H4: Building Structural factor has a positive and significant influence on consumer purchasing decision.	B=0291 t=8.273 p < 0.01	Supported

4.8 Discussion

The findings of this research indicate that factors that are influencing consumer purchasing decision are: Distance, Environment, Demography and building structure

The results of the hypotheses test are detailed here under:

H1: Distance has a positive and significant influence on consumer purchasing decision.it implies real estate property is near to school, hospital and accessible for transport and middle to the city are increase the desire of consumer. The findings of this study agreed with previous studies by several researchers such as Iman, Ahmad and Ahmadreza (2012), Tan (2011) and Tu and Goldfinch (1996).The previous literature Show that distance is an important criterion for consumers to observe when deciding to purchase real estate.

H2: Environment has positive and significant influence on consumer purchasing decision.it indicate environment is very important so that they can live a quiet life and secure in an area free from noise, traffic, and pollution. This research also recognizes the importance of the environment, especially its connection to the decision to buy a home.

This finding of this study corresponded with previous studies by s by Zrobek, Trojanek, Sokolnik and Trojanek (2015) when their researches amongst Poland consumers found that consumers preferred a quiet neighborhood and attractive value as the most important environment attributes.

H3: Demography has positive and significant influence on consumer purchasing decision.it implies income, age, gender, occupation has become an vital perspective when managing property standards. As per omkar Dastane (2017) the demography factor including the pay status, age, number of relative in the family has a specific degree of impact on the buy choice. On the other hand, the educational level and career are not so imperative to a portion of the respondents when settling on buying decision.

H4: Building Structure has positive and significant influence on consumer purchasing decision.it implies size of living area, design and layout, internal and external structure, privacy and number of room influence consumer purchasing decision. The findings of this study agreed with previous studies according to Saw & Tan (2014) structural factors do influence by the subtleties of property investors.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter consist the summary of findings ,concludes with recommendations and recommendation for futer research.

5.1Summary of Major Findings

The investigation was analyzed by utilizing illustrative methodology and inferential insights, for example, testing correlation among's dependent and independent variables.

The demography of respondent demonstrated that most of the respondents were male (67.1%) and the population was to a great extent overwhelmed by the age range 36-45 (31.7 %), (61.8%) are married . (44.7%) have finished their bachelor's, and (42.2 %) of the respondents are associated with personal business. Furthermore, (45%) from the absolute populace acquire a payment 20,001-25,000.

The principal theory is centered around connection among distance and customer purchasing decision,Distance is the main factor on house-buying choices. In light of the information gathered from the vast majority of the respondents concurred that affects customer purchasing decision. Distance factor B=0.361 shows that the variable has generally a solid level of significance on affecting buyer buy choice in the determination of resdental house .

The subsequent theory worried on connection among environment and customer purchasing decision. The after effect of the relapse investigation shows that climate affects consumer buying choice and genuinely critical impact on market execution at $p<0.05$ level as a relapse yield has sig. esteem 0.000 which is under 0.05.

The third theory manages the connection of Demography and customer purchasing decision the after effect of the relapse investigation shows that Demography has a positive and critical impact on shopper buying choice. Demographical factor has the least significance contrasted with different factors.

The last variable focus on the building structure and purchasing decision . The aftereffect of the relapse examination shows that building structure affects customer purchasing decision and measurably huge impact on market execution at $p < 0.05$ level as a relapse yield has sig. esteem 0.000 which is under 0.05.

5.2 Conclusion

The motivation behind this examination was to recognize influencing real estate customer‘s purchasing decision of residential houses selected real estate companies in Addis Ababa .There were four distinct factors (Distance, environment , demography, and building structure .) which were sent to the shoppers to know their impact on their decision. To achieve the reason for study, 384 surveys were distributed to test respondents and out of these 322 samples were gathered, totally filled, and utilized for information examination.

As it is presented on correlation investigation of analysis of consumer purchasing decision (Table VIII), every one of the autonomous factors fundamentally affect the reliant variable. This implies every one of the four determinants i.e., Distance (nearness to a city, school, transport accessibility, public transportation, distance from Hospitals), Environment (exposed to noise, nice environment, safety, air pollutants, near to playground), Demography (income, age, gender, occupation), Building Structure (size of living area, design and layout, internal and external structure, privacy and number of room) are the affecting variables for buyers purchasing choice of real estate purchaser.

As portrayed on relapse examination for coefficient grid of elements impacting shoppers buying choice distance has the most elevated normalized coefficient (.336) with the meaning of (.00), which means distance is the main variables that influence buyers buying choice.

The second most significant determinant is environment factors (Environment (exposed to noise, nice environment, safety, air pollutants, near to playground), environment factors have a positive and critical relationship with the customer buying choice. This implies encompassing region presented to commotion, pleasant climate, security, air poisons, close to the playgroung , are a critical determinant of the choice to purchase the land among the individuals who are searching for a superior way of life.

Demography additionally has a positive and huge relationship with buyers bpurchasing hoice of real estate . It has the least significance contrasted with different factors.

The last determinant is building structure, it's anything but a positive and critical relationship with customers buying choice. It suggests the size of living region, building plan and format, interior and outer construction, security and number of room all influence buyer buying choice.

The last theory is building structure and buying choice The consequence of the relapse examination shows that building structure impacts buyer buying choice and genuinely huge impact on market execution at $p < 0.05$ level as a relapse yield has sig. esteem 0.000 which is under 0.05.

The research is a valuable guide for property developers to determine consumer expectations of potential residential development trends and identify appropriate strategies before get on on a residential development project to develop and build a property that is compliant with the demands and needs of property buyers.

5.3Recommendation

Here the researcher tried to come up with some ideas based on the results of the analysis and the conclusions drawn from it;

The following recommendations are sent to help the real estate company achieve its goal. The four determinants have a significant influence on the consumer's purchase decision; the real estate company must consider these factors when designing and implementing marketing decisions in order to be more successful in the market. Provision of dormitory services Distance is the most important determining factor influencing the purchase decision of real estate consumers, real estate in the middle of the city, transport links, proximity to school, proximity to the hospital are preferred by consumers.Therfore, real estate company keep this point in mind.

5.4 Recommendation for further research

There can be numerous factors that influence a consumer's purchase decision, but as clearly discussed in this study, only four variables were considered when influencing a customer's choice of a real estat . So another researcher has to look for other factors that affect the consumer choose a real estate .

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APPENDICES

APPENDIX I

Questionnaire

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

Dear respondent,

The aim of these questionnaires is to accomulat data in order to know factor influencing consumer purchase decision in the selection of real estate in Addis Ababa. Study is surely for research purposes and the survey should only take 4-5 minutes to finish . Be confident that all answers you provide will be kept in the strictest confidentiality for the fulfillment of master's degree in Marketing Management from Addis Ababa University and to this there is no need of writing a name.

I would like to express my appreciation for your dedicated cooperation in participating in this important study!!

N.B Please tick (√) your answer for the following questions.

Part 1: Customer Profile

1. Gender

A. Male ☐

B. female ☐

2. Age A. 18-25 ☐ B. 26-35 ☐ C. 36-45 ☐ D. Above 45 ☐

3. Education Level

A. High school ☐ B. Diploma ☐ C. Degree ☐ D. Masters and above ☐

4. Monthly Income

A. 10,000-15,000 ☐ B. 15,001 -20,000 ☐

C.20, 001-25,000 ☐ D. Above 25,000 ☐

5. Employment Status

A. Private business ☐ b. civil servant ☐

c. Private sector employee ☐ d. NGO ☐ e. Other ☐

6. Marital Status

A. Single ☐ B. Married ☐ C. Separated ☐

Part 2: Questionnaire

The questions written below measure your degree of agreement based on the statements. Please tick the number that represents your opinion the best. (Strongly disagree=1, Disagree= 2, Neutral=3, Agree= 4, strongly agree=5).

DI	**Distance**	SD	DA	N	A	SA
DI 1	I preferred a house located in the middle of a city.					
DI 2	Before I came to a decision, I highly considered how far the school is from the house.					
DI 3	Location that is adjacent to all important emergency services, road rail transport accessibility.					
DI 4	I would consider distance from public transportation					
DI 5	I would consider distance from Hospitals.					
EN	**Environment**	SD	DA	N	A	SA
EN 1	I earnestly looked to a house which isn‘t exposed to noise.					
EN 2	Before I decide to purchase I consider nice environment					
EN 3	I would consider the safety of the neighborhood when making a decision to invest in a real estate.					
EN4	I would consider the level of pollutants in the air when making a decision to invest in a real estate.					

EN 5	I would consider the near playground.					
DE	**Demography**	SD	DA	N	A	SA
DE 1	My income level influences my purchase decision for real estate.					
DE 2	I purchase real estate which is convenient to my age.					
DE 3	Gender affects my purchase decision as my wife makes the purchasing decision most of the time.					
DE 4	Occupation affects my purchase decision.					
DE 5	Gender affects my purchase decision as my Husband makes the purchasing decision most of the time.					
ST	**Building Structure**					
ST 1	I would consider the size of the living area or dining area when making a decision to invest in the Real estate					
ST 2	Before I came to a decision, I highly considered design and layout.					
ST 3	I would consider the internal and external structure of real estate before I invest.					
ST 4	I would consider the privacy when making a decision to invest in a real estate.					
ST 5	I would consider the number of bathrooms when making a decision to invest in real estate.					
PD	**Purchasing decision**	SD	DA	N	A	SA

PD 1	When I want to purchase a real estate the above stated factors (distance, environment, demography and structure) challenge/affect my decision.					
PD 2	Being informed regarding the whole process of buying a house has played a great role on my decision					
PD 3	I use time to evaluate alternatives before purchasing real estate.					
PD 4	I plan to buy real estate for myself					
PD 5	I want to buy real estate for rental only.					

Thank You for your time !