

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

MASTERS OF MARKETING MANAGEMENT

**Factors Affecting Consumers Buying Decision for
Home Furniture Materials In the case of Customers at
Jemo Condominium Site**

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Declaration of Own Work

Herewith I declare that I wrote this thesis independently. I did not copy from other work and only used the sources and references indicated in the text. This thesis is my own original work and has not been submitted before. I have carried out the present study independently with the guidance and support of the research advisor **Dr. Tewodros Mesfin**. Any other research or academic sources used here in this study have been duly acknowledged.

Name: Tsedey Betemariam

Date: 28th Sep 2018

Signature: _____

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ABSTRACT

The main objective of this study was to investigate the main factors affecting purchasing decisions of the consumers; and specific objectives were to assess the effect of personal factors on consumers buying decision and to examine how the social factors influences /affects/ the consumer buying decision/behavior. The study included a sample of 285 consumers to investigate the factors affecting purchasing decisions of the consumers. Convenience sampling was used to get the sample of respondents during the study. Data were collected through questionnaires and both primary and secondary data were used. Data analysis was based on descriptive and explanatory statistics and presented in tables and percentages. In this study researcher mentioned the factors affecting purchasing decisions which influence consumers buying behavior. The study focuses on studying consumers' personal factors such as age, life cycle stage, income, lifestyle and occupation of consumers' and social factors such as friends, family and reference groups that influence buying decision of furniture. The findings show that the factors which affect the buying decision should be considered by manufacturers and also marketers to get the final consumers purchase choice.

KEY WORDS: *Consumer, Consumer buying decision, Personal factor, Social factor, Furniture*

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CHAPTER ONE - INTRODUCTION

1.Introduction

This chapter involves six sub-sections, which are background of the study, statement of the problem, research questions, and objective of the study, significant of the study, scope and limitation of the study.

1.1 Background of the study

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological. (N Ramya, 2016)

In today's global markets in the evaluation stage, the consumer ranks brands and forms purchase intentions. And they preferred to buy high quality products and they look on the attitudes of others and unexpected situational factors which based on expected income, expected price, and expected product benefits (Kotler, 2008). In order for every final consumer in East Africa to purchase a particular goods or services, he or she must reach the purchasing decision to those goods or services but this purchasing decision differ from one final consumer to another due to several

factors which affect purchasing decision such as price, attitude, advertisement, social influences, fashion, education, family lifecycle and income (William, 2010)

Consumers make buying decisions everyday and many people have their own factors that drive them to this buying decision. There are characteristics behind every buying decision that can come from cultural, social, personal and psychological factors. (Tanja Lautiainen, 2015 thesis). Consumers buy different products for their immediate problem solving and extensive problem solving. For the immediate problem solving goods there is no much searching and comparing the goods. Consumers buy these products immediately when they need. But in the case of extensive problem solving for example in our case to buy a furniture materials consumers goes to different markets and compare and contrast a number of brands. In this case the purchasing decision affected by the above stated different factors. Each of these factors have their own indications for marketers to decide how to satisfying their customers by meeting the needs and preferences of consumers. So these factors are very important elements for success that can be used in marketing. But in our country there are no enough research studies on this area or on the factors which affects the buyers purchasing decision.

Consumer buying behavior refers to buying behavior of final consumer individual and household, who buy goods and service for personal consumption. Consumer make many buying decision every day, most of the largest companies research consumer buying decision in great detail to answer question about what consumer buy and why they buy, where they buy, how and how much they buy and when they buy. (Kotler,1998).

Most researchers studied about the customers' decision making process and also in our country Ethiopia there is no enough studies on these research area. This thesis studies these factors behind purchasing decisions through personal, social and psychological factors of consumer buying behavior. The researcher has chosen a home furniture material as a research subject on this thesis.

And try to find out consumers buying decision affecting factors especially for nowadays most people live in condominium apartment houses which limits their preferences and as a one factor to determine the purchase decision.

At this time there is a great need and demand for home furniture materials and customers made purchasing decisions after they go too many furniture brand shops and see many alternatives. It is interesting to study how the consumer has ended up selecting the specific furniture brand and what has been the effect of social and personal factors.

1.2 Statement of the Problem

As a previous research works showed there are many different factors which affect the consumers buying decision such as personal, social, psychological, cultural, and economical and others like price and quality and so on. For example a thesis conducted by Tanja, (2015) in Finland on factors affecting consumers' buying decision in the selection of a coffee brand states some factors as personal, social and psychological in selecting a specific coffee brand. The other research conducted by Kakiza Clara, W on factors affecting purchasing decisions of the consumers, a case of Kinondoni district (DAR ES SALAAM) in 2015 also depicts such as subjective and objective factors which affects consumers buying decision. But in our country Ethiopia there is no enough research works conducted on this area of study. Most of the research topics have been focused on the consumer behavior and the process of consumer decision making. Therefore the aim of this research is to identify and investigate the main factors affecting the purchasing decisions of the final consumers taken the home furniture customers around Jemo.

Every marketer has to know about consumer behavior to be competitive in the market including the purchase decision making processes and different factors which can lead the customer to the buying decision. Nowadays every business area comes very competitive and adds many entrants to the market which need absolutely a researches regarding consumers behavior in all aspects such

as consumers needs and wants, preferences, satisfaction, their decision making process and also factors which leads them to make the purchase decision and so on.

In our country Ethiopia there is no enough research work on the factors which affects the consumers final purchase decision. Majority of households have the needs for home furniture materials especially in today's condominium home market. Each of new entrants or dweller to the condominium houses wants the best furniture material as their basic need that's why this research works prefer it and be interested as an object to study on the consumers purchase decision factors.

For many products the purchasing behavior is a routine affair in which the aroused need is satisfied in a habitual manner by repurchasing the same brand. That is past reinforcement in learning experiences leads directly to buying and thus the second and third stages are bypassed. This is called simple decision making. However, if something changes appreciably (price, product, availability, services), the buyer may reenter the full decision process and consider alternative brands. (John Burneet, 2008)

1.3 Research Question

The general research question is:

- ✓ What are the factors which affects consumers buying decision when selecting a furniture brand?

The specific research questions are:

- ✓ What is the effect of personal factor on consumers' decision making?
- ✓ How do social factors affect the consumers buying decision making?

1.4 Research Objective

1.4.1. General objective

- The general objective is to investigate the factors which can affect consumers buying decision/behavior.

1.4.2. Specific objective

- The specific objectives are:
 - To assess personal factors which affect consumers buying decision.
 - To examine the nature of influence social factors have on the consumer buying decision/behavior

1.5 Significance of the Study

The study expects to impact knowledge to societies, academicians, marketers and business person and also others who are interested organs in this area of study on the influenced factors that affecting consumers purchasing decision.

To gain in-depth and analyses the factors affecting purchase decisions of the consumers.

It provides contributions to the companies to gain better insights in to customer mind and possibility to evaluate their sells; also, the findings help to provide suggestions for product development opportunities and also for market segmentation.

1.6 Scope and Limitation

1.6.1 Scope

It is better to study the factors which can affects the consumer's buying decision for the home furniture based on the samples taken from Addis Ababa city consumers at Jemo area living in Jemo Site Condomonium.

This study will assess the personal and social factors as a factor which can affect the consumers' final buying decision.

The methodology which will use in this study is quantitative by taking a sample survey from Jemo site condominium dwellers and the time horizon in this study is cross sectional.

1.6.2 Limitation

Because of limited time and effort the study will be conducted only at one specific area which is at Jemo area in Jemo 1 condominium site.

Although there are a number of factors which affect consumers' buying decision, for this study purpose only personal and social factors are going to be studied.

1.7 Hypothesis /estimation

The researcher develops the following hypotheses for the study:

H1: Age has significantly and positively affects the purchasing decision of furniture customers.

H2: Lifecycle stage has significantly and positively affects the purchasing decision of furniture customers.

H3: Income level has significantly and positively affects the purchasing decision of furniture customers.

H4: Occupation has significantly and positively affects the purchasing decision of furniture customers.

H5: Lifestyle has significantly and positively affects the purchasing decision of furniture customers.

H6: Family has significantly and positively affects the purchasing decision of furniture customers.

H7: Friends has significantly and positively affects the purchasing decision of furniture customers.

H8: Reference group has significantly and positively affects the purchasing decision of furniture customers.

1.8 Definition of terms

Consumer behavior – is the study of individuals or groups and all the activities associated with the purchase, use and disposal of goods and services. It is classified as the decisions and actions that influence the purchasing behavior of a consumer. (Kotler, 1998)

Buying decision – or purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some are minor like buying toothpaste, while other purchases are major, like buying a house. (Riley, 2012)

Consumer decision making – is the process by which consumers identify their needs, collect information, evaluate alternatives and make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values. (Solomon, 2006)

Personal factor – are the individual factors to the consumers that strongly influence their buying behaviors. These factors include age, lifestyle, occupation and income. These are varying from person to person that result in a different set of perceptions, attitudes and behavior towards certain goods and services. (Kotler & Armstrong, 2010)

Social factor – represent another important set of influences on consumer behavior. These are the effects of people and groups influencing one another through social class, reference groups and family. (Kotler & Armstrong, 2010)

1.9 Organization of the Study

This study is organized in to five chapters. The first chapter is Introduction which includes background of the study, statement of the problem, research question, research objectives, and significance of the study, scope and limitation and definition of terms. The second chapter deals with the presentation of related literature. In the third chapter methodology which includes research approach, research design, population and sampling, source of data, data collection, research instrument, validity and reliability and ethical consideration are presented. The fourth

chapter states result and discussion. Finally chapter five is about summary of findings, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature Review

The aim of this section is to review some of the important literature relate to the study. Due to different problems in our country it was very difficult to collect reliant and adequate information. This section therefore includes conceptual definition of consumer behavior, consumer decision making process, factors affecting consumer buying decision, model of consumer behavior and other related concepts.

2.1.1 Consumer buying behavior

Consumer make many buying decision every day, most large companies research consumer buying decision in great detail to answer questions about what consumer buy, where the buy, how and how much they buy, when they buy and why they buy. Marketers can study consumer purchase to find answer to questions about what the buy, where and how much consumer behavior are influenced strongly by cultural, social, personal and psychological characteristics, (Kotler, 1996).

The field of consumer behavior covers a lot of ground. It is the study of the processes involved when individual or groups select, purchase, use or dispose of product, service ideas or experience to satisfy needs and desire. The perspective of role theory takes the view that much of consumer behavior resembles action in play. As in a play each customer has lines, props and customer necessary to put on good performance because people act out and producers at

the time of purchase. Most marketers now recognize the consumer behavior is an ongoing process. (Michael Solomon, 2002).

The Consumer behavior study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. The consumer environment influences how the consumer feels consider and act. The environmental features are, for instance, comments taken from other customers, advertising, packing, price, and product appearance etc. (.Paul & Jerry C, 2005)

The consumer behavior is related to the physical action of a consumer, which can be measured straight. Frequency of visiting stores or shopping malls can be measured. To select a specific store then to go there is very difficult to choose and observe directly. Where different types of behavior can be measured including a shopping pattern in stores. This kind of measurement is very hard. The behavior can be analyzed in different ways, by offering lower price, better service and good quality. (Papanastassiu and Rouhani, 2006)

Consumer behavior mainly sheds light on how consumers decides to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses study of what, when, why and where the consumers will buy their products. It also focuses on how often the consumers use the products. Furthermore, it also sheds light on how the consumers evaluate the products after the purchase and the effect of evaluations on their future purchases. (Schiffman Kanuk, P.08)

A consumer engages in purchasing activities several times per day. The purchase itself is the only visible evidence of a more complex process that a consumer goes through for every decision he or she makes. However, every purchase decision is different and requires different amount of time and effort.

2.1.2 Consumer's Decision-Making Process

A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase post purchase behavior comes where the consumer evaluates the received satisfaction level. (Kotler & Armstrong 2010, p. 177.). Kotler and Armstrong (2010) suggest that the consumer can skip a few stages during a routine purchase. However, when a consumer faces a new and complex purchase situation, all of these five stages that are shown in Figure 3, need to be used to complete the buying process.

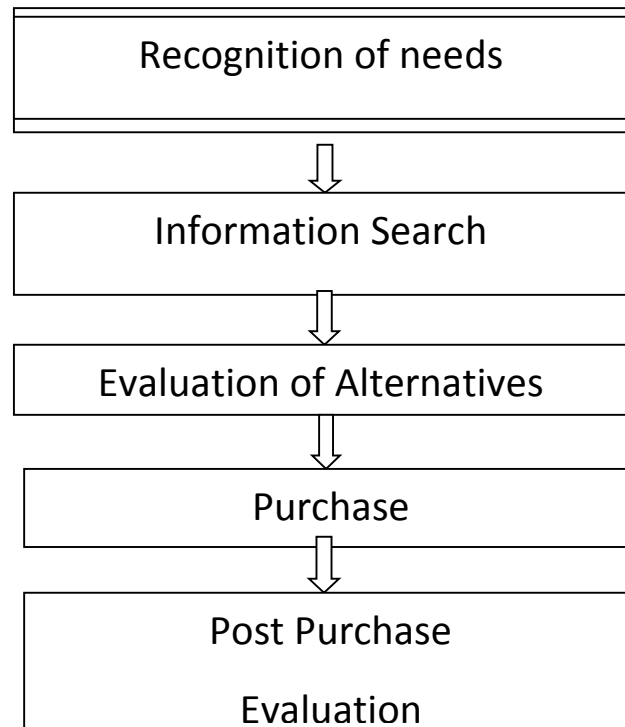


Figure 1. A buyer's decision-making process (Riley 2012)

A decision-making process starts with the **recognition of need**. There are a few types of classifications of need recognition. One type is where the buyer recognizes a need or problem that can be triggered by internal or external stimuli. Internal stimuli are a human's basic needs, for example hunger that makes stomach grumble and gets the consumer buy a hamburger. External stimuli can be for example an advertisement that can get you to thinking about buying

a new computer. (Kotler&Armstrong 2010, p. 178.) At this stage the consumer often sees a significant difference between the current state and desired state. The need recognition process can occur naturally but often marketers can set it in motion. Marketers are trying to create demand where consumers are encouraged to use a product regardless of the brand they choose. Marketers will try to convince consumers to choose their brand instead of others. (Solomon, 2004, p. 297).

Another classification type of need recognition includes:

1. **Functional need:** the need is related to a functional problem. The consumer purchases a washing machine to avoid doing laundry by hands.
2. **Social need:** the need comes when a consumer wants social recognition or desire belongingness. The consumer can purchase luxury items to look good in front of others.
3. **Need for change:** the consumer feels need to change. This can result in the purchase of new clothes or furniture to change current appearance. (Perreau, 2014.)

At the second stage of the decision-making process, the consumer engages with **information search**. Sometimes consumers can choose products without any information and other times information needs to be searched carefully for identifying all alternatives. (Solomon 2004, p. 299.) The consumer can get information from multiple sources by talking with friends or family, reading magazines or using the Internet search or handling the product. The amount of the searching will mostly depend on your drive, obtaining of the information and satisfaction got from the search. Nowadays consumers get a huge amount of information from commercial sources that are controlled by marketers. Still, the most effective sources tend to be personal such as family or friends. Consumers can obtain information and increase awareness towards available brands. This information helps consumers to drop some brands when making the final selection of the brand. (Kotler&Armstrong, 2010, p. 178.)

After information is collected, the consumer will be able to evaluate the different alternatives. The **evaluation of alternatives** will vary among customers and purchases. (Wright, 2006 p. 28). In some cases customers make little or no evaluation and make their buying decision based on impulse and intuition. In cases where little or no evaluation of alternatives is used can be originated by a habitual decision process. On the other hand, the consumers who are engaged to an extended problem solving process may carefully evaluate among several brands. The alternatives that are actively considered during the selection process are known as consumers' evoked set. This evoked set consists of products or brands that are already in the consumer's memory plus important ones in retail environment. Even if a consumer ponders among many alternatives, the evoked set usually includes only a small number of alternatives. These alternatives share few similar features with each other. (Solomon 2004, p. 305.)

At the fourth stage, the consumer has evaluated alternatives and is ready to proceed to the **actual purchase** itself. Typically, the consumer's purchase decision is to buy the most preferred brand. There are factors that can affect the consumer's buying decision such as the attitudes of others or beliefs about the brand created by marketers. (Kotler&Armstrong, 2010, p.179). Sometimes to simplify purchasing decisions, consumers can make mental shortcuts that can lead to hasty decisions. Particularly when limited problem solving occurs before making a choice these kinds of shortcuts can range from universal thoughts like "higher price products are higher quality" or "buy the same brand than last time" to specific "buy the same brand that my mother used to buy". These shortcuts can turn out to be unfavorable to the consumer. (Solomon, 2004, p. 312.)

As mentioned earlier, the decision-making process continues after the purchase decision has already been made. The last stage of the buying process is **post purchase behavior**. After the consumer has purchased the product, the consumer will evaluate the satisfaction level. If the

consumer feels disappointment, expectations towards the product have not been met. (Khan 2006, p. 168.) If the product meets expectations, the consumer will be satisfied and willing to spend more on this specific brand in the future. Furthermore, consumers' high level of satisfaction can be translated into brand loyalty. This usually happens when consumers' expectations have been exceeded. (Kardes et al. 2011, p. 91).

2.1.3 Level of Consumer decision making

Not all consumers decision making situation receive or require the same degree of information search on efforts ranges from very high to very low we can distinguish three specific level of consumer decision making.

1. Extensive problem solving

When consumers have no establish criteria for evaluating a product category have no narrowed the numbers of brand they will consider to a small manageable subset their decision making efforts can be classified as extensive problem solving.

2. Limited problem solving

At this level of problem solving consumers already have established the basic criterial for evaluating the product category however they have not fully establish preference concerning a selected group of brands. Their search for additional information is more like fine tuning. They must gather additional brand information to discriminate among the various brands.

3. Reutilized response behavior

At this level consumer have some experience with the product category and well established sets of criteria with which to evaluate the brand they care considering (Kanuk, 1997:558-559)

2.1.4 Different Types of Decision-Making

All consumer-buying decisions are not alike and amount of effort put into the decision making process differs. When the decision-making process is almost automatic, snap judgment can be

made with little information search. This kind of routinely made buying decision involves little risk and low involvement. Other times the decision-making process requires a lot of time and information search. The products that are bought rarely involve high risk and extensive problem solving. (Kardes et al. 2011, p. 71.) Figure 4 shows four types of decision-making based on the degree of consumer involvement.

	High Involvement	Low Involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

Figure 2. Four types of buying behavior (Kotler&Armstrong 2010, p. 176.)

Complex buying behavior can be initiated by a motive that is central to an individual’s self-concept. The products that are bought seldom like a house or a car require considerable amount of consideration before the purchase decision. The consumer is highly involved because the product is expensive, risky and reflects the consumer itself. Many brands can be evaluated separately to see which brand responds best to the set of desired characteristics. (Kotler&Armstrong 2010, p. 176; Solomon 2004, p. 295.)

Complex behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers’ are highly involved in case of expensive and highly self-expressive products. The consumer engages in extensive information to search and to learn

about product category so as to be able a good purchase decision. For example, when a consumer decides to buy a car, he seeks information about the available brands and compares his collected information about each brand and finally makes up his mind. (Kotler and Armstrong, 2003)

During **dissonance-reducing buying behavior** consumers are highly involved, because the product can be expensive, self-expressive and bought infrequently. However, consumers see little or no difference among the brands. It is a straightforward and simple activity to choose a product among alternatives even if the consumer may shop around. (Kotler&Armstrong 2010, p. 176; Solomon 2004, p. 295.)

In case of dissonance reducing buying behavior the level of consumer involvement is also high. Consumers typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase. In this type of consumer behavior the consumers find it difficult to differentiate among the brands. For example consumer buying carpet may come across of dissonance reducing buying behavior, as carpets are usually expensive and self-expressive. In case of carpets, consumers may deem most of the available carpet brands in the market within a certain price range to be of the same quality. Consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort).⁸⁶ (Kotler, and Armstrong, 2003).

Habitual decision-making choices are usually made routinely with little or no conscious effort. This is almost opposite to extended decision-making where information is searched. Many decisions are made so routinely that the consumer does not even realize them before seeing products in the shopping cart. It is almost like consumer works automatically without conscious control. This kind of activity can be seen dangerous or stupid, but at the same time efficient. The consumer can minimize the time used selecting products and energy spends on decisions. This habit becomes a problem for marketers when they want to change the

consumer's old habits by introducing a new product. (Solomon, 2004, p. 295). The products that are purchased frequently like coffee can be categorized to the habitual decision-making mode. Selecting a coffee brand does not need high consideration or information search; it can be just picked up from the shelf and bought. The involvement level is low in this case and consumers are likely to stay with one brand for a long time.

In case of habitual Buying Behavior, consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands. An example of low-involvement product is tooth paste. The level of consumer involvement in this sort of product category is very low. In case of habitual buying behavior, consumers merely go to the store to buy the product without a high level of involvement. If the consumers keep buying for the same brand over and over again, it becomes their habit. It is as if that the consumers have developed a brand loyalty for that specific brand rather they buy the product out of habit. Generally speaking, consumers are usually lowly involved when the product is cheap (Kotler, 2003). The level of consumer's involvement is also low in case of products that are frequently purchased. Consumers do not usually seek information much pertaining to available brands before making purchase decision. The consumers don't assess different attributes of the available brands and make purchase decision as to which brand to buy. Consumers glean information relating to various brands and their attributes through watching television or reading newspapers (Kotler, 2003)

The last type of decision-making is **variety seeking buying behavior**. As the name already reveals, consumers are interested to change the brand for the sake of variety rather than dissatisfaction. Consumers can make buying decisions without evaluation and evaluate the brand during consumption. However, next time the consumer might pick up a different brand simply to try another brand. (Kotler&Armstrong 2010, p. 177.). These kinds of decisions are usually made with the products that are bought everyday like cookies or coffee. Marketers can

encourage consumers to variety seeking by offering low prices, free samples, or special deals. In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another. As an example we can think of confectionery, consumers might have beliefs about a brand and choose a brand without much evaluation. But they evaluate that product at the time of consumption. But when the consumer goes shopping next time, he or she may go for another brand either because of boredom or simply to test a different brand. Brand switching happens not because the consumer is dissatisfied but because of variety. (Kotler, 2005).

Uggla (2001), explain consumer behavior in to two different type's i.e. Cognitive and experience oriented. The consumers who have cognitive behavior are rational and logical consumers while the experience oriented consumers have more emotional motives for buying a product. In comparison Dalqvst and Linde (2002) have defined four types of consumer behavior: rational, unconscious, learned and social behavior. The different behaviors are characterized by the order of three steps: knowledge, attitude and action. Rational behavior: if consumers have a rational behavior, they start to get some knowledge about the product and what the market may offer. By evaluating the information they get an attitude towards the products and finally they act, either buying the product or not. This behavior is more common when consumers are buying expensive products like cars. (Knowledge→Attitude→Action). Unconscious behavior: when consumers have unconscious behavior they start with an attitude towards the products and the attitude comes from emotions and feelings. From the attitudes the consumers find information about the product and from that they get knowledge. At last they have the action, their choice. This type of behavior is common when it comes to voting for politics. (Knowledge→Attitude→Action) Learned behavior: reflexes settle the choice of product. When the consumers choose a product they do not plan their choice; they do it by

habit. This behavior usually occurs when consumers buy newspaper. (Knowledge→Attitude→Action). Social behavior: when consumers have a social behavior they choose the products depending on what social environment they live in. their lifestyle, status and influence from others decide what product they will buy. According to Khasawneh and Hasouneh (2010) Customers realize the importance of brand while in their purchasing decisions and customers' demographic characteristics have no significant relation and effect on brand awareness. People prefer the branded products with higher prices because they consider that branded items have more quality than non branded products. Quality is defined as evaluation of excellence and superiority of the product (Zeithaml, 1988). In the previous studies, some researchers argued that quality cannot be defined and quality is objective which can be measured. In a different thought others believed quality cannot be measured. Combining this two approaches quality is divided into objective of quality and perception of quality (Anselmsson, ULF, & Persson, 2007). Objective of quality is evaluation of the product based on physical characteristics. While perception of quality considers subjective notation which is consumer evaluation of the product and judgment that based on some attributes. Richard (1996) defined perceived quality in terms of consumer judgment of intrinsic attributes (taste, ingredients, nutrition value and overall quality (Bellizzi et al 1981; Cunningham et al 1992). According to Collins (2003) consumer evaluates the quality in association of extrinsic and intrinsic cue. Intrinsic cue is the perception of quality through physical characteristic of the product (color, size, flavor or aroma) while extrinsic cues are attributes which have some relations with the product (package, price, advertising and peer pressure). Because extrinsic cues are more familiar with customers, based on these cues it is easier for them to evaluate the products (Hoch & Banerji, 1993, p. 99). The variability in product creates perception difference among individuals. According to Richardson (1996), quality perception determines consumer proneness to buy Coca-Cola. However, product quality comparison

assessment is evaluated by the consumers not by the companies. Sometimes consumers give higher value to lower attributes (Richardson, P.S, Jain, A.K and Dick`, A, 1996). In addition to that, consumer perception of quality change over time as a result of added information. For that reason, marketers must track perception through product align and promotion strategies (Zeithaml, 1988, p. 18).12Lascu and Zinlchan (1990) and Chen-Yu and Seak (2002) note on their studies that “ purchasing decision as the process whereby a person as final consumer perceive a certain product or service to the point of exchanging it with money after accepting its attributes such as quality, quantity and function.According to Barry E. Thomas, he writes that “there are several types of suppliers found in market place including retailers and wholesalers. Retailers are the suppliers who buy goods and resale to final consumer’s while Wholesalers are suppliers who buy both finished and unfinished goods in large quantity for further production then resale to retailer and other wholesalers. According to Kotler, P. 2008, he writes on buyer decision process. In this textbook he divides into five processes such as need recognition, information search, Evaluation of alternatives, purchase decision and post purchase behavior. But our study focus on the fourth process” purchase decision” the buyers decision about which brand to purchase but two factors can come between the purchase intention and the purchase decision such as attitudes of others and unexpected situational factors. For example, a close competitor might drop it price in order to make customers to purchase their products.In addition to that Richardson John E, (2005), Annual Editions Marketing, the Dushkin Publishing Group, gives a concept on purchasing decision that “it involves three perspectives which are decision making, the experiential and behavioral influence. This is under the fact that decision making holds the buying behavior results from final consumers’ engaging in a problem- solving task in which they move through a series of stages- once a person identify a problem(example transportation), he or she will solve that problem by deciding to buy a car, hence buying behavior exists. The experiential perspective

argues that a person makes purchase in order to create feeling, experiences and emotions rather than to solve problems. Behavioral approach proposes that final consumers will decide to buy after being influenced by several factors such as environment, culture, education, income level, age, life style, family and others many.

2.1.5 Factors affecting consumers' purchasing decision

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. 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, pp. 6-8.)

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. (Kotler&Armstrong 2010, pp. 160.)

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, p. 8.)

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior; marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler&Armstrong 2010, p. 160.) The following chapters focus on the social, personal and psychological characteristics of consumer behavior.

2.1.5.1 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.) Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers' behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspirational groups are groups where a consumer aspires to belong and wants to be part in the future. (Kotler&Armstrong 2010, p. 164; Khan 2006, p. 58.)

Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits. (Kotler&Armstrong 2010, p. 169; Khan 2006, p. 68.) For example, the consumers who have created brand perceptions when they were young can carry out these same brand selections in the adult life without even recognizing that their family influenced these selections. Individuals play many different roles in their lives. Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around him. (Kotler&Armstrong 2010, p. 170.) Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. In many societies status is important and people want the admiration

of others. Social status can be acquired by being successful in life or being born into money.

Product and brand selection often reflects the social role and status. (Wright 2006, p. 360).

2.1.5.2 Personal factors

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept.

Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture.

Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime.

Family life stages change purchasing behavior and brand selection. Traditionally a family life

cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples,

same sex couples, single parents and singles marrying later in life. (Kotler&Armstrong 2010,

p. 170.) It can be assumed that consumers' taste can change during lifetime and has influence on coffee brand selection in different stages of life. A consumer's occupation and purchasing

power influence purchasing decisions and buying behavior. The income level affects what consumers can afford and the perspective towards money. People, who share similar

occupations, tend to have similar taste in music, clothing and leisure activities. They usually

socialize with each other, and share the same kind of values and ideas. Income level affects

on what consumer can afford and perspective towards money. (Solomon 2004, p. 12.)

Individuals from lower income groups are probably more interested in buying products that

are necessary for survival than spending on luxury brands or designer clothes. Consumers'

life style tells how the person lives and spends money. It is combined from earlier experiences,

current situation and congenital characteristics. The product choices that consumers make are

related to their lifestyle. An individual's lifestyle consists of different life style dimensions.

(Khan, 2006, p. 18).

These dimensions are:

1. Activities describe how consumers spend their time, e.g. work, hobbies or vacations.
2. Interests are consumers' preferences and priorities e.g. family, home or food.
3. Opinions tell how consumers feel about different issues, e.g. themselves, politics or products. (Plummer, 1974, p. 34).

These life style dimensions express a person's pattern of living. Lifestyle will influence consumers' buying behavior and decisions. (Kotler&Armstrong 2010, p. 170.)

Personality distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance. (Kotler&Armstrong 2010, p. 172.) Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, values and people around us shape our personality. Personality alters during life when a person grows up and changes surroundings. (Wright 2006, p. 296.)

Self-concept is a multi-dimensional and complex term. Kardes et al. describes the self-concept as follows "Self-concept is often described as the totality of an individual's thoughts and feelings regarding him/herself as an object." In another words, it is the image that people hold about their selves formed by attitudes and beliefs. Many brands have developed an image and personality that correspond with consumers' values and traits. It allows consumers to express themselves through brand choices. (Kardes et al. 2011, p. 230.) There are five dimensions of brand personality: sincerity, excitement, competence, sophistication and ruggedness.

Each of these dimensions includes different factors that relate to human personality dimensions, as shown in Figure 1. In the first dimension sincerity brings amiability of the brand by reflecting honesty and down-to-earth values. Excitement offers consumers up-to-date information and a spirited alternative like technology brand Apple. When using Mac computers, consumers can feel their selves young and laid back. While a brand that stands for

competence offers responsibility and security to consumers. Sophistication affects upper class consumers by charming with luxury, e.g. designer products such as Gucci or Rolex. The fifth dimension is ruggedness that attracts consumers opposite of sophistication. Ruggedness represents brands that are seen as tough, strong and outdoorsy. (Kotler&Armstrong 2010, p. 172; Kardes et al. 2011, p. 243; Arpan 2011.)

A BRAND PERSONALITY FRAMEWORK

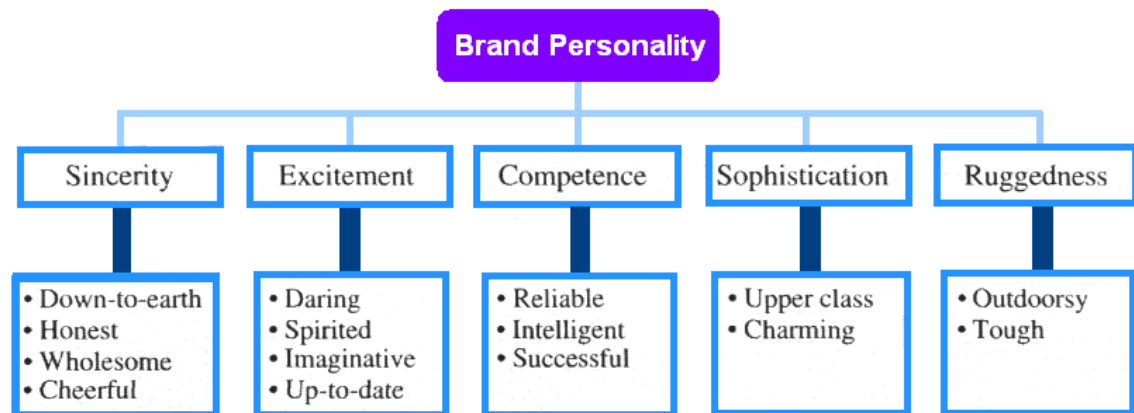


Figure 3. A brand personality framework (Arpan 2011)

2.1.6 Hierarchical Theory of Needs and Purchasing Decision

The first step in consumer purchasing process is the need recognition or motivation, where consumers realize that s/he has need for something. Maslow theorized that people have to fulfill their basic needs such as food, water, shelter and clothes that develop the Hierarchy of Needs model in 1940-50s USA, and the Hierarchy of needs theory remains valid today for understanding human motivation, management training, and personal development. Indeed, Maslow's ideas surrounding the Hierarchy of Needs concerning the responsibility of employers to provide a workplace environment that encourages and enables employees to fulfill their own unique potential (self-actualization) are today more relevant than ever. Abraham Maslow's book *Motivation and Personality*, published in 1954 (second edition 1970) introduced the Hierarchy of Needs, and Maslow extended his ideas in other work, notably his

later book toward a psychology of being, a significant and relevant commentary, which has been revised in recent times by Richard Lowry, who is in his own right a leading academic in the field of motivational psychology. The Maslow's Hierarchy of Needs five-stage model below (structure and terminology - not the precise pyramid diagram itself) is clearly and directly attributable to Maslow; later versions of the theory with added motivational stages are not so clearly attributable to Maslow. These extended models have instead been inferred by others from Maslow's work. Specifically Maslow refers to the needs Cognitive, Aesthetic and Transcendence (subsequently shown as distinct needs levels in some interpretations of his theory) as additional aspects of motivation, but not as distinct levels in the Hierarchy of needs. Where Maslow's Hierarchy of needs is shown with more than five levels, these models have been extended through interpretation of Maslow's work by other people. Consumers need for uniqueness is symbolic because it drives consumption decision about how s/he expresses his/her own identity. Achievement, status, affiliation and belonging are symbolic because they reflect consumers' social position or role.

A buyer's choices are also influenced by four psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times. (Kotler&Armstrong 2010, p. 173.) Figure 2 shows Maslow's hierarchy of needs from the most pressing at the bottom and the least pressing at the top. The basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need.

Maslow's needs are:

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

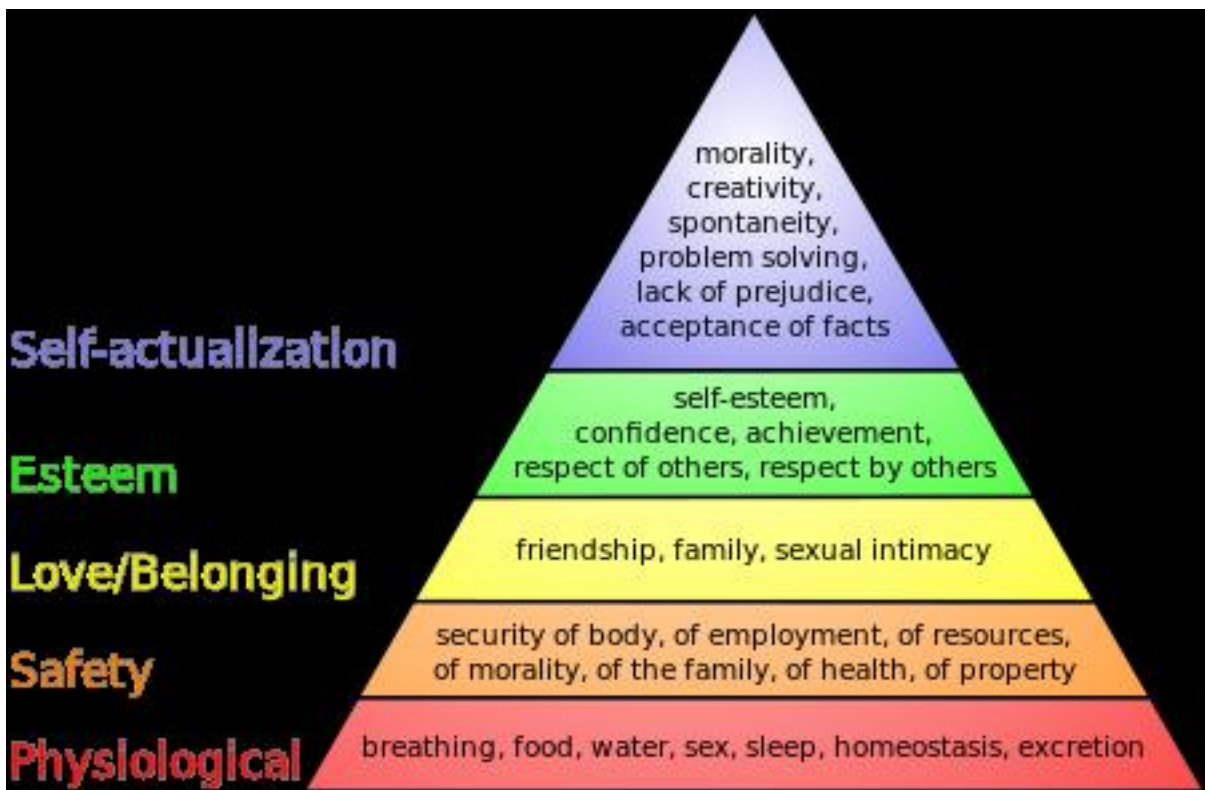


Figure 4. Maslow's Hierarchy of Needs (Wikimedia Commons 2013)

A person acts according to his or her perception of the situation. Each person receives thousands of sensory stimuli like light, color, sound, smell, taste and texture per day. Perception is the process through which these sensations are selected, organized and interpreted to form a meaningful picture of the world. People have a possibility to form different perceptions of the same stimuli due to three perceptual processes: selective attention, selective distortion and selective retention.

At the selective attention process an individual focuses only on a few stimuli that he is exposed. Consumers might neglect many stimuli in the environment and only focus on those related to their current need. For example, a consumer who desires to have a new car will pay more attention to different car ads while neglecting ads about houses. Selective distortion describes how people will interpret information in the way that it supports what they already believe. Every individual have different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example for brands, the message that brands communicate will never be the same among different consumers. When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what person will retain from particular stimuli or situation. This can be seen when consumers remember good points about brand they favor and forget everything good about rival brand. (Kotler&Armstrong 2010, p. 174.)

When people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time. Consumers' knowledge of the world changes constantly as they are exposed to new stimuli and situations. They can receive feedback that allows them to alter behavior when finding themselves in the same kind of situation than before. (Kotler&Armstrong 2010, p. 175; Solomon 2004, p. 83.) The consumer who has negative experience with furniture is more likely to avoid that brand in the future because he remembers the previous experience with that.

Through learning and experiencing, consumers acquire beliefs and attitudes. A belief is a vision that consumer has on something. It can be based on real knowledge, faith or opinion. External influence like family or neighbors combined with learning produces beliefs that will influence consumers' buying behavior. Different kinds of people have different attitudes concerning religion, politics, food, music and many more. The attitude describes consumers' feelings or evaluations toward an object or idea. Both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's personality. (Kotler&Armstrong 2010, p. 175).

2.2 Empirical Literature Review

A thesis conducted by Tanja Lautiainen, 2015 in Finland on factors affecting consumers' buying decision in the selection of a coffee brand states some factors as personal, social and psychological in selecting a specific coffee brand. Results of the empirical study indicated that there was a relationship between social, personal and psychological factors and the decision-making process in coffee brand selection, but it was not credible. It can be said that these factors have effect when consumers are making decisions concerning purchasing. The result shows that family, friends and neighbors are the most important factors that affect on decision making when selecting coffee brand. This gives an answer to research question that was set for this study. In addition, consumers can also base their selection on beliefs and attitudes of psychological factor. The research showed that consumers are using different steps of the decision making process during purchasing. However, there was indication that consumers make often impulse decisions when the steps of the decision making process are discarded. The results of the study give the general view that social, personal and psychological factors have some effect.

The other research conducted by Kakiza Clara, W on factors affecting purchasing decisions of the consumers on Coca Cola products, a case of Kinondoni district (DAR ES SALAAM)

in 2015 also depicts such as subjective and objective factors which affects consumers buying decision. Among the factors which stated in this research work are income level, price, attitude, advertisement, social influence, fashion, education and family life cycle.

According to Richardson (2005), “during the 1990s and early 2002s. Coca-Cola Company conducted a Marketing research in United States of America under a problem” “Final consumer purchasing decision behavior” The problem arises the little as “Assessment of new taste of product to Final purchasing consumer decision behaviour” The general objective of the study was to investigate if new taste of the same product will affect the purchasing decision behaviour of final consumers. The company produced the “Current Coke” with new taste compared to the “Old Coke” without informing the consumers. The company selected New York City as a place to conduct the study and it used an interview in collecting the information from each consumer. The observation was that, consumers after recognizing that the “Current Coke” taste better than Old Coke, they stopped to purchase old coke; Therefore purchasing decision behavior of final consumers an old coke affected by new taste of current coke. The general objective of the company’s study is similar to the objective of this research proposal, because what caused final consumers not to re-purchase old coke is influential factor which is taste, which seems to be different from current coke,” hence final consumers become loyal to it. Due to this fact, taste may be one among the factors which may affect final consumers purchasing decision as introduced in the hypothesis of this study. The study conducted help, the company to defend against the competitors who produce the same taste products similar to the Coca-Cola Company. The company used random sampling technique in order to get and gather the data from the customers, an interview was the best method of data collection used by the company and statistical analysis used as method of data analysis. The objective of the study conducted by that company not because the final consumer’s purchasing decision

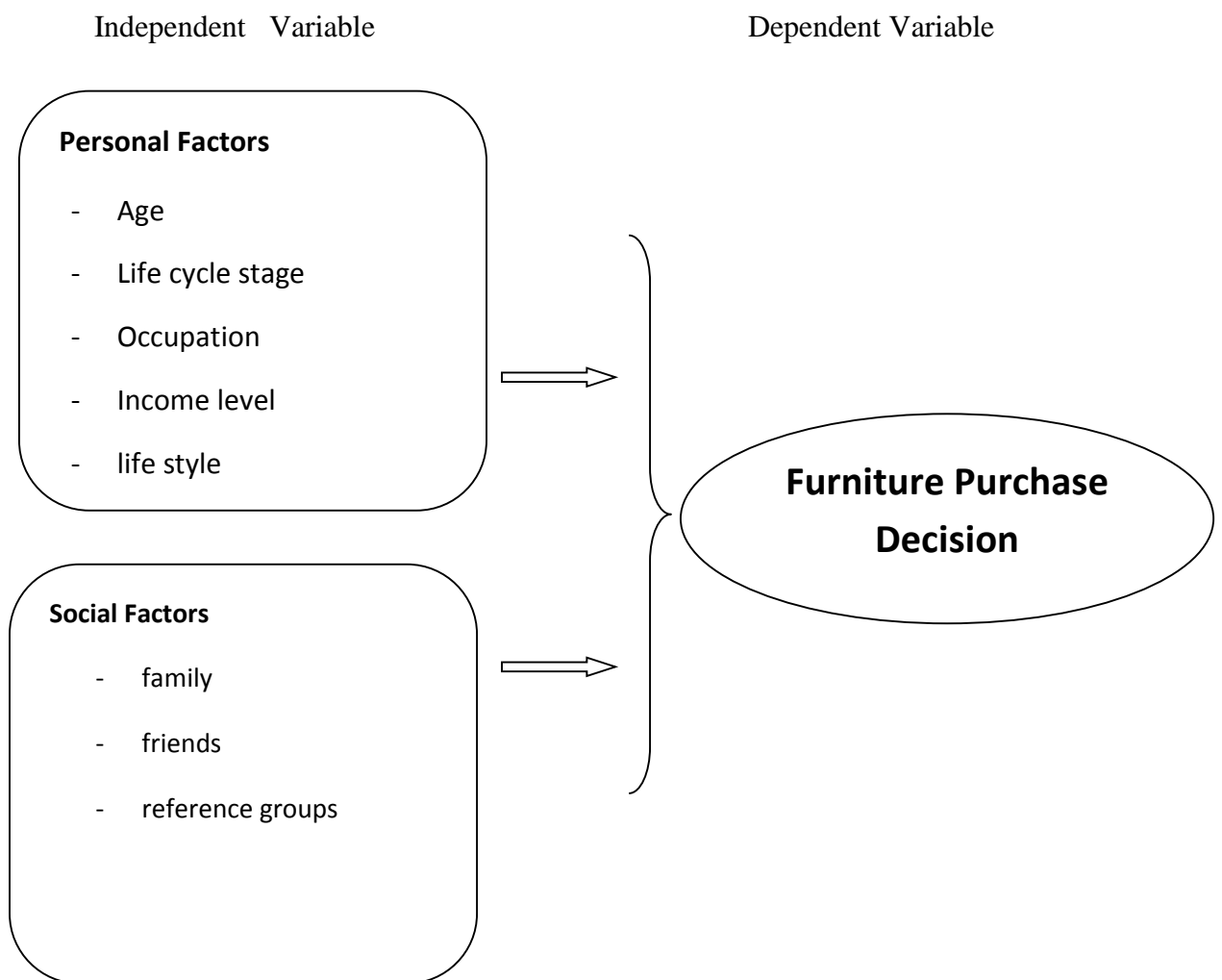
affected after the change of the taste of old coke, hence taste change to the same product affect the purchasing decision of final consumers.

The study conducted by Coca-Cola Company has several strength and weakness, starting by strengthen of the study is that the company became aware that if the competitions such as SBC-Company (Pepsi) decide to compete by producing the same products with different taste will affect the market share of their products (soft drinks) hence, Coca-Cola Company came-up with varieties of soft drinks with different taste in order to maintain the market and market share of their products.

Apart from that, the study conducted by Coca-Cola Company has some weakness such as the company selected only a single factor which is taste to be tested and investigated if will affect the purchasing decision behavior of the final consumers while there are several factors which may affect the purchasing decision of final consumers. In order to address the weakness made by Coca-Cola Company on their study, this study will investigate the other factors which may affect purchasing decisions of final consumers in our case of furniture materials.

2.3 Conceptual Framework

In this research thesis the dependent variable is the consumer purchase decision and the factors of social and personal are the independent variables. Social factors include reference groups and family members influence and also social status of the consumer. Personal factor includes buyer's age and life cycle state, occupation, income level, lifestyle, and personality and self-concept. The above independent variables have both positive and negative relationship with the dependent variable depending on the consumer's situation. For example if the consumer life style is modern and follows the fashionable furniture brands it affects the purchase decision for recent furniture brands positively. But if the consumer lifestyle is not modernize it can affect negatively the purchase decision for furniture material, he/she may not have a plan or intent to purchase any type of furniture.



Source: Tanja Lautiainen, 2015

Figure 5 conceptual frameworks for factors which affect buying decision

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

Research methodology is the specific procedures or techniques used to identify select, process and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It includes the research approach, research design, population and sampling, source of data, data collection method, the research instrument, validity and reliability, data analysis and ethical consideration.

3.2 RESEARCH APPROACH

The study is focused on the effects of personal and social factors on purchase decision. Thus, this research were based on quantitative research method which deals with use of statistical tools and numbers to address the previously mentioned research questions and to test the constructed hypotheses. Quantitative approach is a formalistic and a structured way of collecting data. Quantitative methods are characterized by measurable data which can be expressed in numbers or other quantities. This gives a basis for the presentation of frequencies, distributions, correlations and regressions (Muijs D., 2004).

3.3 RESEARCH DESIGN

The research employed a descriptive and explanatory research design for this study. Descriptive research design describes behavior, attitudes, values and characteristics (Kothari, 2004). The descriptive research design was found to be appropriate for this study because the purpose of the study was to investigate personal and social factors influencing consumers' buying decision of furniture. To accomplish the study objective and to answer the stated research question, descriptive and inferential statistics were employed. Descriptive statistics were used to compute frequency, percentage, mean and standard deviation. Inferential statistics such as correlation and regression were also applied to identify the relationship between the variables and purchase decision of customers.

3.4 POPULATION AND SAMPLING

3.4.1 Population

This study selects furniture customers live in Addis Ababa city Jemo area. The site named Jemo condominium Site is a cluster of 10,064 condominium houses in which there are business shops (Studio houses) and houses for dwellers. It is divided in to 3 specific sites naming Jemo 1, Jemo 2 and Jemo 3. For this research thesis the total population is the numbers of households which are found in Jemo 1 site are 3100 households other than business shop houses. Therefore the total population for this study is 3100 dwellers in Jemo 1 site condominium houses.

3.4.2 Sampling technique

Since, the study of personal and social aspects of customers is qualitative research type, for this research the preferable sampling method is non probability convenience sampling method where subjects are selected because of their convenient accessibility and proximity to the researcher.

3.4.3 Sample size

By using the modification for the Cochran formula for sample size calculation in smaller population $n = \frac{no}{1 + ((no-1)/N)}$, where “no” is Cochran’s sample size recommendation i.e 385, N is the population size and n is the new adjusted sample size. By this sample size determination formula 285 sample customers will be taken from the total population using convenient sampling.

3.5 SOURCE OF DATA

The study uses the primary data source. The primary source of data was collected from individuals who are consumers of different home furniture brands in the condominium houses around Jemo.

3.6 DATA COLLECTION METHOD

The primary data was collected through questionnaire which was distributed to different condominium home size customers for home furniture. Before full scale distribution, a pilot study was conducted to test if any problem in wording or in adequacy that might lead to misunderstanding or misleading of the questionnaires in one site from 20 individuals. From the pilot survey there was no significant problem was identified and the questionnaire was adopted and used without any modification for data collection.

3.7 RESEARCH INSTRUMENT

The instrument for data collection in the form of a structured questionnaire was designed to elicit information on demographic aspects and personal & social factors for buying home furniture. The questionnaire had close-ended questions in it. The questionnaire contains two sections. The first part was related to the demographic & personal data. The second section was about the main research questions i.e personal and social factors for buying decision. The

responses obtained in 5-point Likert scale are quantified as 1, 2, 3, 4, and 5 for strongly disagree, disagree, neutral, agree, and strongly agree respectively.

3.8 RELIABILITY AND VALIDITY

3.8.1 Reliability

For a research instrument to be reliable, it must be capable of yielding consistent results when used more than once to collect data from two samples drawn randomly from the same population (Mugenda & Mugenda, 1999). Reliability refers to the degree to which measure of stability and consistency of a concept. Reliability is particularly at the issue connection with quantitative research (Bryman & Bell, Business Research Method, 2011). Or Reliability occurs when different researchers in different occasion find the same results and make sense (Saunders et al., 2003).

3.8.2 Validity

Validity is the degree to which the findings really are what they appear to be about. Basing on the evidences and data used and those which were collected from the field, Validity concerned with the integrity of the conclusions that are generated from the research. Or Validity is true measurement in order to approve that a deep study of varies related course should be considered (Bryman & Bell, Business Research Method, 2011).

3.9 DATA ANALYSIS

Once the raw data were on hand, quantitative method of data analysis were used. With the quantitative data collected through the questionnaire a descriptive and explanatory statistical

analysis method was used. Descriptive research involves gathering data that describes events and then organizes, tabulates, and describes the phenomena. The raw data were organized and grouped on the basis of common characteristics. As a result, the data obtained via the questionnaire were tallied and the frequencies were converted into percentages. Tabulation methods & percentages were used with explanations and lastly interpreted after considering all relevant factors. The researcher used tables and correlation and regression model SPSS 24 to aid the reader in understanding the paper.

3.10 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. The objectives of the study were clearly stated in the proposal and the participants were appropriately informed about those objectives. This research is conducted for the academic purpose. The researcher was not put participants at risk, respect vulnerable populations, and participants will remain confidential, if the need arise.

Confidentiality, the information obtained were kept as confidential information and used for research purpose only. Conflict of interest, the study does not cause conflict of interest between the researcher and participant. The researcher was not also used language or words that are biased against persons because of gender, sexual orientation, racial or ethnic group, disability, or age. Suppressing, falsifying, and inventing findings to meet a researcher's and/or participants' need were eliminated. generally the major ethical issues in conducting research includes informed consent, beneficence – do not harm, respect for anonymity and confidentiality and respect for privacy are considered in this research study.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1 Introduction

This chapter presents major findings and analysis of data gathered from respondents. The data were gathered through structured questionnaire and contains closed ended questions based on five point Likert scale to measure the effect of personal and social factors on customers purchase decision for home furniture materials.

Based on the sample conducted, 285 questionnaires were considered to the data analysis. The analysis involves the use of statistical procedures including basic descriptive statistics and in order to substantiate the relationship between the independent and dependent variables, correlation and multiple regression analysis were conducted by using SPSS 24.0.

4.2 Reliability Analysis of Variables

The most commonly indicator used for computing the internal consistency is coefficient alpha (Pallant, 2011). According to Zikmund et al. (2011) coefficient alpha ranges from 0 (no internal consistency) to 1 (complete consistency).

Scales with coefficient alpha between 0.8 and 0.95 are considered to have very good quality, scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability, and coefficient alpha between 0.6 and 0.7 indicates fair reliability (Zikmund et al., 2010). For this study, a Cronbach's Alpha score of 0.6 or higher is considered adequate when determining reliability (Fraenkel & Wallen, 2007). According to Hair Jr. et al. (2007) the rules of thumb about Cronbach's

alpha [(Alpha Coefficient Range, Strength of Association) (< 0.6= Poor), (0.6 to < 0.7= Moderate) (0.7 to < 0.8= Good), (0.8 to < 0.9= Very Good) and (> 0.9= Excellent)]

Table 4.1 Measure of Internal Consistency- Cronbach's alpha

Reliability Statistics		
Measures /variables/	Cronbach's Alpha	N of Items
Age	.613	2
Lifecycle stage	.715	3
Income level	.710	3
Occupation	.943	2
Lifestyle	.843	3
Friends	.712	3
Family	.891	3
Reference group	.699	2

Source: Sample data (2018)

As indicated in Table 4.1 the value of Cronbach's Alpha for Family (0.891), Lifestyle (0.843) and for Occupation (0.943) have the highest score that shows the Very Good correlation. The Lifecycle stage (0.715), Income level (0.710) and Friends (0.712) have good correlation whereas Age (0.613) and Reference group (0.699) has scored Moderate. In general the measuring variables of the eight variables in this study have consistency.

4.3 Descriptive Analysis

4.3.1 General/Demographic information of respondents

The researcher distributed a total of 342 questionnaires for the consumers of furniture, but only 285 questionnaires were returned to the researcher. The characteristics of the respondents are as shown below.

Table 4.2 Sex of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	111	38.9	38.9	38.9
	Female	174	61.1	61.1	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

Table 4.2 shows that 39% of the respondents were males while 61% of the respondents were females. This indicates that the majority of respondents are female consumers.

Table 4.3 Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	7	2.5	2.5	2.5
	21-45	248	87.0	87.0	89.5
	46-65	26	9.1	9.1	98.6
	> 65	4	1.4	1.4	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

From table 4.3 above, it can be concluded that sample customers in all age groups are users of home furniture. Table 4.2 shows that 2.5% of the respondents were below 20 years old, 87% of the respondents were 21-45 years old, 9.1% of the respondents were 46-65 years old and 1.4% of the respondents were above 65 years old.

Table 4.4 Education Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No School	9	3.2	3.2	3.2
	Primary	32	11.2	11.2	14.4
	Secondary	96	33.7	33.7	48.1
	Higher School	131	46.0	46.0	94.0
	Masters	17	6.0	6.0	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

Table 4.4 shows that majority of the respondents (46%) were higher learning education level, 33.7% of the respondents were secondary level, 11.2% were primary level, 6% of them are Masters and above level and the least percentage of the respondents (3.2%) were no school category.

Table 4.5 Occupation status of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	87	30.5	30.5	30.5
	Private Employee	119	41.8	41.8	72.3
	Self Employed	71	24.9	24.9	97.2
	Unemployed	8	2.8	2.8	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

As indicated in Table 4.5 Majority of respondents (41.8%) were private employed, 30.5% of the respondents were government employed, 24.9% of them were self employed and 2.8% of the respondents were not employed.

Table 4.6 Maritial_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	38	13.3	13.3	13.3
	Married	82	28.8	28.8	42.1
	Married with Children	165	57.9	57.9	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

The above Table 4.6 shows that majority of the respondents 57.9% were married with children, 28.8% of the respondents were married and 13.3% were single in their marital status.

Table 4.7 Income Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3000	59	20.7	20.7	20.7
	3001 - 8000	153	53.7	53.7	74.4
	8001 - 15000	67	23.5	23.5	97.9
	> 15000	6	2.1	2.1	100.0
	Total	285	100.0	100.0	

Source: Sample data (2018)

As stated above in the table 4.7 20.7% of the respondents earn monthly income of <3000 br, 53.7% were earn between 3000-8000 br, 23.5% of the respondents were between 8000-15000 income group and the least group 2.1% of them earn >15000 br.

4.3.2 Descriptive Statistics of the Variables

Items under each variable are aggregated to one to get the scores of them. The mean and standard deviation of each purchase decision making factor was analyzed and presented in the following table.

Table 4.8 Descriptive Statistics that measures Personal and Social Factors

Descriptive Statistics					
Variables	N	Minimum	Maximum	Mean	Std. Deviation
AGE	285	1.00	5.00	3.4035	.82136

LIFECYCLE STAGE	285	2.33	4.67	4.0901	.35394
INCOME LEVEL	285	2.33	4.67	4.2023	.45878
OCCUPATION	285	1.00	5.00	3.8316	.42965
LIFESTYLE	285	2.33	4.67	3.8772	.73006
FRIEND	285	2.67	4.33	3.9368	.27957
FAMILY	285	2.33	4.67	4.1181	.32932
REFERENCE GROUP	285	3.00	4.50	3.9544	.37250
Valid N (listwise)	285				

Source: Sample data (2018)

As table 4.8 depicted based on the measurement of personal and social factors which can influence purchase decision of customers, nearly they had similar mean value ranging from 3.4 for the customers age to 4.2 for income level. Thus, these implies that as personal and social factor variables taken into account for this study it didn't show variation in mean values or nearly the same. Therefore, these variables can affect furniture purchase decision of customers and furniture companies and also marketers can consider these as a factor to improve their sales.

Table 4.8 Descriptive Statistics that measures Purchase decision

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PURCDEC	285	1.00	5.00	4.2807	.74244
Valid N (listwise)	285				

Source: Sample data (2018)

The mean value of the purchase decision variable is nearly similar to personal and social factors with the mean value of 4.2. This value is the reflection of the personal and social factors. Even if there are other factors for the customers purchase decision, this finding revealed that the stated personal and social factors have some influence on the purchase decision of customers.

4.4 Inferential Analysis

With inferential statistics, the researcher trying to reach conclusions that extends beyond the immediate data alone. Thus, the researchers use inferential statistics to make inferences from sample data to more general condition. (www.socialresearchmethods.net).

4.4.1 Pearson Correlation Analysis

Correlation analysis deal with relationships among variables and helps to gain insight into the direction and strength of relation between the variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (1) to uncorrelated (0) to positively correlated (+1). The sign of the correlation coefficient defines the direction of the relationship. The absolute value indicates the strength of the correlation (Gogtay & Thatte, 2017). According to Asuero (2006) a correlation result which is zero indicates zero correlation, a result between 0.1 to 0.29 indicates a little correlation among variables, a result from 0.3 to 0.49 shows low correlation between variables, a result which is between 0.5 to 0.69 shows a moderate correlation, a result from 0.7 to 0.89 indicates high correlation among variables and a result from 0.9 to 1 indicates very high correlation between variables.

Table 4.9 Correlation of Personal and Social factors and Purchasing Decision of furniture

		Correlations								
		AGE	LIFECYC	INCOME	OCCUP	LIFESTY	FRIENDS	FAMILY	REFGR.	PUR.DEC
AGEVARIA	Pearson Correlation	1	.081	.215**	.307**	.325**	.219**	.247**	.308**	.212**
	Sig. (2-tailed)		.171	.000	.000	.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
LIFECYCLE	Pearson Correlation	.081	1	.329**	.255**	.301**	.342**	.439**	.474**	.556**
	Sig. (2-tailed)	.171		.000	.000	.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
INCOME	Pearson Correlation	.215*	.329**	1	.712**	.746**	.719**	.779**	.770**	.658**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
OCCUP	Pearson Correlation	.307*	.255**	.712**	1	.860**	.743**	.701**	.771**	.428**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
LIFESTYLE	Pearson Correlation	.325*	.301**	.746**	.860**	1	.806**	.734**	.791**	.443**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000

	N	285	285	285	285	285	285	285	285	285
FRIENDS	Pearson Correlation	.219*	.342**	.719**	.743**	.806**	1	.693**	.765**	.555**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
FAMILY	Pearson Correlation	.247*	.439**	.779**	.701**	.734**	.693**	1	.881**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	285	285	285	285	285	285	285	285	285
REFGROUP	Pearson Correlation	.308*	.474**	.770**	.771**	.791**	.765**	.881**	1	.744**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
PURDECIS	Pearson Correlation	.212*	.556**	.658**	.428**	.443**	.555**	.754**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	285	285	285	285	285	285	285	285	285
**. Correlation is significant at the 0.01 level (2-tailed).										

Source: Sample data (2018)

As per the correlation result as shown in Table 4.9 all items of personal and social factor have a positive and statistically significant relationship with customers purchase decision with p-value less than 0.001 although the strength of the relationship varies across different items of the factors. High correlation is observed between purchase decisions and with family (0.754) & reference group (0.744) variable; relationship with lifecycle stage, income level and friends is a moderate correlation with correlation coefficient of 0.556, 0.658 & 0.555 respectively. Occupation & Lifestyle variables show lower correlation coefficient of 0.428 & 0.443 respectively. The little correlation is identified with age of customers (0.212).

So, according to the correlation result positive coefficient means that there is a direct relationship between dependent and independent variable.

4.4.2 Multiple Regression Analysis

Before applying regression analysis to assess effects of personal and social factors on purchase decision, normality, multicollinearity and linearity test were conducted in order to ensure the appropriateness of data.

4.4.2.1 Multicollinearity Test

The correlation between customers purchasing decision and independent variables; Personal factors (age, lifecycle stage, income level, occupation and lifestyle) and Social factors (friends, family and reference group) have been presented and analyzed.

Table 4.10 Correlation Matrix

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	AGEVARIA	.864	1.157
	LIFECYCLE	.737	1.356
	INCOME	.308	3.250
	OCCUP	.231	4.338
	LIFESTYLE	.180	5.544
	FRIENDS	.292	3.425
	FAMILY	.196	5.106
	REFGROUP	.147	6.787

a. Dependent Variable: PURDEC

Source: Sample data (2018)

Mu''ge Arslan, F. and Altuna, O.K (2010) cited that the Variance inflation factor (VIF) value above 10 and a tolerance value below 0.10 pose a multicollinearity problem.

In this study as table 4.10 shows the colliniarity statistics analysis shows VIF value ranges from 1.157 to 6.787 and a tolerance value ranges within the value of 0.14 to 0.86. Therefore, according to this values both VIF and tolerance value indicate that this analysis have no serious multicollinearity problem.

4.4.2.2 Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. To determine whether the relationship between the dependent variable; customers purchasing decision and the independent variables; Personal factors (age, lifecycle stage, income level, occupation and lifestyle) and Social factors (friends, family and reference group) is linear; plots of the regression residuals through SPSS software had been used.

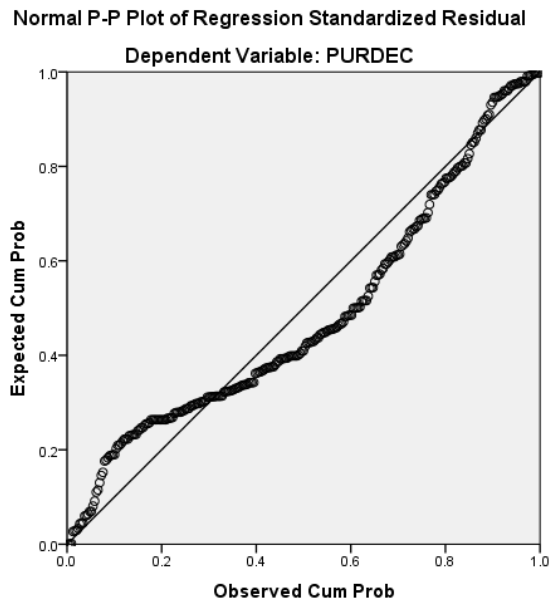


Figure 4.1 Normal Point Plot of Standardized Residual
 Source: Sample data (2018)

As shown in figure 4.1 the scatter plot of residuals shows no large difference in the spread of the residuals as you look from left to right. This result suggests the relationship we are trying to predict is linear. Similarly, the above figure shows the normal distribution of residuals around its mean of zero. Hence the normality assumption is fulfilled as required based on the above figure, it is possible to conclude that the inferences that the researcher will make about the population parameter from the sample is somewhat valid.

4.4.2.3 Normality Test

The other important step before running the regression analysis is checking for normality of the data. As it is shown in Figure 4.2, the frequency distribution of the standardized residuals are fairly normally distributed and the histogram is also bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, data qualify the assumption of normal distribution and possible to undertake the analysis.

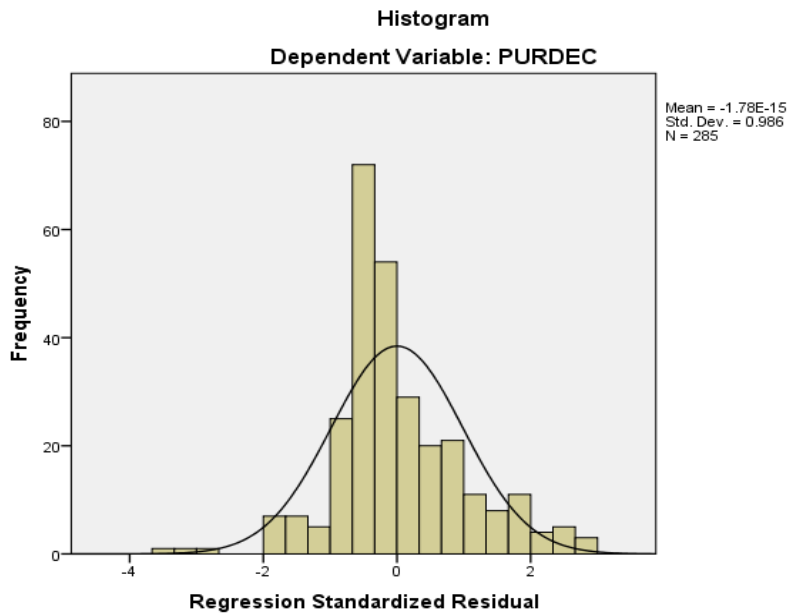


Figure 4.2 Frequency Distribution of Standardized Residual
Source: Sample data (2018)

4.4.2.4 Model Fitting

Table 4.11 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.751	.744	.37546

a. Predictors: (Constant), REFGROUP, AGEVARIA, LIFECYCLE, FRIENDS, INCOME, OCCUP, FAMILY, LIFESTYLE

b. Dependent Variable: PURDEC

R-squared percentage shows that how much the independent variables express the dependent variable or how well a set of independent variables are able to predict the dependent one. It should be at least 50% and above. In our case as shown in Table 4.11, the result of the multiple regression analysis shows that the independent variable and dependent variable is given by 0.751. Additionally, R and R square value of the multiple regressions is given by 0.867 and 0.751 respectively. This is interpreted as 75% of variation in customers purchasing decision is due to the independent variables, while 25% of variation in purchasing decision can be attributed to other variables which are not considered in this study.

Therefore the listed eight independent variables have better relation with the dependent variable to be the factors which affects the purchase decision of customers for home furniture materials.

Table 4.12 Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.636	8	14.705	104.311	.000 ^b
	Residual	38.907	276	.141		
	Total	156.544	284			

a. Dependent Variable: PURDEC

b. Predictors: (Constant), REFGROUP, AGEVARIA, LIFECYCLE, FRIENDS, INCOME, OCCUP, FAMILY, LIFESTYLE

Analysis of variance (ANOVA) has been run and the result as it has been shown in Table 4.12 the model has a large regression sum of squares in comparison to the residual sum of squares. The F-value is also 104.311 with p-value F less than 0.001 and hence independent variables explain dependent variables well.

4.4.2.5 Regression analysis for each Personal and Social factors

Table 4.13 Multiple Regression Coefficients

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
	(Constant)	-.728	.225				-3.243
AGEVARIA	.055	.024	.073	2.268	.024	.007	.103
LIFECYCLE	.199	.034	.204	5.824	.000	.132	.266
INCOME	.357	.064	.301	5.563	.000	.230	.483
OCCUP	-.134	.042	-.198	-3.167	.002	-.217	-.051
LIFESTYLE	-.344	.052	-.471	-6.661	.000	-.446	-.242
FRIENDS	.159	.052	.169	3.044	.003	.056	.261
FAMILY	.510	.093	.372	5.489	.000	.327	.694
REFGROUP	.426	.072	.461	5.899	.000	.284	.568

a. Dependent Variable: PURDEC

Individual parameter significant test shows how strong an independent variable individually affecting dependent variable. Moreover, these study aims to identify which of the variables contributed the most to prediction of the dependent variable. This can be investigated via Standardized coefficient Beta. The standardized coefficients mean that values for each of the different variables have been converted to the same scale so they can be compared (Pallant, 2011). Thus, the next phase requires the function of Beta coefficient (b) or standardized regression coefficient of each predictor or independent variable. The regression coefficient explain the average amount of change in dependent variable that caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more

support to the independent variable as the more important determinant in predicting the dependent variable. Also “P” value expresses their level of significance. The more the variable near to Zero the more it is significance variable to the affection of customers purchase decision.

According to Table 4.13, multiple linear regression analysis revealed that all personal and social factors were significantly affect the purchasing decision of furniture customers ($p < 0.05$).

4.5 Findings /Results

This study evaluated the collected questionnaire data tailored towards the dwellers of Jemo 1 condominium site furniture customers in order to assess the effects of personal and social factors on the purchasing decision of home furniture materials.

H1. Age has significantly and positively affects the purchasing decision of furniture customers.

The estimation for the factor “Age” was positively and significantly affects the purchase decision. This study found out that age variable has significant and positive relationship with purchase decision which means as the age of customers increase the tendency to buy furniture or to make a purchase decision for home furniture materials increases by 0.073. The standardize Beta coefficient of the variable is 0.073 at 0.024 significance level. This shows age has a positive and significant relationship with purchase decision. Therefore, the student researcher accept the hypothesis that age has a significant and positive effect on purchasing decision of furniture customers has been accepted.

H2. Lifecycle stage has significantly and positively affects the purchasing decision of furniture customers.

As shown in the table the coefficient of lifecycle stage is positive. This implies that as the number of family numbers increase or as a customer going to have a wife/husband and children the purchase decision for home furniture materials also increases. It affects the purchase decision of furniture positively with standardized Beta coefficient of 0.204 and the P value is exactly 0.00 (it is significant). Therefore lifecycle stage is positively and significantly affects the purchase decision of customers. Hypothesis 2 is supported.

H3. Income level has significantly and positively affects the purchasing decision of furniture customers.

The sign in the table shows that income level is positively related with purchase decision and significant to it. When the income level increases the degree to decide to purchase the furniture is also increased. Therefore the income level and purchase decision have positive relation with standardized Beta coefficient of 0.301 at significance level of 0.00. It is positively and significantly affects the customers purchase decision for furniture. Hypothesis 3 is also supported.

H4. Occupation has significantly and positively affects the purchasing decision of furniture customers.

It has negative effect on the purchase decision making as shown by negative coefficient of .198 in the regression analysis at a significance level of 0.002. Therefore the occupation status of customers for example if they are government employee, affects the purchasing decision negatively or it doesn't motivate to decide the purchase. Hypothesis 4 is accepted regarding its significance but it's not positively affect as estimated rather it is negatively.

H5. Lifestyle has significantly and positively affects the purchasing decision of furniture customers.

It also has negative standardized Beta coefficient of .471 and the P value is 0.00. This implies that the factor is negatively and significantly affects the purchase decision making which means the lifestyle of customers not support or initiate to make the purchase decision of furniture so it affects negatively. Therefore the furniture manufacturers and marketers have to provide the furniture type which is matched with the customers' lifestyle. Hypothesis 5 is accepted regarding its significance but reject its positivity.

H6. Family has significantly and positively affects the purchasing decision of furniture customers
According to the regression table "family" is the factor which is positively and significantly affects the purchase decision of customers by standardized Beta coefficient of 0.372 at 0.000 significant levels. The family size or their preference increase is definitely affects by increasing customers purchase decision for furniture. Therefore the estimation or Hypothesis 6 is accepted.

H7. Friend has significantly and positively affects the purchasing decision of furniture customers.
The regression test shows that the coefficient for the variable "Friends" is positive with standardized Beta coefficient of .169 and the P value is 0.00. This implies that the factor "friends" positively influence the customer purchase decision making. As the sample data indicates friends have a power which can influence customers to make a purchase decision. And also friends

significantly affect the decision. Therefore “friends” is positively and significantly affect the purchase decision of customers. Hypothesis 7 is accepted.

H8. Reference Group has significantly and positively affects the purchasing decision of furniture customers.

The last variable has positive sign and this implies that it is positively affect the purchase decision. The standardized Beta coefficient for this variable is also .461 with a significance level of 0.00. Therefore Reference group is positively and significantly affect the purchase decision of customers. Hypothesis 8 is accepted.

Finally, as per the result the established regression function is:-

$$PD = -0.73 + 0.73A + 0.204LC + 0.301IN - 0.198OCC - 0.471LS + 0.169FR + 0.372FM + 0.461RFG$$

Where, PD= Purchase decision, A= Age, LC= Lifecycle stage, IN= Income level,
OCC= Occupation, LS= Lifestyle, FR= Friends, FM= Family RFG= Reference group

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

This chapter provides a summary of the whole research process. It provides a summary of the study, implication, conclusions, recommendations of the study and directions for future research.

5.2 Summary of the Study

The purpose of this study was to identify the factors affecting consumers purchasing decisions prefer to look on home furniture at jemo area Jemo condominium consumers by taking 285 dwellers as a sample. Convenient sampling method and descriptive and explanatory statistics were applied in statistical analysis. The theory part includes the overview of these factors and steps of the decision making process. The empirical research focused on finding the personal and social factors influence on purchase decision of consumers. A questionnaire was created targeting whether these factors affect the purchase decision or not. Data was collected using questionnaires, edited, coded and entered into the Statistical Package for Social Sciences (SPSS) software version 24 to carry out the analysis. In descriptive statistical analysis frequency, percentages and mean values of variables were computed. In inferential statistics, the data was analyzed using correlation and regression, which was vital in making sense of the data. The analyzed data was presented in the form of tables and figures. Results of this study indicated that personal and social factors which are stated in the conceptual framework have the impact on the final furniture purchasing decision of consumers. Through the data collected in the questionnaire survey, consumers, companies and different businessmen are able to learn about the factors which can affects the consumers' purchasing decision.

In spite of many different variables of the factors that could determine the purchasing behavior of customers, in this research the researcher were concentrated only some variables which are more relevant to majority of consumers and stated in other studies conducted in different countries. The researcher takes the following variables: age, lifecycle stage, income level, occupation and lifestyle from personal factors. From the social factors family, friends and reference group were included. The first research question looked at the personal factors influencing customers buying decision for home furniture materials. The study found that age, lifecycle stage, income level, occupation and lifestyle were personal factors influencing purchase decision.

The second research question looked at the social factors influencing the consumers purchasing decision. The study found that friends, family and reference groups were social factors influencing purchase decision.

For personal factors, the correlation between lifecycle stage and income level with purchase decision was moderate while the lowest correlation was between occupation and lifestyle with purchase decision. And also little correlation was between age and purchase decision.

For social factors, the highest correlation was between family & reference group and purchase decision while moderate correlation was between friends and purchase decision.

As predictor variables, all personal and social factors stated in the conceptual framework were significantly affect customers purchasing decision of furniture materials.

5.3 Implication

The findings of this research implies that to make the purchase decision for home furniture materials the factors which are stated as personal and social have the power to change the customers decision of purchase or not to purchase. Therefore marketers and furniture companies can adjust themselves by considering these decision making factors and add some complement features to their marketing strategies and also to their outputs. Furniture companies also have to consider such as the family size of customers, home size (in our case for example condominium houses have no enough wide area to hold huge size furniture so manufacturers have to consider small home sizes) and peoples lifestyle, customers income level and other factors which are stated in these findings.

5.4 Conclusion

The research was carried out to investigate the factors influencing consumers' buying decision of home furniture in Ethiopia, Addis Ababa city Jemo area. The main objective of this research is addressed by stating personal and social factors which affects the final purchase decision of consumers for furniture. The specific research objectives also assessed by identifying each personal and social factors such as age, income level, occupation, lifecycle stage, life style, family, friends and reference groups. This study adds to the knowledge of consumer behavior which is very much influenced by personal and social factors. The research also suggests that consumers make their purchase decisions on the basis of their evaluation of various factors related to social and their personal factors. Besides, the study result revealed that the association between personal

& social factors and consumers' buying decision of furniture by identifying such factors such as age, life cycle stage, occupation, income level, life style, family, friends and reference group factor.

5.5 Recommendation

A significant association was portrayed between personal and social factors and last purchase decision for furniture of consumers.

- ✚ Thus, producers and marketers of furniture achieve their future marketing strategy best if they take in to account the income level, lifestyle, occupation and age group of their customers which can affect their final decision for home furniture buying.
- ✚ Manufacturers have to think about the family size and also the space in the house especially condominium houses (because nowadays majority of peoples live in these houses) when designing their furniture.
- ✚ Because furniture is visibly shown for others who are related with them customers are interested with the positive admiration of social groups such as friends, work groups and family. So that marketers and producers can make advertisements which can attracts and creates initiation by using reference groups.

5.6 Direction for Future Research

Despite this study provides an insight into consumers' personal and social factors that influence furniture buying decision research work is still an attempt on consumers' behavior toward furniture choice and certain limitations concerning the research setting should be suggested in order to guide future research. Hence, the study used non-probability sampling technique which is not totally free from bias. The study was also conducted by using Addis Ababa City, Jemo area with dwellers of condominium houses. Future research may focus to validate the current result by using probability sampling technique encompassing customers in other city & rural areas.

Further investigation maybe required by focusing on other aspects of personal factors such as consumers' personality and self concept and social factors such as role and status. This study address only personal and social factors but there are also psychological and cultural, therefore other research works can be investigate these factors.

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APPENDIX

5. Marital status single Married with children

 Married

6. Income Level < 3000 br 3000 – 8000 br

 8000 – 15000 br > 15000 br

Part II. Personal and social factors that influence furniture purchase decision

Please answer the following questions by putting a mark /√/ in the space provided that describes your opinion.

Personal Factors	Questions	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Age	I buy furniture which is convenient to my age.					
	When purchasing furniture I take my age in to consideration.					
Lifecycle stage	When buying a furniture I consider my family size					
	Number of my family members can change my choice of furniture					
	Having my children (being unmarried or single) can change my purchase decision for furniture.					
Income level	When I saw the best & beautiful furniture I consider my income to make a purchase decision.					
	If I like the style of furniture I would think about my income to purchase it.					
	my income level influences my purchase decision for furniture					
Lifestyle	I prefer a modern stylish furniture type for my home					
	Traditional furniture brands attract my purchase decision					
	I prefer a fashionable & recent model of a furniture to purchase					
Occupation	My occupation can challenge my furniture buying decision					
	My purchasing power for a furniture is determined by my job					

Social Factors	Questions	Strongly Disagree(1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree(5)
Friends	I prefer to be with my friend when I go to purchase furniture to share his/her idea.					
	I am happy when my friends admire/see my home furniture					
	I need to know or hear my friends advise before I decide to purchase my furniture					
Family	I agree with my family preference of home furniture to make them happy					
	When I decide to purchase furniture I would like to consider its comfort ability for my family members					
	When my family came to my home I would like to have a furniture which is preferable to them					
Reference group	I would like to buy a furniture which I saw in my neighbors house					
	I want the admiration of my work groups for my home furniture when they came					

Part III. Purchasing Decision

Question	Strongly Disagree(1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree(5)
When I want to purchase a furniture the above stated personal factors (income level, life style, age, lifecycle stage and occupation) challenge/affect my decision					
Social factors stated above (family, friends and reference group) have some influence on my purchase choice of furniture					