



**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE:
MARKETING MANAGEMENT POSTGRADUATE PROGRAM**

***FACTORS AFFECTING CONSUMERS BUYING BEHAVIOR OF
LOCALLY MANUFACTURED CARS VS. IMPORTED USED CARS:***

(In the case of locally manufactured Lifan and imported Toyota brand cars)

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Approval sheet

**Addis Ababa University School of Commerce, Graduate studies program
department of Marketing Management .**

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Vs. Imported Cars: (In the case of locally manufactured Lifan and imported
Toyota brand)***

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Statement of Certification

This is to certify that Abebe Legesse has carried out his research work on the topic entitled “Factors affecting consumers buying behavior of locally manufactured cars vs. imported cars: In the case of locally manufactured Lifan and imported Toyota brand” and that this is his original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

Advisor: Getie Andualem (PhD)

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Declaration

I, Abebe Legesse, hereby declare that the thesis entitled “Factors affecting consumers buying behavior of locally manufactured cars vs. imported cars: In the case of locally manufactured Lifan and imported Toyota brand cars” submitted by me to Addis Ababa University School of Commerce is my own and that it has not been submitted previously to any other institution including this university nor has been published at any time before.

I also certify that the thesis has been written by me and that any help that I have received in doing my research work and in the preparation of the thesis itself has been duly acknowledged. In addition, I certify that all information sources and literatures used are indicated in the reference part of this thesis.

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Abebe Legesse

Abstract

Every customer has its own buying behavior. Customers consider certain attributes before purchasing a product. The objective of this study was to identify factors affecting consumers buying decision of locally manufactured vs. imported cars. The study used Howard-Sheth model (Country of origin, Perceived quality, Internal and External Factors, Emotional value) and product match up hypothesis to formulate the conceptual framework. It followed explanatory research design and applied a quantitative type of research approach to collect the necessary data. From the 385 distributed questionnaires, 345 valid responses were collected from both customers and not customers of Lifan motors. The data were analysed using descriptive statistical analysis (mean, standard deviation) and inferential statistical analysis like correlation and multiple regressions. The result of the survey reveals that country of origin, perceived quality, internal and external factors and emotional value have a positive impact on consumers' buying decision.

Key words: buying behaviour, brand, country of origin, perceived quality, durability, price, internal and external factors.

Chapter One

1. Introduction

This chapter consists of background of the study, statement of the problem, objective, scope and significance of the study, ethical consideration and definition of terms.

1.1. Background of the study

Consumer behavior is a widely studied field. Understanding it completely is impossible, because it is related so closely to human mind. However, forecasting how a human behave is in purchasing situations can be estimated through previous purchasing decisions. Especially when it comes to high involvement decisions like purchasing a car consumers behavior difficult to predict.

Since its invention the want of car is increasing year to year. In most parts of the world car necessity product for some it's a luxury product anymore.

Motor vehicle market is one of the biggest businesses worldwide, annual sales worth \$350 Billion. In 2017 only motor vehicle manufacturers produce around 97 million units. Toyota and Volkswagen are the leading manufacturers. (<https://www.statista.com/statistics/198524/15-leading-passenger-car-manufacturers-worldwide>)

Customers after few years of usage trade their cars for others, countries export used cars to other countries specially to developing countries like Africa. Used cars trade is growing in decades for example the global trade in used vehicles jumped from 1.2 million units in 1997 to over 4.7 million by 2007 and (Macias, Aguilar, Schmid, & Francke, 2013). Trade in used vehicles has been on the rise and valued at over USD 17.6 Billion in 2014 (Coffin, 2015).

Africa continent is one of the highest consumers of second hand cars in the world. Most African countries are 'technology-takers,' i.e. they import rather than manufacture vehicles. A large percentage of imports are used vehicles. For example, in 2014 in Kenya more than 99% of the

vehicles imported are used vehicles, and less than half a percent are new vehicles (University of Nairobi Enterprises and Services, 2014).

In Ethiopia used vehicle imports account for 80% of all vehicle sales. The second hand cars are imported mostly from Japan (<https://unep.org/AfricaUsedVehicle>, UNEP, March 2018)

Most African countries has no restriction or minimal policies on governing on importing used cars but countries like Mauritius, Chad, Libya, South Africa, Senegal, Gabon, Liberia, Kenya, Nigeria, Eretria, Benin have used car age restriction ranging from 3-12 years.

Ethiopia has no direct restriction on importing used cars but indirectly discourage by imposing the so-called Excise tax. The tax rates ranging from 100%-500% depending on the car type and age, the older the age the higher the tax it pays.

Ethiopian government policy makers argue the 2019 second hand used vehicles import discouraging tax will help the country by saving the already existing foreign exchange shortage; it encourages local car manufacturer to increase production that leads to increase employment; minimize fuel consumption; decrease maintenance cost ...etc. country can use the saved foreign exchange to other highly needed products like medicine..

In 2005 the first ever automobile cars assembly company, Holland Cars had started operation and later on many more joined the business. Currently, there are around 10 car assembly companies operating in Ethiopia. The implementation of country's first car assembly was a stepping stone towards the development of the motor vehicle industry in Ethiopia.

In efforts to expand the automotive manufacturing industry, Ethiopia launched a vehicle manufacturing and assembly plant, Bishoftu Automotive Industry (BAI). Ethiopia aspires to become Africa's largest car manufacturer through tariff protection and by increasing the number of local assemblers with extensive support from Chinese companies. Vehicle production has increased recently, due to local assembly investments such as Hyundai's first assembly plant launched in Addis Ababa at the beginning of 2019. Ethiopia recently became the third country in SSA to sign a memorandum of understanding (MoU) with Volkswagen which seeks to seize opportunities in vehicle assembly facilities and localizing automotive components in Ethiopia.

Ethiopia has a growing middle class. This will see the demand for motor vehicles growing in the coming years. (Deloitte, invest in Ethiopia Structural reforms set to unlock East Africa's largest economy, June 2019)

Kotler (2004) demonstrates the three steps of the buying process as believe development, attitude development, and purchasing decision. Babuet al. (2010) outlined that a decision-making process starts with need recognition, search and evaluate option, purchase and finally, the post purchase decision. In the latest development, Wang et al. (2014) illustrated a more comprehensive process of consumer buying behavior including need recognition, information search, pre-purchase evaluation, purchase decision, product consumption, evaluation of product consumption, and finally the divestment stage. However, the execution of each step depends on the types of purchasing decision, whether consumers buy minor or major new purchase as well as minor or major re-purchase (Babu et al. 2014)

In Ethiopia due to its money amount purchasing a car require serious attention and high involvement of the consumer and group members like friends and family. This group members may influence the decision-making process.

1.2 Background of the Organization

1.2.1 Lifan Holdings Co., Ltd:

Lifan Holdings Co., Ltd. (hereinafter called Lifan Group) was founded in 1992, and began manufacture automobiles in 2005. Lifan group is one of the biggest private enterprises in China, which is also a large-scale private listed enterprise (with over 15000 employees) focusing on scientific research and development as well as manufacturing and sales of automobiles, motorcycles and engines, and being involved in financial securities and real estate.

Lifan has early made the overall arrangement in the countries along the Belt & Road that the business model has developed into the whole industrial chain output in the form of investing in building factory from the single export. By now, Lifan has built 7 factories overseas, 9 wholly-owned sales companies, 30 overseas offices, over 400 overseas automobile sales networks and over 1000 after-sales service networks.

From 2007 until 2010, the Lifan 520 was assembled in Ethiopia from imported knock-down kits under the name of "Abay" (Blue Nile) by Holland Car Company. Cars assembled in Ethiopia may now bear the Lifan name, and an after sales service center for Lifan automobiles exists in the capital, Addis Ababa, as of 2010. As of 2016, Lifan continues to produce in Ethiopia (without a local partner), assembling cars with native-born labor from knock-down kits. Five different models can be made at the current facility. (https://en.wikipedia.org/wiki/Lifan_Group)

1.2.2 Toyota Motor Corporation:

Toyota motor corporation is a Japanese multinational automotive manufacturer headquartered in Toyota, Aichi, Japan. In 2017, Toyota's corporate structure consisted of 364,445 employees worldwide and, as of December 2019, was the tenth-largest company in the world by revenue. Toyota is the largest automobile manufacturer in Japan, and the second-largest in the world behind Volkswagen, based on 2018 unit sales. Toyota was the world's first automobile manufacturer to produce more than 10 million vehicles per year, which it has done since 2012, when it also reported the production of its 200-millionth vehicle. As of July 2014, Toyota was the largest listed company in Japan by market capitalization and by revenue.

The company was founded by Kiichiro Toyoda in 1937, as a spinoff from his father's company Toyota Industries, to create automobiles. Three years earlier, in 1934, while still a department of Toyota Industries, it created its first product, the Type A engine, and its first passenger car in 1936, the Toyota AA. Toyota Motor Corporation produces vehicles under five brands, including the Toyota brand, Hino, Lexus, Ranz, and Daihatsu. (<https://en.wikipedia.org/wiki/Toyota>)

Toyota motor corporation doesn't have any manufacturing plant in Ethiopia its products imported and sell by individual, trading companies and the sole distributor, MOENCO. The most known Toyota brand in Ethiopia is Toyota corolla, Toyota Vits, Toyota Land cruiser, Toyota Pickups.

1.3 Statement of the Problem

Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior. (Solomon 2004). Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001).

Ethiopian automobile market is dominated by used imported cars, imported brand new cars and very few brand new local manufactured cars. Recently Ethiopian consumers demand for cars are increasing may be it is because of the economic growth or because of the changing living standards or both. The reasons could be many like growth of Addis Ababa city, travelling place to place becoming difficult, lack of modern transportation.

Ethiopian population size is growing, it is approximately 110 million. Accordingly automotive demand market is growing. The growth potential market attract international brands, some already started manufacturing. Lifan motors is one of them, the company localized its brand and manufacturing different types of model cars. Lifan 520 is the one which mostly preferred by consumers. On the other hand the most populous car brands in the Addis Ababa roads are imported Japan cars, the most common ones are Toyota (Corolla, Vits, Pickups, Hatchback...etc.), Suzuki, Mitsubishi, Nissan. When they are imported most of them are used and 15 plus years of age. Lifan are not the only local manufactured automotive brand Geely, Saba, Awash, Abay, Bishoftu and BYD are some few other brands.

Lifan car is locally manufactured car but it is international brand as well, it is new and latest technology featured car, eco-friendly, and relatively less expensive. The car's interior and exterior design structure has been designed by well experienced company engineers. Lifan adapted locally considering the local weather, consumer's living standard and technology. Mesmerizingly the car has many positive things but most local consumers not prefer it as it expected.

Consumer's decision on what kind of car should I buy is not an easy one because a single car purchase price is very vast. For example price of imported Toyota cars range from 500,000-1,000,000 birr and price of local manufactured Lifan cars range from 550,000-700,000 birr. For an average income earner individual saving this amount of money will take years. And this hardly saved money should be spent carefully if it's not spent well the consequence will damage his life. .

The availability of too many brands in the market will create alternative opportunities to the consumer while making decisions. Some consumers prefer local brands others prefer imported used cars .Consumers preference differ from person to person and their decision can be affected by many factors. This study tries to find out what factors mostly affect consumers buying decisions.

Empirical studies have been conducted regarding the brand preference by both international and local scholars. International scholars like (Rogers, 1995; Mason, 1990) in their study explained how consumers form preferences for various goods and services using theories of adoption.

Local scholars like Eskinder Desta 'The automotive industry and trend Analysis in Ethiopia' (MBA thesis, Eskinder Desta, July 2007). The study shows trends in countries as in general but still the specific case factors affecting consumer buying decision making issue not addressed well.

The other local scholar who study regarding consumers preference is Abera Adie conducted a thesis entitled "factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops" (Abera Adie, 2015). The study shows factors influencing on brand preference on easily substituted product (diary) the study can't fully cover the specific issue.

This study tries to analyze and interpret the four selected independent variables such as country of origin, perceived quality, internal and external factors and emotional value on consumers' buying behavior decision of Lifan cars. On the other hand, consumers make decision without measuring the appropriateness of each variables. This creates a practical gap in the effectiveness

of the tool. This study will try to give insight for such behavior how to feel this gap by measuring the independent variables of this research.

1.4. Research Question:

1.4.1 Main research question

- What are the factors that influence consumers buying decision of cars?

1.4.2. Specific research questions

- What is the effect of country of origin on consumer buying behaviour?
- What is the effect of perceived quality on consumer Buying behaviour?
- What is the influence of internal factors (personal and psychological) and external factors (cultural and social) impact on consumer behaviour?
- To what extent emotional value affect consumer buying behaviour?

1.5. Research Objectives

1.5.1 General objective:

The general objective of the study is to identify factors affecting consumers buying decision of locally manufactured vs. imported cars.

1.5.2. Specific objectives:

The specific objectives of the study are:-

- To examine the effect of country of origin on consumer buying behaviour.
- To assess the impact of perceived quality on consumer Buying behaviour.
- To explore the impact of internal factors (personal and psychological) and external factors (cultural and social) impact on consumer behaviour?
- To examine the effect of emotional value affect consumer buying behaviour.

1.6. Significance of the study:

Consumers' spending money in a single car in Ethiopia considered to be very high; most consumers think they going to buy a long-term asset. For such 'long term asset' the car durability, longevity; tradability needs to be assessed carefully. Most consumers don't have ability to replace the car easily. Car purchases represent significant investments for car buyers (Haddock &Tse, 2007). Car buyers are analytical in their car buying decisions, carefully assessing alternative offers against a set of relevant attributes like price, safety and reliability (Hirsh et al., 2003).

This study will give some insight for car manufacturers, customers and car importers and will bridge the gap between what company thought about consumers influencing factors and affecting buying behavior . The result will provide input for marketing strategy as well.

1.7 Scope of the study:

Geographical Scope

The data needed for the research was collected from customers and potential buyers of Lifan 1.3 CC and Toyota 1.3 CC automobile who lives in Addis Ababa.

Conceptual Scope

The independent variables of the study are country of origin, perceived quality, emotional value, internal factor (personal and psychological) and external factor (Cultural and social). And the dependent variable of the study is consumers buying behavior.

Methodological scope

Close-ended and structured questionnaires was used for the research, quantitative research approach has been used for collecting data.

1.8. Limitation of the study

Due to lack of time and resource the study is only focus on Addis Ababa and Toyota brand as comparison the result might vary if the other region and brands included.

The other main challenge was the pandemic, COVID 19 viral disease, it was difficult finding willing respondents because it involves physical contact and the vires limits travelling.

1.9. Definition of terms

- **Consumer buying behavior:** defined as “The buying behavior consumers - individuals and households who buy goods and services for personal consumption.” (Kotler,2004 p.601)
- **Perceived quality:** defines perceived quality reflects upon “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives” (Aaker ,1991).
- **Durability: Durable goods** are a category of consumer products that do not need to be purchased frequently because they are made to last for a long time (usually lasting for three years or more). (Daniel A. Levinthal and Devavrat Purohit, Marketing Science, Vol. 8, No. 1).
- **Used cars :** A **used car**, a **pre-owned vehicle**, or a **secondhand car**, is a vehicle that has previously had one or more retail owners.(https://en.wikipedia.org/wiki/Used_car, August 2017).

1.10 Organization of the study

This paper has five chapters. Chapter one includes introduction, which consists of background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitation of the study, definition of terms, and organization of the study. The second chapter is literature review. The third chapter focused on research design and methodology. Chapter four cover the results and discussion. The fifth chapter cover summary of findings, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter of the study tries to review the literatures conducted in the area's and put some insight for the readers. The chapter consequently show Theoretical review, Empirical review, Model and conceptual framework under the title of the study.

2.2 Theoretical review

2.2.1 Historical development of consumers buying behavior

Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. Consumer behavior is the study of when, why, how and where people do or do not buy products (Sandhusen, Richard L; 2000). Kundi et al (2008) stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior involves the psychological process that consumers go through in recognizing needs, findings ways to solve these needs, making purchase decisions, interpret information, make plans and implement these plans (Perner, 2008).

Consumer behavior attempts to estimate the evolving trends in the research and theory of consumer behavior as a consequence of new and evolving schools of thought of marketing (Foxall 2005)

Over the years, the marketing has shifted its dependence on other disciplines as well as in its focus of understanding. For example, the schools of classical of thought of marketing are depended on the social science such as anthropology, sociology and economics and focused the aggregated behavior of market (Evans, 2003).

2.2.2 Consumer buying behavior

Some scholars described consumer behavior as “Consumer behavior describes how consumers make purchase decisions and how they use and dispose of the purchase goods or services” (Lamb, 2009. p140). According to Kotler and Armstrong (2001), “consumer buying behavior refers to the purchasing behavior of the individuals and households who buy goods and services for personal consumption”. McGraw-Hill (2005) also define consumer buying behavior as “the behavior in the quest to satisfy needs which products and services were acquired to satisfy these personal consumption needs.” (Hoyer, 2010) says “Identifying specific personality traits that explain differences in consumers’ purchase, use, and disposition behavior”.

As per (Lantz and Loeb,1998), consumer purchasing attitudes can be described as purchasing attitude of the final customer. It is crucial to be aware with the hypotheses related to consumer purchasing conduct is based on which the meanings, outlook, penchants, attempt to interact and method of recognizing what the consumers have.

2.2.3 Buyer decision process

The buyer decision process is collectively five stages which consumers usually follow through before making their deliberate purchase. These five stages are, *need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior* (Philip Kotler, 2008). Consumers would often skip stages or even reverse stages, this is usually depending on the actually product and whether it is a complex or habitual buying behavior (Philip Kotler, 2008).

- **Need/Problem Recognition-** The first stage of the buying decision process involves the consumer recognizing what the actual problem or need is (Philip Kotler, 2008). This will also mean that the consumer will realize and thus become aware of his desired state compared to his actual condition (M. Pride, 2007), which could be the core factor in motivating the consumer to purchase.

“Consumer behavior involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement these plans” (Perner, 2008).

- **Information search and the identification of alternatives:-** once the consumer has recognized the existence of an unsatisfied need, the next stage is information search and the identification of alternatives. This research however depends on the consumer’s level of drive towards the product (Philip Kotler, 2008). Information is fundamental for the future buying decision. The quantity and the accuracy of the information depend on, the consumer, the product or the service to be purchased. Consumers may undertake different types of research and may obtain information from several sources: –*The internal research, the external research and commercial.* “It’s rare that an advertising campaign can be as effective as a neighbor leaning over the fence and saying, this is a wonderful product.” (Kotler & Armstrong, 2008)
- **Evaluation of alternatives:** - It is now when the consumer processes information to arrive at brand choices. Consumers do not use a simple and single evaluation process in all buying situations. The degree of complexity of the evaluation process is influenced by various factors. The identification of the attributes is the first aspect of the evaluation process. The second aspect in the evaluation of alternatives is the consumer’s beliefs and attitudes. “A belief is a descriptive thought that a person holds about something.” (Kotler & Armstrong, 2008) The beliefs about the attributes and benefits of a product influence the consumer’s buying decision.
- **The purchase decision**
At this stage the consumer needs to make the decision of purchasing or not purchasing the product. This particular stage could either go both ways of the two, the first being that the consumer purchases the product which means the decision making process has been successful, or the second being that the consumer has a change of mind in terms of his suitability thus will effecting his final decision making the decision making process was unsuccessful or called unexpected situational factors where factors may arise within the household that causes the decisions to change before going ahead (Kotler, 2006).

- **Post-purchase behavior:** -

The buying decision process does not end with the purchase decision, but with the post-purchase evaluation. In this stage, the consumer analyses the extent to which his purchase decision was good or not. The answer lies in the relationship between the consumer's expectations and the product's perceived performance.

Post-purchase satisfaction if the product "falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted." (Kotler & Keller, 2006).

2.2.4 Internal and External factors

Consumer behavior is attempts to understand how the decision-making process goes and how it affects consumers' buying behavior. (Solomon 2004). Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind. (Kardes et al. 2011; Kotler & Armstrong 2010). Generally, consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages. (Kardes et al. 2011)

A consumer's buying behaviors 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).

"Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics, marketers cannot control such factors, but they must take them into account". These four factors will be the key aspects towards what influential a consumer's behavior when purchasing (Teleşpan, 2008).

- **Social factors:** - 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). Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. These aspiration groups are groups where a consumer aspires to belong and wants to be part in the future. (Kotler & Armstrong 2010; Khan 2006).
- **Cultural:** Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will teach him values, preferences as well common behaviors to their own culture. For a brand, it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers. For example, in the West, it is common to invite colleagues or friends at home for a drink or dinner. In Japan, on the contrary, invite someone home does not usually fit into the local customs. A society is composed of several sub-cultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. (Kotler & Armstrong 2010)
- **Personal factors:-** An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, income, lifestyle, and personality and self-concept. Income level affects on what consumer can afford and perspective towards money. (Solomon 2004). The product choices that consumers make are related to their lifestyle. An individual's lifestyle consists of different life style dimensions.(Khan 2006)
- **Psychological factors:-** A buyer's choices are also influenced by psychological factors, such as 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 motive is basically a

need that drives a person to seek satisfaction” Abraham Maslow (Kotler & Armstrong 2010)

2.2.5 Types of buying decision behavior

There are four types of buying decision behavior namely complex buying behavior, dissonance-reducing buying behavior, variety-seeking buying behavior, and habitual buying behavior (Kotler, Ang, Leong, and Tan, 2003).

- 1 ***Complex buying behavior:*** - is the “consumer buying behavior in situations characterized by high consumer involvement in a purchase and significant perceived differences among brands” (Kotler & Armstrong, 2008).
- 2 ***Dissonance-reducing buying behavior:*** - is the “consumer buying behavior in situations characterized by high involvement but few perceived differences among brands” (Kotler and Armstrong, 2008).
- 3 ***Variety-seeking buying behavior*** is the “consumer buying behavior in situations characterized by low consumer involvement but significant perceived brand differences” (Kotler & Armstrong, 2008). In this case, the consumer does a lot of brand switching, simply for the sake of variety rather than because of dissatisfaction.
- 4 ***Habitual buying behavior:*** - is the “consumer buying behavior in situation characterized by low consumer involvement and few significant perceived brand differences” (Kotler and Armstrong, 2008). In general, consumers manifest low involvement with the majority of cheap, frequently purchased products. Taking salt as an example, few consumers are highly involved in this product category; they simply go to the store and buy salt, irrespective of its brand.

2.2.6 Perceived quality

Perceived quality is defined as the consumers’ judgment about a product or service overall excellence or superiority (Zeithaml, 1988 and Rowley, 1998). Research also indicates that consumers value global brands especially for their assumed high quality and prestigious image

(Nguyen, Barrett and Miller 2005; Steenkamp, Batra and Alden 2003). An internationally well-established brand name can act as a "halo" constructs that effects quality beliefs (Han, 1989).

If a brand is perceived as globally available, consumers are likely to attribute a superior quality to the brand, since such quality is thought of as a prerequisite for international acceptance.

2.2.7 Emotional Value

Consumers' perceived 'emotional value' refers to their affective reactions to a brand (Supphellen, 2000). General feelings for brands are often reported in elicitation sessions (for example, 'this brand makes me feel good'). The feelings about brands can be mild, intense and negative or positive in nature (Keller, 1993). Importantly, emotional response to a brand is a strong predictor of purchase intention and accounts for more than twice the variance of cognition. Consumers are inundated with commercial messages relative to brands, and advertisements that evoke emotional responses can significantly affect purchase intention (Deek and Kim, 2007). Emotional value towards a brand is associated with positive feelings (for example, a sense of happiness and pleasure) from using the brand, which increases consumer intention to repurchase the brand (Stauss and Neuhaus, 1997). In other words, consumers who feel good are pleased with the purchase of a brand may re-purchase the brand even when provided with other options (Gobe, M. 2001).

2.2.8 Country of Origin

The country of origin effect has been defined as "the positive and negative influence that a product's country of manufacture may have on consumers' decision-making processes or subsequent behavior (Elliott and Cameron, 1994). Infact in the words of (Nagashima ,1970) can be defined as "the picture, the reputation, and the stereotype that businessmen and consumers attach to products or brands of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions". Attitudes and perceptions of consumers toward brands and products will depend on categories, for instance, electronic goods from Italy may be perceived as a poor quality but Italian clothing would be perceiving as fashionable and high quality (Bikey and Nes, 1982).

2.3. Howard-Sheth model

Contents of the model: -

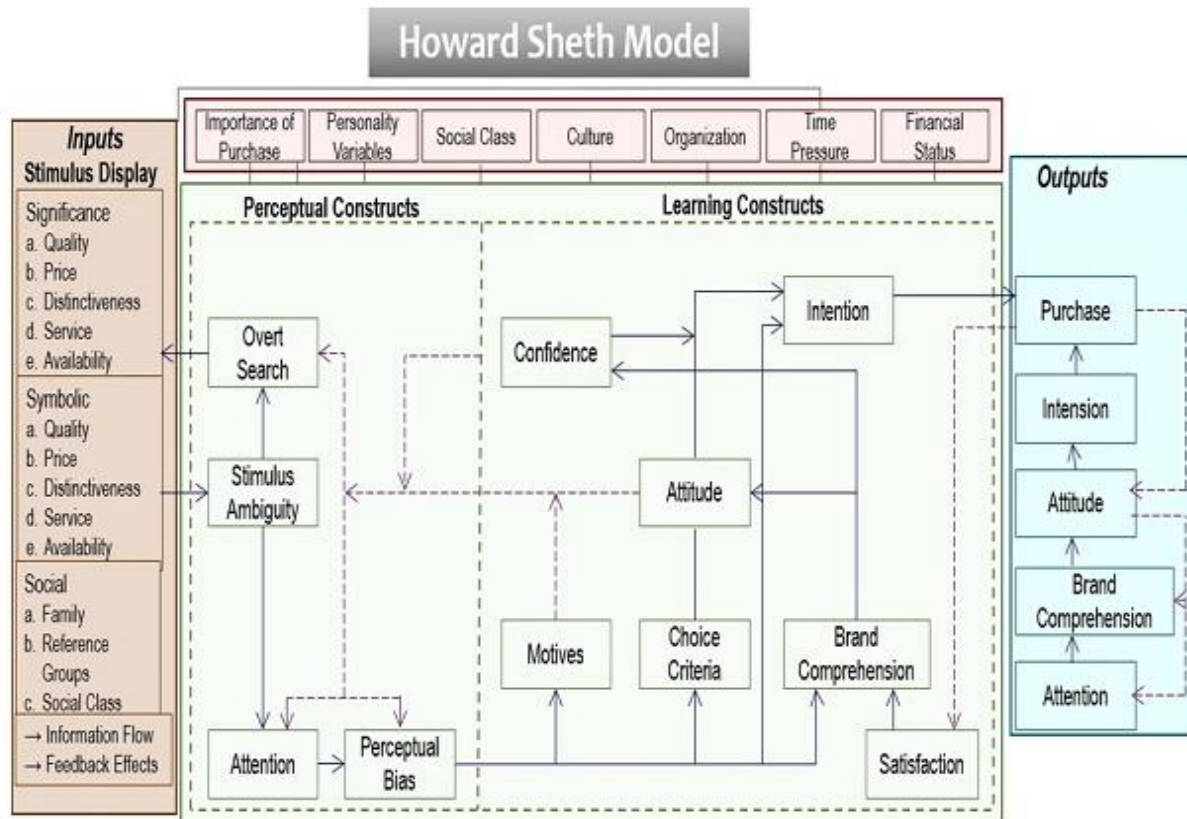
- **Three Levels of Decision-Making:**-Extensive Problem Solving, Limited Problem Solving, Routinized Response Behavior.
- **Variables** :- Input Variables, Hypothetical Constructs, Output Variables , Exogenous Variable
- **Three Levels of Decision-Making**

The model has described the three significant stages of the buyer's decision-making or selection of a particular brand. Let us now discuss each of these in details below:

Three Levels of Decision-Making

- **Extensive Problem Solving:** -This is the initial stage of decision-making, where the buyer is new to the market. He/she has no or little information about the brands and has no preference for a particular product or service. Thus, a consumer is an information seeker at this level, who checks out different brands available in the market, before making a buying decision.
- **Limited Problem Solving:** - At this level, the buyer has inadequate or incomplete information about the product, market or the brands operating in it. Sometimes the buyer is confused among the various alternatives. Therefore, to make a buying decision, he/she look for a comparative study of the different brands and the products available in the market.
- **Routinized Response Behaviour:** - The habitual response behavior stage is where the buyer is entirely aware of the products offered by different brands and the features, pros and cons of each product. He/she is capable of evaluating and comparing the multiple options available in the market. Here, the buyer decides in advance, which product is to be purchased.

To understand the Howard Sheth Model, we must have an idea of its arrangement. So, let us have a look at the design of this model:



Picture 1, Howard Sheth Model

Variables of Howard Sheth Model

Beginning with the stage of extensive problem solving, the buyer slowly converts into a regular customer of the organization, at the routinized response behavior level.

This whole process of buyer's decision-making functions on four pillars of this model or the four essential elements of this model. These variables are elaborated below:

Input Variables

The stimulus inputs refer to the idea or information clue about the brand and its product in terms of product quality, distinctiveness, price, service offered and availability.

These can be further classified as follows:

- **Significant Stimuli:** The significant stimuli are the physical traits of the product and the brand. It includes the product's price, quality, availability, distinctive characteristics and service.

- **Symbolic Stimuli:** The marketing strategies like advertisement and publicity creates a psychological impact on the buyer's perception of a product's rhetorical and visible features.
- **Social Stimuli:** The social stimuli comprises of the various environmental factors which are considered as a source of information for the buyers. It includes family, social class and reference groups.

Hypothetical Constructs

The hypothetical constructs depict the central part of the model. It includes all those psychological variables which play a vital role in the buyer's decision-making process.

It can be further bifurcated into the following two categories:

1. Perceptual Constructs

These components define the consumer's procurement and perception of the information provided at the input stage.

It is an essential element since it drives the buyer's brand selection and purchases, which includes:

- **Sensitivity to Information:** The buyer's level of understanding or openness towards the information received by him/her.
- **Perceptual Bias:** On the grounds of individual perception of each brand, the buyer is partial towards a particular brand
- **Search for Information:** The buyer also seeks for more information to ensure the right decision-making.

2. Learning Constructs

The learning constructs define the buyer's knowledge, opinion, attitude and end decision on product or brand selection.

Following are the various learning constructs of a buyer:

- **Motive:** The specific goal or purpose for which the product purchase is carried out.
- **Choice Criteria:** The set of principles or benchmarks defined for product selection.
- **Brand Comprehension:** The information about the product or brand pertained by the buyer.

- **Attitude:** The buyer's perspective and willingness to purchase a product of a particular brand defines his/her attitude.
- **Confidence:** The trust or faith of the buyer in a specific brand and its products builds his/her confidence.
- **Intention:** The buyer's purchase motive, preference criteria, brand comprehension, consumer attitude and confidence, results in the selection of a particular brand.
- **Satisfaction:** After-purchase, the buyer evaluates his/her level of contentment, to find out whether the product has fulfilled the expectations or not.

Output Variables

The output or as we say, the result of the buyer's decision-making can be seen in the form of his/her response towards the input variables.

It consists of five major components which are arranged systematically below:

- **Attention:** The buyer's level of concentration and alertness with which he/she understands the information provided, is termed as attention.
- **Brand Comprehension:** The awareness of the buyer regarding a particular brand and its products is known as brand comprehension.
- **Attitude:** The buyer's evaluation of a brand in terms of individual likes and dislikes, determines his/her behavior, interest and awareness towards it.
- **Intention:** The aim or objective of the buyer for purchasing a product can be seen as the buying intention.
- **Purchase Behavior:** All the above elements result in the actual purchase of a product by the buyer.

Exogenous Variable

There are certain other external factors which influence the buying behavior of an individual or a firm by hampering the product purchase of a preferred brand.

The exogenous variables are the environmental forces or components of this model. These are as follows:

- **Importance of Purchase:** If the buyer perceives the product to be less crucial, involving a low cost, then there is a little brand preference.

- **Personality Variables:** Personal traits like ego, self-esteem, anxiety, dominance, authoritarian, etc. influences a buyer's decision-making while purchasing a product.
- **Social Class:** A buyer's social group, including the family, friends and other reference groups impact the selection or rejection of a particular brand.
- **Culture:** The buyer's values, beliefs and ideas frame his/her purchase motive and inhibitors.
- **Organization:** The buyer's interaction with the social groups define their authority, status and power. The hypothetical constructs of a buyer are affected by such formal or informal communications.
- **Time Pressure:** The buyer, at times, is under the pressure of taking a timely decision, which makes him/her look for alternatives if the product of the preferred brand is unavailable at the moment.
- **Financial Status:** The buyer's inability to purchase a product or unaffordability restricts him/her from buying it.

2.4. Empirical Evidence

There is some related literature studies on consumers buying behavior conducted in Ethiopia and some other countries, which can help to draw our conceptual framework, and their findings will be discussed below.

Abera Adie (2015) conducted a thesis entitled "factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops". The study was done due to the fact to inform how to design and update marketing and branding of dairy products. The study used descriptive analysis method to analyze the quantitative data gathered in the outlets. The researcher concluded the study brand attributes (product price, quality, taste and brand familiarity), advertisement and sales promotion affect consumers brand preference on dairy products in Addis Ababa.

Scholars as Laroche et al. (2005), after doing their research, announced the findings where both Country of origin and its image (also known as Product Country Image (PCI)) had a significant impact on consumer's evaluations according to what product or service was chosen.

Ahmed & d'Astous (2008), Josiassen, Lukas & Whitwell (2008) suppose that a consumer's product involvement may influence Country of origin effect on consumer's attitude, because when there is high involvement of product category a consumer typically analyzes product's attributes, features, carefully evaluates them and only later the attitude to a product is formed.

J. Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

L.B Acebron et al (2000) also conducted consumer buying behavior study. The aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. The findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

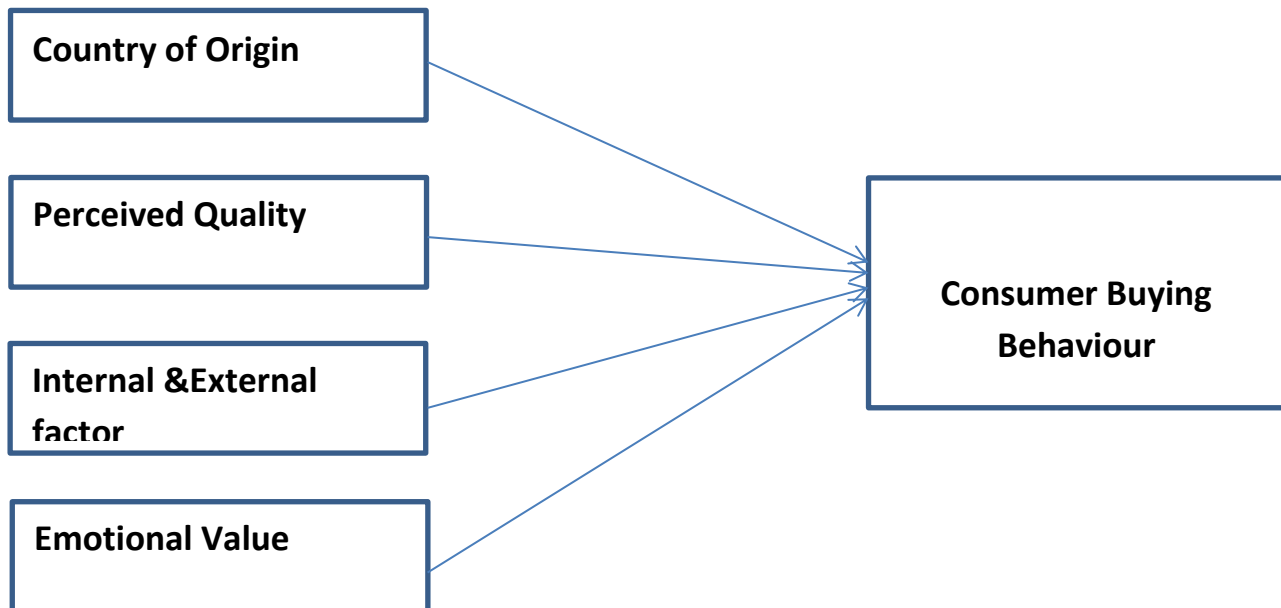
Giuliani Isabella et al. (2012) among the variables that affect the consumer's purchase decision is the price, which has a significant influence on communication factors concerning the advantages of purchasing a product or hiring a service. Price can be accompanied by a "discount," which increases the perceived value of the product for the purchaser.

Baughn and Yaprak, (1993) study country of origin has a positive impact on consumer purchase intention. Country-of-origin image is an important driver of consumers' evaluation of products and buying decision. The researchers view have taken a cognitive approach to studying its effect on consumer attitude formation and purchase intentions.

2.5. Conceptual Framework and Hypotheses

2.5.1 Conceptual Framework

Conceptual framework adopted from literature reviewed on the effect of consumers buying behavior



Source: Adapted from Smith & Neijens, 2006

2.5.2 Hypothesis

Based on the conceptual framework the underlined hypotheses were formulated and tested.

- **H1:** Country of origin has positive and significant impact on consumer buying behavior.
- **H2:** Perceived quality has positive and significant impact on consumer buying behavior.
- **H3:** Internal factor (Personal and Psychological) and External factor (Cultural and Social) have positive and significant impact on consumer buying behavior.
- **H4:** Emotional value has positive and significant impact on consumer buying behavior.

CAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

Introduction

The chapter explained Research and methodology areas; description of the study area, research approach, research design, population and sample, data type and source, method of data collection procedures, Ethical consideration and data analysis.

3.1 Description of the study area

The study conducted in Addis Ababa, capital city of Ethiopia. The city habitants estimated around 4 million; Addis Ababa is also residences of international institutions, international communities, governmental and non-governmental organizations, AU, UNESA, and more than 100 Embassies. According to Federal Ministry of Transport in 2018 number of all types of registered vehicles in the city are around 596,084. The study was focused in Addis Ababa residents' car customers and potential customers.

3.2 Research Approach

Research approaches are plans and procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Creswell, 2014).

The major objective of this study is to measure the factors affecting consumer buying behavior. This research study was used quantitative research approach. Quantitative research—involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari C. R., 1984). Additionally, the researcher use correlation approach. According to (Pallant, 2010), correlation analysis is used to describe the strength and direction of the linear relationship between two variables. In this analysis, Bivariate Pearson Product-Moment Coefficient (r) will be used to see the relationship between the dependent and independent variables. Correlation analysis, in this study determines the strengths of relationship between (consumer buying behavior and contributing factors).

3.3 Research Design

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Cresswell,2009).

The study used mainly explanatory and descriptive to some extent because the explanatory approach is advantageous in order to explain the cause and effect relationship between variables. The study also used primary quantitative data collected through self-administered questionnaire.

3.4 Target population and Sample

The target population of the study are all buying customers of Toyota and Lifan automobiles who lives in Addis Ababa. Respondents had been selected by using probability simple random sampling technique. Buyers who wants to buy a car were included.

The sample size determined as per Israel (1992) discussed Cochran's formula. Based on this formula the sample size for large and unknown population will be determined as follows

Cochran's formula

$$N= Z^2PQ/ E^2$$

Where N -Sample Size

Z –Confidence level, which means if we assume our accuracy will be 95%, our margin error was 5% or 0.05.

For margin error (E) 0.05 and for proportion (P) 0.5, Z = 1.96

P –Estimated proportion (variability) 0.5, it is the maximum variability, because we do not know the size of the population.

$$N= (1.96)^2 * 0.5 (0.5)/ (0.05)^2$$

$$N= \mathbf{385 \text{ Respondents}}$$

$$Q =1-P=0.5$$

E -+5% desired level of precision

3.5 Data Source and Types

Data collection is one of the central parts of the research activities. The complete research program depends on valid and accurate data and information, which may be gathered by authors from different way. So the whole data collection process should be carefully planned and executed. (Chisnall 1997).

The researcher was used both primary and secondary sources of data in the study. The secondary data was collected from publications including journals, articles, company journals and various materials that have relevance to this study and the sources was used only for literature purpose. In this study, primary data generated and presented through a structured questionnaire was fully applied. A structured questionnaire was prepared based on the works of Zekiri and Hasani,(2015) and scales developed. And the researcher in this study tries to accustom the questionnaire adopted from (Zekiri and Hasani, 2015). This developed questionnaire then arranged in to a five point Likert scale anchored from —strongly disagree to —strongly agree on the scale.

The questionnaire has two parts. The first part covers the demographic profile of the respondent. The second part cover the independent and dependent variables related questions the section structured on a Likert scale of 1-5 show their degree of agreement or disagreement.

3.6 Procedure of data collection

This research study was focused on widely known automotive brands, Toyota and Lifan. In addition to the English version to make easy for respondents the questionnaire translated into local language Amharic.

3.7 Reliability and Validity

3.7.1 Reliability Test

Reliability is the extent to which measurements are repeatable –when different persons perform the measurements, on different occasions, under different conditions, with supposedly alternative instruments which measure the same thing. In sum, reliability is consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should

be obtained (Drost, 2007). To assess the internal consistency of variables in the research, Cronbach's alpha reliability test technique test will be applied. According to Field (2006) and Zikmund (2010) Cronbachs alpha coefficient greater than 0.7 indicate the reliability of the data.

3.7.2 Validity Test

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which measure what supposed to measure. In order to ensure the quality of the research design content and construct validity of the research.

3.8 Data Analysis Method

The data from the questionnaire will be entered and analyzed with the Statistical Package for the Social Sciences (SPSS version 24). Descriptive analysis used to organize and summarize the demographic data of the respondent which include age, gender, educational level, occupation, and the responses of items of the questionnaires.

The data has been analyzed with the combination of both descriptive statistics like mean, frequency, and cross tabulation of the variables and inferential statics like correlation analysis to examine direction and significant of the correlation of the variables considered under this study and regression analysis to examine the relationship between the dependent variable and the independent variables with Pearson correlation and liner multiple regression techniques has been applied.

3.9 Ethical consideration

The researcher has explained the respondents about the questionnaire before handing over the questions; the purpose of the study and clarify the rules and confidentiality of the respondents. The study also governed by the general rules of research ethics. Moreover, the investigator was abided by the rules and regulations of the University and had conducted the study on the basis of objective judgment.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

In this chapter, the collected data from the respondents is summarized and analyzed in order to realize the ultimate objective of the study. The data collected through questionnaire is presented, analyzed and interpreted to answer the research questions set at the beginning of the study. In order to do this, data collected through the survey were analyzed quantitatively using SPSS 24.

4.2. Sample and Response Rate

The questionnaire was distributed to 385 random respondents, who are both customer and non-customer of Lifan motors, in Addis Ababa at different areas. Out of 385 questionnaires, 360 were returned and 15 were rejected due to incomplete/inaccurate response. Therefore, 345 responses were considered for analysis and based on this figure, the response rate was 89.61%.

4.3 Demographic Information of Respondent

This section is designed to discuss the general demographic characteristics of respondents such as gender, age, education level, occupation and income of the respondents which was consisted in the first part of the questionnaire.

Table 4.1. Respondents' profile

		Frequency	Percent	Valid Percent	Cumulative %
Age	Below 18	16	4.6	4.6	4.6
	18 – 30	149	43.2	43.2	47.8
	31 – 40	98	28.4	28.4	76.2
	41 – 50	71	20.6	20.6	96.8
	51 & above	11	3.2	3.2	100.0
	Total	345	100.0	100.0	
Gender	Male	257	74.5	74.5	74.5
	Female	88	25.5	25.5	100.0
	Total	345	100.0	100.0	
Educational Status	Below High School	23	6.7	6.7	6.7
	High School, Certificate or Diploma Graduate	93	27.0	27.0	33.6
	1 st Degree	158	45.8	45.8	79.4
	2 nd Degree and Above	71	20.6	20.6	100.0
	Total	345	100.0	100.0	
Occupation	Student	69	20.0	20.0	20.0
	Employee	187	54.2	54.2	74.2
	Business Owner	32	9.3	9.3	83.5
	Other	57	16.5	16.5	100.0
	Total	345	100.0	100.0	
Monthly Income	below 10,000	94	27.2	27.2	27.2
	10,001 – 20,000	23	6.7	6.7	33.9
	20,001 – 30,000	54	15.7	15.7	49.6
	30001 – 40,000	132	38.3	38.3	87.8
	40,001 and above	42	12.2	12.2	100.
	Total	345	100.0	100.0	

Source: Own Survey (2020)

Based on the above information, the majority class of each character are the following.

Table 4.2. Majority class of respondents

	Majority Class	Total number of people	Percentage out of the total valid responses
Age	18 – 30	149	43.2
Gender	Male	257	74.5
Educational Status	1 st Degree	158	45.8
Occupation	Employee	187	54.2
Monthly Income	5001 – 10,000	132	38.3

Source: Own Survey (2020)

4.4. Reliability Test of Variables

Table 4.3. Reliability Statistics

Cronbach's Alpha	N of Items
.829	5

Source: Own Survey (2020)

Table 4.4. Item Total Statistics

	Cronbach's Alpha	N of Items
Country of Origin	.802	5
Perceived Quality	.783	4
Internal and External Factors	.841	4
Emotional Value	.806	3
Consumer buying behavior	.728	4

Source: Own Survey (2020)

From a quantitative perspective, reliability is specifically defined, sought, and measured, and it is accepted as an essential indicator of a study's quality (along with measures of validity and generalizability) (Lisa M. Given, 2008). Another study also indicated that reliability is used to

test the internal consistency among the variables or items through a summated scale (Hair et al., 1996).

In this study, the researcher used Cronbach’s Alpha to assess the internal consistency or the reliability of the research instrument. Higher Alpha coefficients indicate higher scale reliability (Santos, 1999: as cited in Eze et al., 2008). Specifically, Nunnally (1978): as cited in Eze et al., (2008) suggests that scales with 0.60 Alpha coefficients and above are acceptable. Some other literatures suggest a benchmark Alpha of 0.7 to be an acceptable measure of reliability (Cronbach, 1951). Based on the following result, the data instrument of this research is reliable.

4.5. Descriptive Analysis of Variables

I- Country of Origin

Table 4.5. Descriptive Analysis of Country of Origin

Measures	Mean score	Standard deviation
Imported cars have always best features and quality whereas local manufactured cars have poor features and quality.	4.43	.683
Foreign manufactured cars are durable and easily tradable but local manufactured cars are less durable and difficult to trade	4.44	.671
Origin of the car (where the car manufactured) is the most important criteria for decision making.	4.25	.917
All Japan manufactured cars are durable whereas, Ethiopia manufactured are less durable	4.30	.764
Japan manufactured old cars (15 plus years of age) such as Toyota corolla more preferable than brand new (zero millage) Ethiopia manufactured Lifan cars.	4.43	.708
Grand Mean	4.37	.749

Source: own survey (2020)

The mean score value of the overall level of country of origin is 4.37 which is above 3.75. This means consumers exhibit positive response on Country of origin. The standard variation of the overall level of consumer's buying preference is .749 which is moderate standard deviation, shows that the data is moderately spread meaning customers gave variety of opinion to some level and low standard deviation means customers have close opinion.

II- Perceived Quality

Table 4.6. Descriptive Analysis of Perceived Quality

Measures	Mean score	Standard deviation
All imported cars have more qualities than local manufactured cars.	3.90	1.086
Lifan brand new car's, manufactured in Ethiopia has more quality than old used Toyota brand car's, manufactured in Japan.	4.16	.954
When many people buy a single car brand in a single country that means the car is quality.	3.83	1.100
All internationally known brand cars are quality	4.47	.695
Grand Mean	4.09	.958

Source: own survey (2020)

The mean score value of the overall level of perceived quality is 4.09 which is above 3.75. This means consumers exhibit positive response on perceived quality. The standard variation of the overall level of consumer's buying preference is .958 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

III. Internal and External Factors

Table 4.7. Descriptive Analysis of Internal and External Factors

Measures	Mean score	Standard deviation
Car dealers and brokers can influence on car type (imported or local) buying decision	3.97	1.173
Family, friends and relatives can make influence on car type decision	4.29	.854
Buyers trust family, friends or relatives opinion than car manufacturer specification and feature.	4.29	.893
You, by yourself without any others influence can make car buying decisions.	4.26	.991
Grand Mean	4.20	.977

Source: own survey (2020)

The mean score value of the *Internal and external factors* is 4.20 which is above 3.75. This means consumers exhibit positive response on internal and external factors. The standard variation of the overall level of consumer's buying preference is .977 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

IV – Emotional Value

Table 4.8. Descriptive Analysis of Emotional Value

Measures	Mean score	Standard deviation
When I see local car manufacturer's car ads makes me trust them; give me confidence on the car.	4.05	.975
When I see Lifan car on the street my interest for the car incline.	4.19	.933
The admiration I have to own a brand-new car I have no interest over old imported cars.	3.96	1.021
Grand Mean	4.07	.976

Source: own survey (2020)

The mean score value of emotional values is 4.07 which is above 3.75. This means consumers exhibit positive response on *Emotional value*. The standard variation of the overall level of consumer's buying preference is .976 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

V- Consumer Buying Behavior

Table 4.9. Descriptive Analysis of Consumer Buying Behavior

Measures	Mean score	Standard deviation
Consumers make car buying decision without consulting family, friends or relatives	3.66	1.072
Choosing(buying) new 2019 model locally assembled car over old 2001 imported car easy	3.83	1.100
Dealers, friends and family attitudes toward locally assembled car don't affect my buying decision.	4.26	.899
Where the car made; my relatives suggestions; and brand newness of the car will make my buying decision of imported cars easy.	4.24	.916
Grand Mean	3.997	.997

Source: own survey (2020)

The mean score value of the overall level of consumer buying behavior is 3.997 which is above 3.75. This means consumers have a positive attitude towards the Consumer buying behaviour. The standard variation of the overall level of consumer's buying behavior is .997 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

4.6. Correlation Analysis of Variables

Table 4.10. Correlation table

		CO	PQ	IEF	EV	CBB
CO	Pearson correlation	1				
	Sig. (2-tailed)					
	N	345				
PQ	Pearson correlation	.397**	1			
	Sig. (2-tailed)	.000				
	N	345	345			
IEF	Pearson correlation	.443**	.350**	1		
	Sig. (2-tailed)	.000	.000			
	N	345	345	345		
EV	Pearson correlation	.526**	.562**	.251**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	345	345	345	345	
CBB	Pearson correlation	.668**	.743**	.591**	.628**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	345	345	345	345	345

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

Source: own survey (2020)

A correlation coefficient is a statistic that indicates degree to which two variables are related to one another in a linear fashion (Leary, 2012). The **Pearson correlation coefficient** is the most commonly used measure of correlation. As per to Marczyk, et al; (2005), general guidelines; correlations of 0.10 to 0.30 are considered as small, correlations of 0.30 to 0.70 are considered as moderate and correlations of 0.70 to 0.90 also considered as large and correlations of 0.90 to 1.00 are considered as very large. In order to measure the degree of relationship among each

variables of this study, the Pearson correlation test was conducted, and the results are shown in the following table.

The above result indicated that the independent variables of the study (country of origin - CO, perceived quality - PQ, Internal and external factors - IEF and Emotional value - EV) have a significant positive correlation with the dependent variable of the study (consumer buying behavior - CBB) with correlation coefficient of 0.668, 0.743, 0.591 and 0. respectively.

4.7 Regression Analysis

After the study met the assumption tests the researcher examined the factors affecting consumers buying behavior. In order to see contribution of independent variables on dependent variables of the study, multiple regression analysis was employed.

In multiple regressions we use an equation of

$$Y = B_0 + B_1X_1 + B_2X_2 + \dots + B_nX_n + \varepsilon$$

Where Y = the Predicted Dependent Variable

B_0 = Constant

B_1 , B_2 and B_n = unstandardized regression coefficients

X_1 , X_2 and X_n = the independent variables, and

the error term ε (the Greek letter epsilon) is a random variable.

a- Model Summary

Table 4.11. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.750	.747	.33680	2.145

a. Predictors: (Constant), EV, IEF, PQ, CO

b. Dependent Variable: CBB

Source: own survey (2020)

The first table one can find in SPSS output file during applying multiple regression is a model summary. In this table there are two measurements which measure the relationship between independent and dependent variables. The first one is R, also called correlation coefficient. It measures the strength of the relationship between the independent variables and the dependent variable. The value of R can range from 0 to 1; R can never be negative. The closer to 1, the

stronger the relationship; the closer to 0, the weaker the relationship. The value of R considers all the independent variables and can be computed by using the values of the individual correlation coefficients (Bluman, 2007). The second one is R^2 , also known as coefficient of determination. It is the proportion of variance in the dependent variable that can be explained by the independent variables. Another measurement found in the table is Durbin-Watson value (**auto correlation test**). It measures the underlying relationship between independent variables. Its value falls under 0 to 4. If its result is 1.5 to 2.5, it means there is no disturbing relationship between independent variables and based on the above table, the independent variables of this research didn't correlated.

The R value in the above table shows that there is a strong relationship between independent variables (EV = Emotional Value, IEF = Internal and External Factors, PQ = Perceived Quality and CO = Country of Origin) and the dependent variable (consumer's buying behavior). The R Square value also shows that the independent variables explains 75% of the variability of the dependent variable.

b- ANOVA^a

Table 4.12. ANOVA result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.741	4	28.935	255.092	.000 ^b
	Residual	38.567	340	.113		
	Total	154.308	344			

a. Dependent Variable: CBB

b. Predictors: (Constant), EV, IEF, PQ, CO

Source: own survey (2020)

The second table found in SPSS output file is the ANOVA (analysis of variance) table. In this table the important columns are the F and $Sig.$ values. The F -test is used to find out the overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (Saunders, et al., 2009).

The above result of the Analysis of Variance (ANOVA) indicates that the F value of 255.092 with significance level of 0.000 (significant value is less than 0.05) and it means dependent variable is significantly affected by the respective independent variable.

c- Coefficients

Table 4.13. Result for regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.080	.178		-6.055	.000
	CO	.462	.049	.327	9.494	.000
	PQ	.444	.032	.468	13.775	.000
	IEF	.176	.032	.173	5.579	.000
	EV	.123	.030	.149	4.159	.000

a. Dependent Variable: CBB

Source: own survey (2020)

Based on the above table, all independent variables (CO = Country of Origin, PQ = Perceived Quality, IEF = Internal and External Factors, EV = Emotional Value) have a significant effect on consumer's buying behaviour because their significant value is under 0.05. From the four significant independent variables, the most influencer is perceived quality, then country of origin, then internal and external factors and the last one is emotional value based on their Beta (B) value.

Based on these values, the final regression equation of consumer's buying preference became:-

$$Y = -1.080 + 0.327X_1 + 0.468X_2 + 0.173X_3 + 0.149X_4 + \epsilon$$

Where Y = Consumer's Buying Behaviour,

X₁ = Country of Origin,

X₂ = Perceived Quality,

X₃ = Internal and External Factors, and

X₄ = Emotional Value.

The above statement could also be read as, if the value of country of origin increases by one unit, the chance of buying Lifan car will increase by 32.7%. Respectively, if the value of perceived quality increases by one unit, then the chance of buying Lifan car will increase by 46.8% and so on.

4.8. Hypothesis Testing and Discussion of Results

4.8.1. Hypothesis Testing

Table 4.14. Hypotheses testing - results

Hypotheses	B	t	Sig.	Decision
H1: Country of origin has positive and significant impact on consumers buying behavior.	.327	9.494	.000	Supported
H2: Perceived quality has positive and significant impact on consumers buying behavior.	.468	13.775	.002	Supported
H3: Internal (Personal and Psychological) and external factor (cultural and social) has positive and significant impact on consumers buying behavior.	.173	5.579	.283	Supported
H4: Emotional value has positive and significant impact on consumers buying behavior	.149	4.159	.000	Supported

Source: own survey (2020)

4.9. Discussion of Results

4.9.1 Country of origin

H1: Country of origin has positive and significant impact on consumers buying behavior.

Country of Origin has positive and significant impact on consumers' buying decision on car purchase with regression coefficient of 0.327. The p-value (sig.) also confirms that the variable is significant. Therefore, hypothesis **H1 is supported**. The result is consistent with previous studies done by other researchers (Baughn and Yaprak, L.B Acebron et al (2000), Laroche et al. (2005), J. Lee (2005), Giuliani Isabella et al. (2012), (Baughn and Yaprak, 1993).

4.9.2 Perceived Quality

H2: Perceived quality has positive and significant impact on consumers buying behavior.

Perceived quality has positive and significant impact on consumers' buying decision on car purchase with regression coefficient of 0.468. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H2 is supported**. The result is consistent with previous studies

done by other researchers (Ahmed & d'Astous (2008), Josiassen, Lukas & Whitwell (2008) , Laroche et al. 2005, Baughn and Yaprak, 1993).

4.9.3 Internal and External factors

H3: Internal (Personal and Psychological) and external factor (cultural and social) has positive and significant impact on consumers buying behavior.

Internal and External Factors has positive and significant impact on consumers' buying decision on car purchase with regression coefficient of 0.173. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H3 is supported**. The result of this study consistent with previous research works (Abera Adie (2015), Laroche et al. (2005) J. Lee (2005), L.B Acebron et al (2000), Giuliani Isabella et al. (2012), (Baughn and Yaprak, 1993).

4.9.4 Emotional value

H4: Emotional value has positive and significant impact on consumers buying behavior

Emotional Value has positive and significant impact on consumers' buying decision on car purchase with regression coefficient of 0.149. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H4 is supported**. The result of this study consistent with previous research works (L.B Acebron et al (2000), Laroche et al. (2005), J. Lee (2005), Giuliani Isabella et al. (2012), (Baughn and Yaprak, 1993). Based on the above results all variables are significant therefore marketers should give a good attention to country of origin, perceived quality, internal and external factors and emotional value.

CHAPTER FIVE

SUMMARY, CONCLUSION, LIMITATION AND RECOMMENDATION

5.1 Summary

The main objective of the study was to examine factors influence consumers buying decisions of cars. Based on this objective this study tries to answer the following questions.

- How much influence can country of origin exert on consumer's buying decision of Lifan motor cars?
- Is perceived quality affect consumer's buying decision of Lifan motor cars?
- How much internal and external factor affect consumers buying decision of Lifan motor cars?
- How much emotional value affect consumers buying decision of Lifan motor cars?

To collect the necessary data for conducting the research, 385 questionnaires were distributed for both customers and non-customers of Lifan motor cars. Out of these questionnaires, 360 were returned and 15 were rejected due to incomplete/inaccurate response. Therefore, 345 (89.61%) responses were considered for analysis.

To test the reliability of the research instrument, Cronbach alpha test was conducted, and the value was 0.829. This result makes the instrument of the research reliable. Other than reliability, the study met the four assumption tests, which are linearity test (the degree of association between the change in independent variables and the dependent variable), multicollinearity test (the relationship between independent variables), normality test (the normality of distribution among population) and homoscedasticity test (homogeneity of variance).

After conducting the assumption tests, the researcher has applied regression analysis and found the following results: -

- Country of Origin has a positive effect in consumers' buying behaviour with p – value of 0.000 and it is the second influencer from the studied independent variables with Beta value of 0.327.

- Perceived Quality has also a positive effect in the dependent variable with p – value of 0.000 and it is the highest influencer with Beta value of 0.468.
- Internal and External Factor has a positive effect in consumers’ buying behaviour with p-value of 0.000 and it is the third influencer with Beta value of 0.173.
- The last independent variable is Emotional Value and it has a positive effect and it is the least influencer in consumer’s buying behaviour.
-

5.2. Conclusion

Based on the analysis made the following conclusions are drawn.

The testing results provide practical insights for vehicle manufacturers and dealers to develop and execute more effective strategies in targeting what consumers want according to their purchasing behavior.

The result shows that consumers are highly influenced by perceived quality, country of origin, internal and external factors and emotional value. Among them Perceived quality is the highest of them all. Consumers want to pay high price for cars that have high quality.

The results of regression analysis indicated that there is a positive impact of Country of origin, Perceived quality, Internal and external factors, and Emotional value; we can conclude that all are influential factors for dependent variable that is consumer buying behaviour.

5.3. Limitation of the study

This research has the following limitations

- There are insignificant empirical reviews in the country that support the problem of the thesis. So, to show detail gap and detail analysis is problem of researcher
- Collecting data was difficult due to the COVID -19 viral dieses. Following the pandemic dieses occurrence in the country the government restrict social distancing, travelling, exchanging questionnaires, partial lockdown ...etc.
- There was some challenge for the researcher finding Lifan cars customers, some are changed their address, some are living in different cities and COVID-19 dieses.
- There were also some financial and time constraints related to finance and time.

5.4. Recommendation

5.4.1. For the company

Based on the study result

- Based on the survey result, the **perceived quality** is the highest influencer in determining consumers' buying preference. Perceived quality may be comes from different area for example brand, word of mouth, previous experience, resale value ...Therefore, must be focus on changing their car's quality immediately
- The second most influencer is consumers buying decision is **country of origin** in Ethiopia Japan brand cars such as Toyota are the most preferable cars. Why? Could be Safety, comfort, durability, running cost ... etc. Lifan motor must ask itself what Japan cars have better features than us? Based on that try to get consumers.
- **Internal and external factors:** For Ethiopian customers buying a car is not an easy decision customer ask advice from their family, relatives, friends, experts like mechanics before making any decision. Customers are not risk takers when we come to product like car which needs high involvement. Therefore, Lifan motor should focus on creating awareness and building confidence on its product. Advertising is one of the methods, discussion with customers, providing guarantee, exhibition.
- **Emotional value:** Customers have their own color, design and size interest Lifan motor must check competitor's car and local customers interest.

5.4.2. For future researches

The researcher couldn't find local researchers' study in the area there were some in buying behavior in other products. However, this study might provide some insight for future researcher and local car manufacturers.

Future researchers can investigate what factors affecting customers buying behavior by including other factors that might influence the decision.

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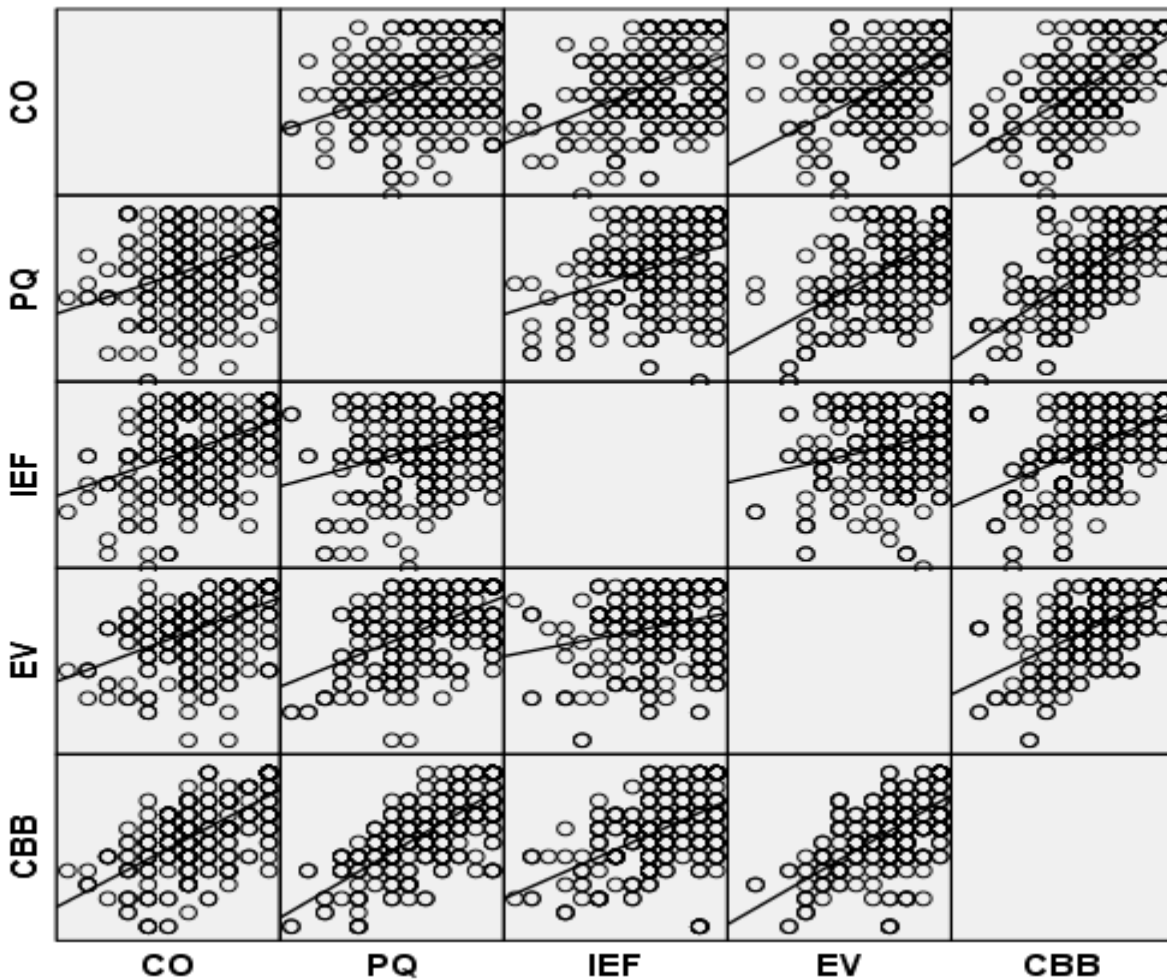
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Appendix I.

Assumption Test

1. Linear Relationship Test

Result:-



Source: own survey (2020)

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair, Anderson and Tatham, 1996). The relationship between the two variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Geleta M., 2017). The above scatter plot shows that there is linear relationship between independent (CO = Country of Origin, PQ = Perceived Quality, IEF = Internal and External Factors, EV = Emotional Value) and dependent variables (CBB = Consumer Buying Behavior) of the study

2. Multicollinearity Test

Collinearity statistics table

	Tolerance	VIF		Tolerance	VIF
PQ	.638	1.568	IEF	.803	1.245
IEF	.873	1.145	EV	.723	1.383
EV	.681	1.469	CO	.620	1.612

Dependent variable: CO

Dependent variable: PQ

	Tolerance	VIF		Tolerance	VIF
EV	.575	1.739	CO	.737	1.357
CO	.708	1.412	PQ	.805	1.242
PQ	.670	1.493	IEF	.768	1.302

Dependent variable: IEF

Dependent variable: EV

Source: own survey (2020)

According to Churchill and Iacobucci (2005), multicollinearity is concerned with the relationship which exists between explanatory (independent) variables. When there exists the problem of multicollinearity, the amount of information about the effect of explanatory (independent) variables on dependent variables decreases and as a result, many of the explanatory (independent) variables could be judged as not related to the dependent variables when in fact they are. In other words, multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power (Dillon, 1993).

This study used VIF and Tolerance test to check if there is any multicollinearity problem between independent variables of the study. VIF (Variance Inflation Factor) calculates the influence of correlation among the independent variables on the precision of regression estimates and it should not exceed 10, otherwise it may merit further investigation (Robert, 2006). Another test used by this study to measure multicollinearity is tolerance and it is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula $1-R^2$ for each variable. If this value is less than 0.2 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.2 it means that there is no multi-collinearity problem with in the model.

The above tables are the results of VIF and Tolerance tests for each independent variable (CO = Country of Origin, PQ = Perceived Quality, IEF = Internal and External Factors, EV = Emotional Value). And based on the results there is no multicollinearity issue among the independent variables.

3. Normality Test

Table Normality statistics

	N	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Std. Error	Statistic	Std. Error
CO	345	.47391	-.188	.131	-.746	.262
PQ	345	.70681	-.449	.131	-.487	.262
IEF	345	.65976	-.687	.131	.120	.262
EV	345	.81038	-.734	.131	.013	.262
CBB	345	.66975	-.253	.131	-.335	.262
Valid N (listwise)	345					

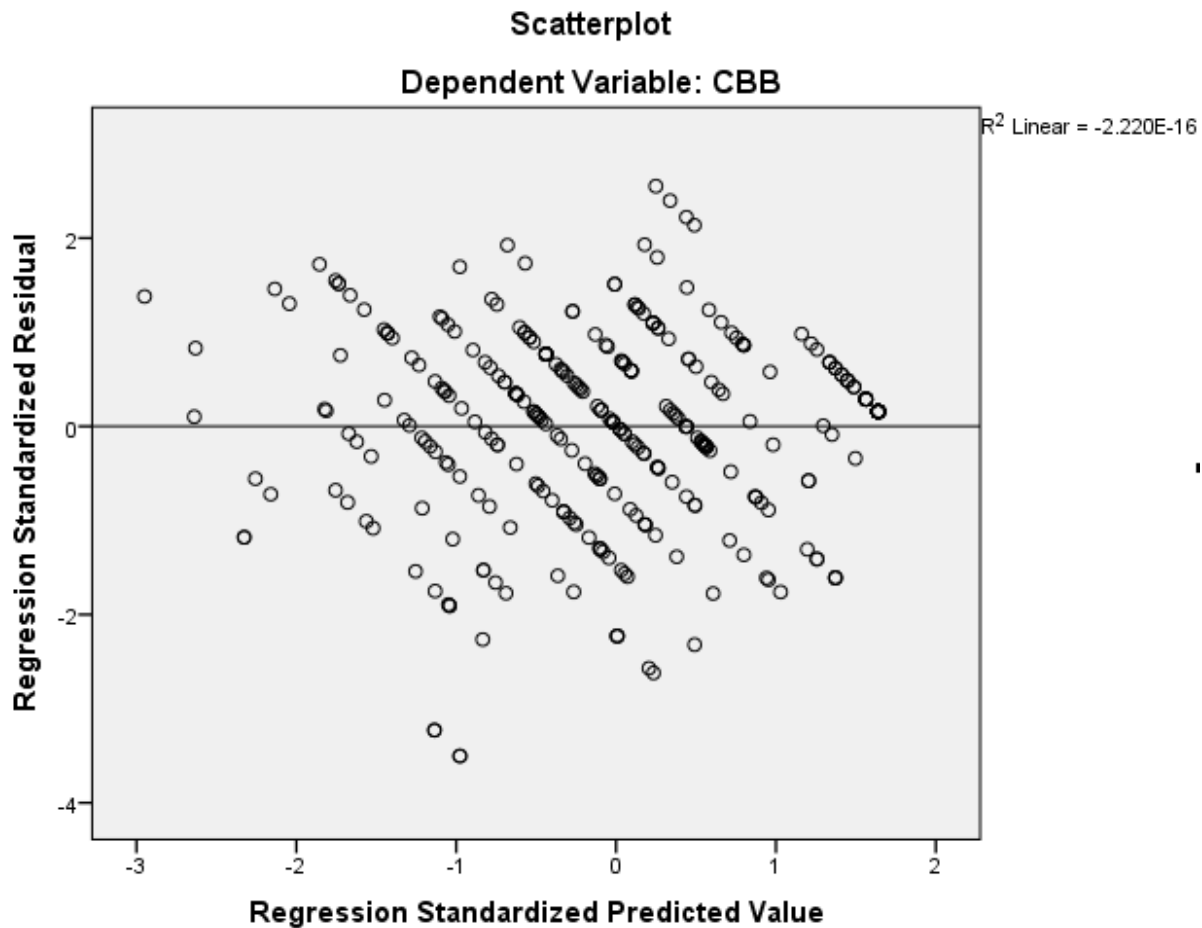
Source: own survey (2020)

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, et al., 2005). Normality can be tested by using Skewness and Kurtosis. Skewness is the measure symmetry, or more precisely the lack of symmetry. A distribution, or data set, is symmetric if it looks same to the left and right of the center point. Kurtosis is a measure of whether the data are heavy-tailed or light-tailed relative to normal distribution (Balanda, 1988). According to Hair (1996), data which have Skewness and Kurtosis values ranging between -2 and +2 are acceptable.

As the above table indicated, the value of both skewness and kurtosis is within -2 to +2. Even if the skewness value seems inclined to negative results, it can be concluded that the population is normally distributed with the minimum requirements of the normality test.

4. Homoscedasticity Test

Homoscedasticity test result



Source: own survey (2020)

Hair, Anderson and Tatham (1996) identified homoscedasticity as homogeneity of variance. In other words, Homoscedasticity is the assumption that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. For a basic analysis, first plot *ZRESID (Y-axis) against *ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met (Field, 2009). The graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero. If there is any sort of curve in this graph, then, the chances are that the data have broken the assumption of linearity (Field, 2009).

The above graph shows that the dependent variable of this study exhibits similar amounts of variance across the range of values for an independent variable and that means the homoscedasticity test have been met.

Appendix .II Questionnaire

Dear Respondent,

I am a student of Marketing Management Master's program in Addis Ababa University School of Commerce, and I am conducting my research on factors affecting consumers buying behavior of locally manufactured cars vs. imported used cars: (In the case of locally manufactured Lifan and imported Toyota brand cars)

I would like to remind you that your responses will be kept confidential and it will be used only for this academic purpose. I thank you very much for your sincere cooperation. The questionnaire consists of two parts. Part one respondent's personal information (Demographic profile). Part two question on factors affecting consumers buying decision

Part One: Personal data (Demographic profile) questions

Please Mark “√” on the box for the request below.

I. Age

18 – 30 31 – 45 above 46

II. Gender

Male Female

III. Monthly income (Birr)

Below 10,000 10,001 – 20,000 20,001 – 30,000
30,001 - 40,000 40,001 and above

IV. Occupation

Student Employee Self Employee Other

V. Educational level

Below high school High school diploma College diploma
First degree Second degree and above

Part Two: Factors affecting consumer buying behavior questions

Instruction: Please put tick mark (√) in your favorable answer. What is your opinion regarding foreign manufactured cars and local manufactured cars? Does country of origin have impact on car's buying preference?

1. Country of origin

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly disagree
Imported cars have always best features and quality whereas local manufactured cars have poor features and quality.					
Foreign manufactured cars durable and easily tradable but local manufactured cars are less durable and difficult to trade					
Origin of the car (where the car manufactured) is the most important criteria for decision making.					
All Japan manufactured cars are durable whereas, Ethiopia manufactured are less durable					
Japan manufactured old cars (15 plus years of age) such as Toyota corolla more preferable than brand new (zero millage) Ethiopia manufactured Lifan cars.					

2. Perceived Quality

Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
All imported cars have more qualities than local manufactured cars.					
Lifan brand new car's, manufactured in Ethiopia has more quality than old used Toyota brand car's, manufactured in Japan.					
When many people buy a single car brand in a single country that means the car is quality.					
All internationally known brand cars are quality					

3. Internal and external factors

Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
Car dealers and brokers can influence on car type (imported or local) buying decision					
Family, friends and relatives can make influence on car type decision					
Buyers trust family, friends or relatives opinion than car manufacturer specification and feature.					
You, by yourself without any others influence can make car buying decisions.					

4. Emotional Value

Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
When I see local car manufacturer's car ads makes me trust them; give me confidence on the car.					
When I see Lifan car on the street my interest for the car incline.					
The admiration I have to own a brand-new car I have no interest over old imported cars.					

5. Consumer buying behavior

Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
Consumers make car buying decision without consulting family, friends or relatives					
Choosing(buying) new 2019 model locally assembled car over old 2001 imported car easy					
Dealers, friends and family attitudes toward locally assembled car don't affect my buying decision.					
Where the car made; my relatives suggestions; and brand newness of the car will make my buying decision of imported cars easy.					

Appendix III. Questionnaire Amharic version.

መጠይቅ

ይህ መጠይቅ በአ.አ ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ መመሪያ ጽሁፍ የተጠቃሚዎችን የግዢ ፀባይ በተለይ በውጭ ተመርተው በሀገር ውስጥ በሚሸጡ እና ሀገር ውስጥ ተመርተው ሀገር ውስጥ በሚሸጡ የመኪና ግዢ ላይ ባተኮረ ርዕስ ላይ ጥናት ለማድረግ የተዘጋጀ መጠይቅ ነው። መጠይቁ ሁለት ክፍሎች አሉት። አንደኛው ክፍል የመላሹን የግል መረጃ ዝርዝር፣ ሁለተኛው ጥናቱ በዋናነት ሊመልሳቸው ያሰበውን ጥያቄዎችን ይዟል። መጠይቁን ለመመለስ የጥናቱ ተባባሪ ስለሆኑ በቅድሚያ አመሰግናለሁ።

ክፍል አንድ:-

የግል መረጃ

እባክዎን ከታች በተዘረዘሩት የግል መረጃ ጥያቄዎችን ከምርጫው ጎን ላይ የሚገኘውን ባዶ በታ (✓) ምልክት በማድረግ ይመልሱ።

1. እድሜ

18 – 30 31 – 40 ከ 41-50 ከ 51 በላይ

2. ያታ

ወንድ ሴት

3. ወርሃዊ የገቢ መጠን (በብር)

ከ10,000 በታች ከ10,001 – 20,000
 ከ20,001 – 30,000 ከ30,001 – 40,000 ከ40,001 በላይ

4. የሥራ ሁኔታ

ተማሪ ተቀጣሪ ሠራተኛ የግል ንግድ ሥራ

ሌላ

5. የትምህርት ደረጃ

ከሁለተኛ ደረጃ በታች ሁለተኛ ደረጃ ያጠናቀቀ ዲፕሎማ

የመጀመሪያ ዲግሪ ሁለተኛ ዲግሪና ከዚያ በላይ

ክፍል ሁለት

ቀጥሎ የተዘረዘሩት ጥያቄዎች አንድ ደንበኛ የመኪና ግዢ ከመፈፀሙ በፊት ተጽእኖ ሊፈጥሩ የሚችሉ ሁኔታዎች ናቸው። እባክዎን በአንድ ምርጫ ላይ (✓) ምልክት ብቻ ያድርጉ።

I. Country of origin

ተ. ቁ	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በ. እስማማለሁ
1	በውጭ ሀገራት ተመርተው ወደ ሀገር ውስጥ የሚገቡ መኪኖች ጥራት ከፍተኛ እንዲሁም በሀገር ውስጥ የሚመረቱ መኪኖች ጥራት አነስተኛ ነው።					
2	የሚመረቱበት አገር የመኪናውን የጥራት ደረጃ ለማወቅ በጣም አስፈላጊ ነው።					
3	በውጭ ተመርተው ለዓመታት ያገለገሉ አሮጌ መኪኖች በኢትዮጵያ ውስጥ ከሚመረቱ አዲስ መኪኖች እንደ ሊፋን (Lifan) ካሉት በተሻለ ሁኔታ ተመራጭ ናቸው ብለው ያስባሉ?					
4	የመኪና ምርጫዬ በውጭ ሀገር አገልግለው ወደ					

	ሀገር ውስጥ ከገቡት ይልቅ በሀገር ውስጥ የተመረቱ እንደ ሊፋን (Lifan) ያሉ ናቸው ምክንያቱም መኪናው አዲስ በመሆኑ፤ መለዋወጫ በቅርብ በመገኘቱ፤ ለጥገና እና ለመሳሰሉት አምራቹን በቅርብ ስለማግኘት።					
5	በውጭ ሀገራት ተመርተው ወደ ኢትዮጵያ የሚገቡ መኪናዎች የኢትዮጵያን መልክአምድር፣ የተጠቃሚውን የኢኮኖሚ አቅም ያላገናዘቡ በሀገር ውስጥ የሚመረቱ ግን የተጠቃሚውን የኢኮኖሚ አቅም ፣ መልክአምድሩን አገናዝበው የተመረቱ ናቸው።					
7	ለአለምአቀፋዊ ገበያ (international Market) እንዲሆኑ ታስበው ከተመረቱ መኪናዎች ይልቅ ለኢትዮጵያ ገበያ በተለይ ታስበው የተመረቱ እንደ ሊፋን (Lifan) መኪናዎች አይነት ምርጫዬ ናቸው።					

II. Perceived quality

ተ.ቁ	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	በውጭ ሀገራት ከአስርተ አመታት በላይ አገልግለው ወደ ሀገር ውስጥ የገቡ መኪናዎች ጥራት ከሀገር ውስጥ ከሚመረቱት የተሻሉ ናቸው።					
2	እ.አ.አ በ2019 በኢትዮጵያ የተመረተው ሊፋን (Lifan) መኪና እ.አ.አ በ2001 ጃፓን ከተመረተው ቶይታ ኮሮላ መኪና የተሻለ ጥራት አለው።					

3	<p>ከጓደኞቻቸውና ከመኪና ሻጮች እንደተረዳሁት አንድ እ.አ.አ በ2001 የተመረተ አሮጌ ጃፓን ሰራሽ ቶዮታ መኪና እ.አ.አ በ2019 ከተመረተው አዲስ ሊፋን (Lifan) መኪና በጥራት ይበልጣል።</p>					
4	<p>ከውጭ ሀገራት የገቡ ዋጋቸው ውድ የሆኑ መኪናዎች አሮጌም ቢሆኑ ጥራታቸው ሀገር ውስጥ ከሚመረቱ አዲስ መኪናዎች የተሻለ ነው።</p>					
5	<p>በአለም አቀፍ ስማቸው የሚታወቁ መኪናዎች ጥራታቸው ከፍተኛ ነው ብለው ያስባሉ?</p>					
6	<p>ለእኔ ጥራቱን የጠበቀ መኪና ማለት አብዛኛው ማህበረሰብ የሚጠቀምበት፣ ተጠቃሚዎች ስለመኪናው በነገሩኝ፣ እንዲሁም የመኪና ሻጮች በሚሰጡኝ መረጃ መሰረት ነው።</p>					
7	<p>እ.አ.አ የ2019 ሞዴል ሊፋን መኪና ግዜው በፈቀደለት ቴክኖሎጂ፣ ጥሬ እቃ የተመረተ መሆኑን ባውቅም ከ15 ዓመታት በፊት የተመረተው ያገለገለ የቶዮታ ምርት የተሻለ ጥራት አለው ብዬ አስባለሁ።</p>					

III. Internal & external factors

ተ.ቁ	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	ደላሎችና የመኪና ሻጮች በምግዛው የመኪና ዓይነት (ሀገር ውስጥ የተመረተ ወይንም በውጭ ሀገር የተመረተ) ውሳኔ ላይ ተጽዕኖ ሊያደርጉብኝ ይችላሉ።					
2	ቤተሰቦቼ እና ጓደኞቼ በምግዛው የመኪና ዓይነት ምርጫ ላይ ተጽዕኖ ማሳደር ይችላሉ ብዬ አስባለው።					
3	የምፈልገውን የመኪና ዓይነት ግዢ ለመወሰን እኔ ብቻ በቂ ነኝ የሌለ ሰው እገዛ አያስፈልገኝም።					

IV. Emotional Value

ተ.ቁ	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	በሀገር ውስጥ የተመረተ መኪና ማስታወቂያ ስመለከት በራስ የመተማመን ስሜት ይጨምርልኛል።					
2	በኢትዮጵያ የተመረተው የሊፋን (Lifan) መኪኖች ስመለከት መኪና የመግዛት ፍላጎቴ ይጨምራል።					
3	ለአዲስ ሞደል መኪኖች ካለኝ ከፍተኛ ፍቅር የተነሳ ያገለገሉ፤ ከውጭ ከገቡ መኪኖች ይልቅ አዲስ የሊፋን (Lifan) መኪኖች ይማርኩኛል።					

4	እ.ኤ.አ የ2019ዓ.ም ሞዴል ሊፋን መኪና ባለቤት ከመሆን ይልቅ እ.ኤ.አ የ2003 ዓ.ም ያገለገለ ቶቶታ መኪና ባለቤት መሆን በዳደሮች ዘንድ አክብሮት ያስገኛልኛል					
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V. Consumer buying Behavior

ተ.ቁ	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
1	ገዢዎች የመኪና ግዢ ውሳኔዎችን የሚያከናውኑት ቤተሰብን፣ የቅርብ ዳደሮቻቸውን ሳያማክሩ ነው።					
2	እ.ኤ.አ የ2019 በሀገር ውስጥ የተመረቱ አዲስ ሞዴል መኪኖችን መምረጥ እ.ኤ.አ የ2001 የተመረቱ ፤ያገለገሉ የውጭ ሀገር መኪኖችን ከመምረጥ ቀላል ነው ብለው ያስባሉ ወይ ?					
3	የመኪና ሻጮች፣ ደላሎች፣ ቤተሰብ እንዲሁም ዳደሮቹ የሚሰጡትን ገንቢም ሆነ አሉታዊ አስተያየት ለመግዛት ባሰብኩት በሀገር ውስጥ የተመረተ (Lifan) መኪና ግዢ ላይ ተጽዕኖ ሊያደርግብኝ አይችልም።					