DEMOGRAPHIC DETERMINANTS OF IMPULSE BUYING TENDENCY IN MEGENAGNA WEEKDEND MARKET

Prepared by: Million Solomon Gizaw

Advisor**:** Mesfin Workineh (PhD)

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Demographic Determinants of Impulse Buying Tendency in Megenaga Weekend Market

Prepared by: Million Solomon Gizaw

Approved by Board of Examiners

_____	_____
Chairman, Department	**Signature**
_____	_____
Advisor	**Signature**
	
_____	_____
Internal Examiner	**Signature**
_____	_____
External Examiner	**Signature**

Statement of Certification

This is to certify that Million Solomon Gizaw has carried out his research work on the topic entitled **"*Demographic Determinants of Impulse Buying Tendency in Megenaga Weekend Market in Ethiopia*"** is his original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Mesfin Workineh (PhD) _____ _____

Name of Advisor: **Signature** **Date**

Declaration

I certify that this research paper entitled ***"Demographic Determinants of Impulse Buying Tendency in Megenaga Weekend Market"*** has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Million Solomon Gizaw _____ _____

Name of Student: **Signature** **Date**

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ACRONYMS AND ABBREVIATIONS

ACBI- for affection, cognitive, behavioral, and impulse.

ANOVA - Analysis of Variance

COVID 19 – Corona Virus Disease

SPSS - statistical package for social sciences

Definition of key terms.

Impulse – is a rapid, intense and persistent desire to act for a weekend market stimulus.

Impulsive buying tendency– is a manifestation of material culture on markets that makes consumers convinced that their product or service is worth purchasing even if it was not being sought after at the time of purchase.

Sunday markets – are weekend marketplace where buyers and sellers conduct transactions that are only, opened at the end of each week composed of independent sellers' products ranging from street foods, clothes, antiques, and casual house hold goods.

ABSTRACT

Impulsive buying tendency is one factor that affects consumers 'decision to prefer a product that is available on open weekend markets in Megenaga and it also helps marketers to prepare their plans and strategies. The main objectives of the study were to investigate the effect of demographic variables called age, gender, marital status and income. The researcher used Descriptive, exploratory, quantitative and empirical research methods. Closed-end questionnaire was used in collecting data through Quota sampling from two hundred ninety-four (294) respondents and potential buyers with a response rate of 89.6%. Research Data was analyzed to obtain descriptive statistics like normality, reliability test and comparing inferential analyses (i.e. multiple linear regressions, independent t-test and one-way ANOVA) and other analyses with the aid of (SPSS) version 21.0 According to the study findings, from all four factors included in the research, namely cognitive, behavior, affective and impulsive that are important in assessing their buying tendency towards Megenaga. The analyses of the demographic variables showed that income exhibit a higher level of significant relationship with impulse buying tendency while age, and gender show lesser amount of it. Further, an inverse relationship was found between impulsive buying tendency and marital status. It was also shown that Ethiopian buyers have shown moderately impulsive buying tendency and vendors operating in the weekend markets in Ethiopia can segment the market according to the level of impulsive tendency of consumers which contributes to advance the appropriate positioning and marketing mix strategies.

Key Words: Impulse, Impulsive Buying Tendency, Demographic Factors, Weekend Market.

CHAPTER ONE

Introduction

This chapter introduces the background of the study, then continues addressing the Statement of the Problem, Research Question, Research Objectives, Significance of the Study, Scope of the Study, Limitation of the Study, Definition of Terms, and finally Organization of the Study.

1.1 Background of the study.

Impulse refers to the tendency to act spontaneously and hedonically. It is direct buying without any pre-planning that results sudden preference to buy something desired for instant gratification to have what we want when we want it, which is usually without any delay. Impulse buying tendency is the aggressive compensatory reaction to this volcanic need that follows more or less our understanding, appearing without a predetermined cause (Liang, and Duan, 2008). It is likely to occur with diminished regard for its consequences. Unplanned shopping increases the chances of impulse buying by one fifth. Thus, manufacturing marketers invest billions of dollars to find ways to trigger consumers' interest. (Dholakia, 2000; Kacen, Hess, and Walker, (2012) (cited in Amos, Holmes, and Keneson. 2014).

Purchase decision is defined as the stage at which the buyer or the consumers actually buys the products (Kotler, 2006). Impulse purchases can be characterized as developing a sudden, inclination to act exacerbated by visceral change for a product filled with internal desire the discharge of extra blood, the deeper respiration, have an energizing effect to the external environment driving for instant action or buying can be described as relatively extraordinary, exciting, and more emotional than rational. In most instances capable of being resisted at least up to a certain point, but these buyers are consumers who buy certain products and suddenly have a strong impulse to buy something without first considering if they need or have a use for it, Ruswanti's (2013) stated that impulsive buying is the consumers' desire coupled with their lifestyle characteristics and can be linked with their acquisitiveness, looking for the sensational and frivolous aspects of shopping.

Impulsive purchasing behavior is sudden, nearly everybody shops at whim, it usually occurs when consumers are given a strong, positive signal associated with a deep-down held belief that comes with certain product. Very often impulse buyers cannot avoid attractive appeals found in the marketplace who are interested in getting the quality products with discounts (Ruswanti, 2013) these buyers are regarded as the consumers who liked shopping when there are innovative and creative sales promotions that used the right technological messages in the market place. (Shiffman and Kanuk, 2010). According to Stern (1962), four types of impulse buying exist namely pure, reminder, suggestion, and planned impulse buying. Depending on the situation when one occurs is entirely made based upon emotions evoking consumers to proceed with the purchase of an item. The buyer willpower be trapped and become restless leading to irritability, excitability, and a tendency to respond quickly to stimuli by bargaining ended by carrying out the transaction and their accomplishment are accompanied by a feeling of relief.

For impulsive transactions to take place stimulants must be placed to raise the individuals' interest and to do so vendors on weekend markets utilize external, internal, situational, and demographic factors. (Muruganantham and Bhakat, 2013) the external factor of impulsive buying is the marketing sign or the stimulation controlled by the venders to attract consumers to buy their products. Internal stimulants emanate from individual's personality traits hold about certain product impulses as more vital expressions of identity than before, nowadays opportunities to gratify impulsive behavior have increased and product norms against doing so have weakened. The condition or the available variations tends to attract several types of demographics resulting variety of product for each segment which tends to find the different products' variations. When consumers move from one seller to another for better cognition of the available choices, weekend vendors realize the importance of these opportunities show case their products dramatically to attract buyers resulting incitement with a product in this course they subconsciously get involved with it and most likely for impulse purchase to ensue. Hawkin et al. (2007). Sharma, Akumaran, and Marshall, 2010).

Next to supermarkets, most of the places where impulse buying takes place are streets and one of them are weekend markets. Street vending as (World Bank, 2016 as cited in Jakiela, P., and Ozier, O. 2015) outlined in their report is an economic activity that allows self-employed to increase their take home earnings. According to statistics, open markets account for 15-25% of overall

informal jobs and contributes about 46-70% of total trade value in Chad, Kenya, Mali, Tunisia and in other African cities (Skinner. 2008). the above studies indicate the sectors potential but haven't focused on those who become formal, contribute for country's economy by still serving the low medium and income society demand for goods. Hence, this study has focused on what income demographic category mostly conduct impulse purchase on the purposeful selected Sunday market of Megenagnga.

For an impulse to arouse the product must be visible for buyers, on open air markets. Businesses born on the corner as an illegal entrant in the commercial world by offering a low-cost, decentralized and highly efficient system distribute products required on a regular basis. (woinesehet, 2013 Amsale, 2017). To let the illegal street vendors, join formal economy and support better as entrepreneurs the city administration of Addis Ababa designated street vending locations, commonly known as 'Sunday markets' to markets on weekdays and one of them is the famous Megenagnga area. The area is endowed with many opportunities as it is one of the city hubs in joining different sub cities, huge number of people move around for their own business and its unlikely that at any point noticing something as valuable as such product for cheap price.

Impulse purchases thanks to its relation to sales and profits, has attracted attention from professionals and practitioners from all over the world, for the last six decades, a considerable amount of research has examined this arena. Yet, as in many other extents of shopper study, researches on impulse buying have utilized theoretical and empirical frameworks that are mostly based on evidence from Western cultures (Tuyet Mai, N., Jung, K., Lantz, G., and Loeb, S. 2003) and one in our country by (Naser,2019) almost no research has examined impulse buying behavior in Ethiopian context from open market point of view, therefore, by using the availed resources as a base this research has examined how demography determines impulsive behavior from weekend market view, such as that of Megenagnga as the area is one of the Addis Ababa city hub.

1.2 Statement of the problem.

Many researchers have adopted motivation theory to understand users' motivation under different stimulus to better understand their responses. (Koo, Chung, and Nam, 2015; Lin and Lu, 2011) discovered that both hedonic and utilitarian motivations had effects on driving people to show certain behaviors. Impulsive buying behavioral tendency was better understood by examining its tendency as it shapes such behavior, and since consumer behavior differs across cultures, incorporating, understanding and measuring this buying tendency is essential as it is of much interest to the manufacturers as well as retailers worldwide. The result of studying such behaviors on supermarkets show fruitful results.

Various studies in American, Chinese, Pakistani and other developed countries have been conducted. (Wood, 1998) found an inverse relationship between impulsive buying and age, the relationship being non monotonic. It was indicated higher between age 18 to 39 and at a lower level thereafter. A study by Bashir Ahmad and Irshad Ahmad (2013) has identified positive relationship between impulsivity in all demographic factors. individuals having enough disposable income, medium in age are more likely to display impulsive buying behaviors. If similar buyer behaviors are studied on different arenas like open markets the sector would be rewarded more. Hence, this study aims to utilize similar parameters to better understand impulsive tendency of respondents from Ethiopian weekend market context on Megenagnga.

In some way, shape, or form, we have all taken part in the joy of impulse buying. In recent years' African countries including Ethiopia, has acknowledged the role played by weekend markets and recognized by devising several rules and regulations as the sector is becoming more diverse, employer and endowed with enormous possibilities. This potential led the Addis Ababa city administration to designate specific areas for small and medium income groups to let them contribute to the country's economy. (Amsale, 2017. Birhanu, 2019)

Selling products in the harsh competitive weekend markets involves creating strategy to elicit positive emotions, but brings up the idea of perceived risk as a counterbalance to impulse buying. Despite the argument that impulse buying tendency is a function of both emotion and cognition (Anić, Piri, and Rajh. 2014), articulated no general understanding of consumers' impulsive buying tendency has been uncovered. It is observed that impulsive buying is

prevalent mostly in retail stores. However, what trigger such decision among consumers' demography in an open market is a less explored question in Ethiopian context. There is hardly any depth research done on impulsive buying on weekend markets among our country consumers from the aforementioned market setting perspective. Thus, this study has aimed to identify the key demographic factors that influence consumers in making the purchase decisions and aspired to examine this buying tendency.

The findings from this research as expected contributes to the existing knowledge academically by benefiting students and practically the street vendors of small business so that they can better understand their consumers. Accordingly, they can take advantage of this and present stimuli in the open market settings that trigger such behavior among consumers. In addition, this research has examined to fill the gap for consumers by aspiring to get an insight into the reasons behind their impulsive buying tendency without affecting their purchasing behavior in an open market setting.

1.3 Research Questions

1.3.1 Main research question

Does demography determine impulsive buying tendency in Megenagnga weekend market?

1.3.2 Sub research questions

To achieve the purpose of the study, the following research questions has been developed to guide the research process. The relationships to be examined in this study has illustrate in:

How does age relate to impulsive behavior?

How does gender relate to impulsive behavior?

Does income level associate to impulsive behavior?

How does marital status relate to impulsive behavior?

1.4. Objectives of the study

1.4.1 General Objective of the study

The study main objective was to examine the demographic determinants of impulse buying tendency in Megenaga weekend market.

1.4.2 Specific objectives of the study.

Based on the general objective of the study the specific objective of the study was

- To describe how Age related to impulsive purchasing tendency.
- To explore how Gender associated to impulsive buying tendency.
- To investigate how Income linked to impulsive purchasing tendency.
- To examine how Marital status associated to impulsive tendency.

1.5. Significance of the study

The study has attempted to address which demographic variables tends to drive people to purchase impulsively. The result of the study was essential by providing a better understanding and awareness mainly for the two transactional parties, for vendors to prepare catchy and creative sales strategy so that they achieve their rational objective. Customers to be able to better recognize how sellers utilize savvy mechanisms to attract them, thus the study contributed by helping differentiate better in any buying decision. Academically the study has contributed how impulse buying tendency affect customers demography, Finally, for regulatory bodies it provided a role by showing an insight the level of opportunities in the selected open markets by widening up to census level to all the weekend markets, so that to know the true need of the society and product need as well as price range, when all combined all stakeholders play a role that resulted more small aspiring entrepreneurs to enter and contribute to the country economy and supported by Flaming et al. (2015) as the activities of street vendors have a cascading effect across the local economy from upstream supplier chain thereby broadening the tax revenue base for the state.

1.6 Delimitation of the study.

There are various variables that affect impulse purchase on weekend markets. behavior variables such as Pleasure, arousal, customer involvement, modify impulse purchase on weekend markets. The market variables of perceived risk, apparent opportunity, and crowding also play their role in affecting the personal behaviors of impulsive shoppers but since the main research has focused on demographic variables of gender, age, educational qualification, and income level were considered. The tested four variables age, gender, income and marital status showed sufficient evidence to proof the hypothesis of the study recently by Tuyet, Jung, Lantz, and Loeb, 2003 and Pradhan, 2018)

This study has focused on Addis Ababa mainly Megenagnga weekend market, it did not consider other weekend markets and illegal vendors who conduct transaction on the walk side of pedestrians, to make the data flow more manageable Since the buying and selling activity is widely dispersed buyers who conduct or are searching to buy a product with in the range of bole sub city side were considered.

The research design for this study was quantitative method, questionnaire has been employed as an instrument in a structured format for few minutes at the market to ensure respondents choose from the available responses. Qualitative study is conducted to ensure maximum and accurate insight, techniques such as market exit interviews, in-depth interview, or accompanied shopping were considered but were all ruled out as they take too much time and felt that they may lead to either post-purchase rationalizations or inhibit full disclosure as these participants may shy away from expressing their true feelings in front of others. Thus, Quantitatively the study has tested impulse tendency focusing on demography.

1.7 Limitation of the study.

There is an inherent weakness that cannot be controlled by any researcher. Quantitative approach is somewhat inflexible and artificial. It provides very little understanding towards the actions demonstrated by people and as a result, make it difficult to predict any changes in the future. To overcome the issues of superficial responses selection of legal vending area from Megenagnga were selected and as impulses tendencies are quick removing the barriers that take too much time help the participants understand the topic and give more valuable response, to do so the questionnaires was prepared in more understandable terms and making it avail in both English and Amharic by acquiring professional help in translating between the two versions.

The other limitation of a quantitative research may be able to give a general idea on the relationship but, may fail in providing the details on how the relationship differs for every individual and why. As the current research has aimed to assess the variables of demography on targeted weekend market customers using this method contributed in better understanding of the targeted population variation in terms of the specific objectives, as it was not the purpose of the thesis the critics of not being very helpful in generating theories is not a concern.

Even though impulse buying is unpredictable and contrary to established buying patterns, When the researcher has conducted this study, responder limitation might occur. As (Woinshet, 2013) articulated some respondents were suspicious by assuming the conductor as security agent while they saw the interviewer recording their responses on papers and tape, a few refused to be interviewed, some had an unnatural fear of being recorded on tape and plenty times, interviews with respondents were interrupted by consumers who want to buy certain product. To avoid similar inconveniences, the survey has not used tape recording, as the survey covers range of situations, in fast and economical manner. COVID 19 has put a strong effect on two occasion mainly first the researcher aimed to collect 385 samples but only managed to do so 316 because of the restriction on the time and respondents refusal in some extent to even touch the questionnaire, and second the way the researcher and his team collect surveys was highly challenged, even though with the additional cost that was held as contingency was coped as much as possible, this unexpected event was one of the main challenges.

1.8 Organization of the proposal

This research proposal was organized into three main chapters. The first chapter is an introduction which includes background of the study, problem statement, objective of the study, research questions, hypothesis of the study, significance of the study, scope and limitation of the study. The second chapter was focused on review of related literatures which focused on theoretical background and empirical framework supported with literatures and their findings from different writings. The third chapter have addressed methods, under it the researcher has succinctly shown issues of Research approach, Research type, Sampling design, Sampling Frame, Sampling technique, Sample size Sampling procedure, how Sources of Data was chosen and who the data was collected from, and to collect the response the method that was employed, the Collection methodology, the instrument and Data analysis methods were also briefly stated. Finally, at the end of the chapter the main questions of how the researcher addressed the Validity and reliability issue and the core for all the Research Ethics were presented respectively. Chapter four has focused on data analysis and discussion, by including response rate, reliability, descriptive and inferential statistics. The chapter has ended by discussing the relevant findings. The last section, chapter five have three elements that ties all the chapter namely summary, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

Introduction

This section reviews theoretically related literatures as they contributed in better understanding study constructs and theorizing the relationships between them. First the theoretical aspect, then empirical studies with the hypothesized relationship presented and finally conceptual framework has shown graphically the relationship between independent and dependent variables.

2.1. Theoretical Review of related Literatures.

2.1.1. Theory of Reasoned action model.

Fishbein and his associates are major exponents for the model of (TRA), theory of reasoned action maintains that volition and intention predict buying tendency. According to TRA, if people evaluate the suggested impulsive intent as positive and if they think others want them to perform it, this results in a higher intention motivation and they are more likely to perform the purchase. This denotes a wide-ranging integration of attitude components into a structure that is designed to lead to both enhanced explanation and better predication of buying tendency. Furthermore, as an expanded model, to understand buyer's intention measuring the subjective norms that influence an individual's intention to act is necessary (Ajzen and Fishbein, 1980). That's why high correlation of attitudes and subjective norms to behavioral intention and to buying tendency has been confirmed in different studies.

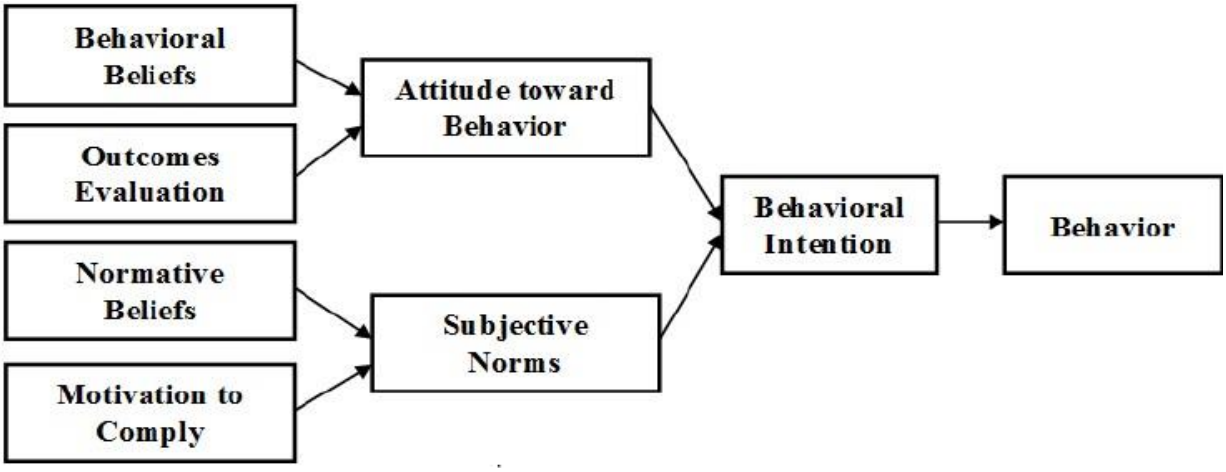

Figure 1 Theory of Reasoned Action- TRA (Fishben and Ajzen, 1980)

Attitudes

According to TRA, they are one of the factors for behavioral intention and can be influenced by the strength of behavioral beliefs regarding the outcomes of the performed behavior and the evaluation of the potential outcomes. The outcomes can be negative, positive or neutral. The theory argues that there exists a direct correlation between attitudes and outcomes, such that if one believes that a certain behavior tendency leads to a desirable or favorable outcome, then one is more likely to have a positive attitude towards it and the reverse is also true.

Behavioral Belief

Behavioral belief allows to comprehend people's drives for their performance in terms of its consequences. This idea stipulates that people tend to associate the performance of a certain behavior with a certain set of outcomes or features.

Evaluation.

If a person believes buying a certain product will make the person more beautiful and buying the product impulsively can be a behavioral belief even if the purchased product might not fit the individual clothing style or whether other people hates that costume is what we call evaluation.

The subjective norm

Indirectly the subjective norm serves as an additional element by assessing directly consumer's feelings as to what the individual's relevant others would think of the action being considered that is, would they look positively or negatively on the anticipated action. Adding such a reflection would constitute buyers' subjective norm. As with attitude, consumer researchers can get behind the subjective norm to the underlying factors that are likely to produce this impulsive behavior.

Normative beliefs

Distinct from the subjective norm, the further the referent groups approve of the deed, the more likely the individual accomplish the act. Conversely, the less likely the referent groups approve of the action, the less likely the individual performs the act.

Motivation to comply

This motivation reports the fact that individuals may or might not comply with social norms of the referent groups circled by the act. Depending on the motivation of the person to conform to the social weights, the person either agrees to his or her idea of performing the act if it is considered acceptable or instead opposees the social weights of performing the act if it is considered to be unacceptable.

Behavioral intention

Is the normative component composed of attitudes and subjective norms towards the behavior, the stronger the attitude and the more positive the subjective norm, the higher the relationship between the behavior should be. Yet, attitudes and subjective means are implausible to be weighted equally in predicting behavior. Reliant on the circumstances, these factors might have different impacts on behavioral intention, thus a weight is associated with each of these factors.

The theory of planned behavior, is the result of Strong relationship between behavioral intention and actual behavior which includes the impact of non-volitional aspects on behavior. A limitation of the theory of reasoned action, is that it does not apply to all types of human behavior especially for the deliberate behavior for which the theory would seem to lack at least predictive value. The authors show the social norm may very well be a weak link in the causal sequence as there are many unresolved issues with respect to the concept of motivation to comply.

A person who tends to purchase a product on weekend market just don’t buy the product impulsively because it is available on the market, scheduling before deciding to take action is usually assumed to be prudent, but it can have disadvantages. Though having plans mostly makes people further to act on a goal than they would without them, an experiment reported by (Masicampo and Baumeister. 2012 as cited in Funke, J. 2017). displayed that subjects who had formulated plans to achieve a buying goal failed at that task, mainly when it was essential to identify and seize an alternative opportunity in order to succeed.

The individual intention to act tendency is the outcome of certain beliefs that is formed about the product on how a person thinks important others would view this purchase, if the purchase beliefs have given rise to a favorable assessment of the attitude and, important others have been

perceived as providing encouragement for the performance of the act and that one desires to comply with the social norm. All of this, of course, conforms very nicely to impulsive buying in such markets. Fishben and his colleague contend that any failure to predict a person's behavior on the basis of information gathered from attitude toward and social norm with respect to behavior cannot be taken as evidence against the theory.

2.1.2. Howard-Sheth Model of Buying Behavior.

Is an integrated contemporary model developed by John Howard and Jagdish Sheth in 1969. It assumes problem resolving approach in procurement and adopts input-output or system approach in buying. sophisticated comprehensive theory of consumer behavior. The model tries to represent the rational brand choice behavior by buyers when faced with situations involving incomplete information and limited abilities by identifying the buyer as the commercial and personal shopper since both exhibit similar purchasing tendency when purchasing and repurchasing a product.

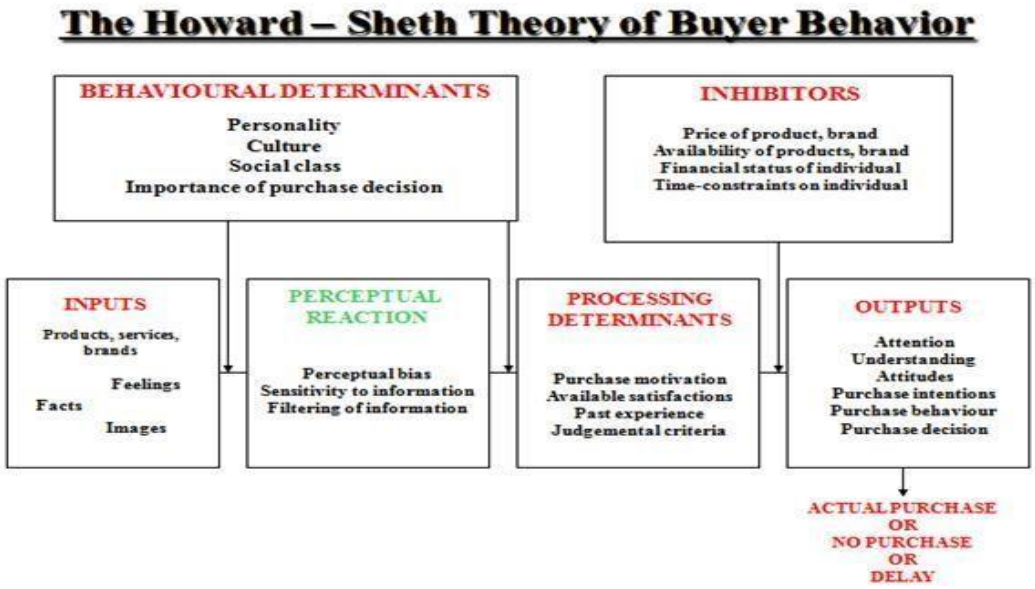

Figure 2. Howard-Sheth model of buying behavior. (Howard and Sheth 1969)

According to Abdallat and El-Emam. (2001), this model suggests three stages of market decision-making. The first level describes the consumer's wide-ranging problem-solving. The consumer does not have the basic information or knowledge of the brand at this level of decision-making and has no product preference added with the consumer seeking facts about all the different brands in the market before making a procurement. The second one is limited

problem solving that exists aimed at consumers who have little knowledge about the market or partial knowledge of what they want to buy. The consumer arrives at a brand preference after recourse to comparative brand information. The last level is the usual response behavior for the buying tendency. At this level, the consumer has information and is well acquainted with different brands and can distinguish between the different characteristics of each product, and already has a decision which particular product and brand they purchase. There are four major variables namely stimulus inputs, hypothetical concepts, response outputs, and exogenous variables.

Stimulus Inputs.

Stimulus inputs is to the stimuli in the environment, it takes the form of informative cues about the product offered. The cues can be significant and symbolic that can be controlled by the marketer and socially the uncontrollable of the family or reference groups. This input variable to the customer buying process is provided by three discrete types of stimuli (information sources) in the customer environment. The vender in the form of product or brand information furnishes physical brand features (significate stimuli) and verbal or visual products features (symbolic stimuli). The final type of stimuli offers inputs regarding the product class or specific brands to the specific shopper.

Perceptual and Learning Constructs

The perceptual constructs deal with how a buyer obtains and processes information received from the input variables. Once the buyer is exposed to any information attention is created towards the stimuli as not every information would be processed. Being the most vital part of the Model, it deals with the psychological variables involved when the buyer is making a decision. These constructs are several the results of combinations on psychological variables such as motives, attitudes and perceptions that influence the consumer's decision process. Learning construct category, consumer goals, information about brand, criteria for evaluating alternatives, preferences and buying tendency are also included. Some of the variables are perceptual in nature and are concerned with in what way the consumer receives and understands the information from the input stimuli and other parts of the model as implied (Abdallat and El-Emam, 2001) stimuli ambiguity happens when the consumer does not understand the message

from the environment could trigger an overt search for information, while perceptual bias occurs if the gathered and processed information differs as shopper distorts the information received so that it fits his or her established needs or experience.

Outputs.

The purchase decision represents the output. When learning constructs the motives are the interest of the buyer desired to be achieved through a purchase. They are the outcomes of the perceptual and learning variables regarding how the consumers respondes to these variables i.e. attention, brand comprehension, attitudes and intention. As several brands exist comprehension is the knowledge and information that the buyer has about the various brands, and as individual preference differ for the available brands choice criteria follows and based on it, attitudes are formed for the varying brands. the brand potential of the evoked set determines buyer's perception and confidence level for the purchaser intention as it is a cumulated outcome, Again, the positive attitude makes the shopper more alert to the product or brand's stimuli and further surges his brand comprehension. If after using the product, the consumer is satisfied with it, this reinforces his positive attitude and purchase intent about the product and brand and finally satisfaction involves the post purchase evaluation be it positive or negative regarding the expectation of an offering matches the performance this is how according to Howard and Sheth, attention, comprehension, attitude, intention and purchase occur.

Exogenous or external variables

These variables do not directly impact the execution process. Still, Exogenous variables have an influence on the buyer and it varies from one consumer to the other and it includes consumer personality traits, social class, prominence of the purchase and financial status among others.

The positive aspect of Howard Sheth model indicates how complex the whole question of consumer buying tendency is by providing the framework for including various concepts like learning, perception, attitudes which play a role in influencing consumer buying behavior. There are neither generally accepted standards nor universally applicable methods for simultaneous testing of all the relationship furthermore is exclusive to systematic buying behavior, it does not have the ability to assess non-systematic behavior. The model emphasis that the decision-making

process takes place at three input stages. These are Significance, Symbolic and Social stimuli. In both connotation and symbolic stimuli, the model stress on placing material aspects such as price and quality, are not applicable in every society in the world. However, in the social stimuli, the model does not mention the basis of the decision making in this stimulus such as what influences the family decisions may differ from society to society, and also no direct relation drawn on the role of religion in influencing the consumer's decision process.

Religion is considered as an external variable with no real influence on consumer which is a weakness in the model's eagerness of the consumer's decision, it views the buyer as the final customer. However, it is not always true. This model suffers from measurability issues specifically when it comes to the actual testing of the hypothetical construct component as there are many degrees of confidence that a buyer can portray tendencies and, since the model does not provide an acceptable threshold, this construct and along with the others cannot be convincingly obstinate.

When a buyer at weekend market arrives has little information about brands product choices and has not yet developed a precise and structured criterion to make a selection from the various products. After searching the available products on market buyer still is not clear and undecided on the set of products which best serves him. In this situation, the consumer is uncertain on the which product would suit her in between strong predispositions towards one brand will form resulting an impulsive purchase tendency. In such a situation, there is hardly any confusion in the consumer's mind as she is ready to purchase a particular product from Sunday market with little evaluation of alternatives.

2.1.3. VALS Typology

SRI in 1978 developed the Value and Lifestyle (VALS) by measuring thousands of buyers, based on the Abraham Maslow's "hierarchy of needs" and David Riesman's notion of "social character." The identified segments are actualizers, strivers, and strugglers based on common values and lifestyles. However, after few years, the earlier form of VALS (I) had outlived its usefulness due to certain criticisms, specifically, on the ground of too abstract classifications. In addition, its foundation in developmental psychology does not appear especially applicable to

weekend or consumer market. In response to the criticisms of VALS I, the team at SRI developed the VALS II scheme that classifies peoples in segments based on two dimensions.

The horizontal aspect represents the concept of primary motivation which explains purchaser attitudes and anticipates behavior. VALS includes three major motivations that matter for thoughtful understanding of the shopper behavioral tendency: ideals, achievement, and self-expression. Consumers who are primarily motivated by ideals too known as Principle oriented are guided by knowledge and principles. Shoppers who are primarily motivated by achievement (also known as Status oriented) look for products and services that validates success to their peers. Buyers who are mainly motivated by self-expression or those action in favor of desire social or physical activity, variety, and risk taking.

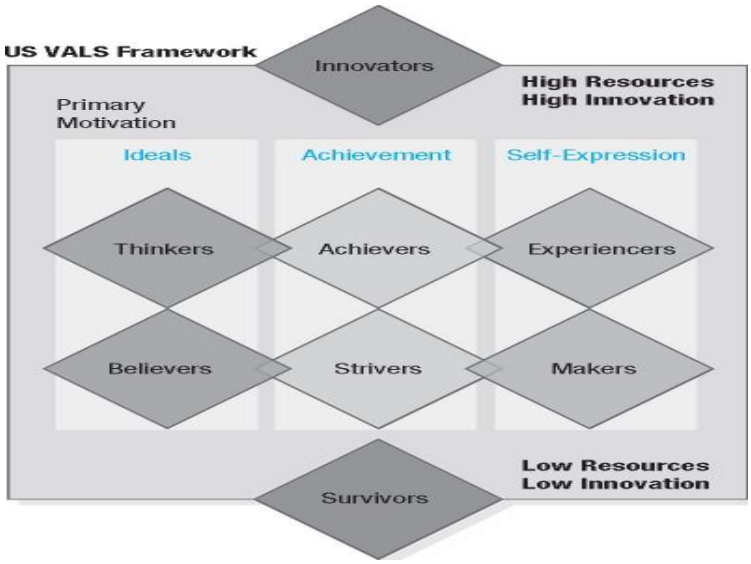

Figure 3 The VALS segmentation system. Source (Strategic Business Insights, 2014).

The vertical dimension that represents consumer resources a continuum from minimal to abundant at the top refers the full range of psychological, physical, and material means and capacities that are available to consumers. It includes education, income, self-confidence, health, willingness to buy and energy level. While the actualizers are claimed to be partaking the most resources, strugglers maintained the least. VALS has eight foundations

Innovators are the first groups who are effective people having abundant resources, very active shoppers, and whose purchases reflect expression of their taste, and personality. They are amid

the reputable and emerging leaders in business and government, yet they continue to seek challenges by surrounding their lives by variety. Their possessions and recreation reveal a refined taste for the finer things in life.

Thinkers are the second clusters who are motivated by ideals being mature, reflective buyers who value order, knowledge, and responsibility. They are likely to be well cultivated in terms of education and actively seek out information in the decision-making process.

Believers are the third group being conservative, who prompt moral codes that has deep roots and literal analysis follow established routines, organized in large portion around home, family, community, and social or religious organizations to which they fit.

Achievers lead goal-oriented lifestyles and a deep commitment to career and family. Because of their demanding busy lives, they are frequently interested in a variety of time-saving devices.

Strivers are trendy and fun loving. Who are driven by achievement, concerned about the opinions and approval of others. Currency or having the means defines success for Strivers, who don't have sufficient of it to meet their desires. They favor fashionable products that emulate the purchases of people with better material wealth. As patrons, they are as impulsive as their monetary condition allows.

Experiencers are driven by self-expression are young, keen, and impulsive consumers. Experiencers quickly develop enthusiasm about new possibilities but are similarly quick to cool. Their purchases replicate the emphasis that they place on looking decent and having cool stuff.

Makers are real-world people who have constructive skills and value self-sufficiency, live within an old-style or traditional context of family, practical work, and physical restoration and are apathetic by material belongings other than those with a functional purpose because they prefer value to luxury, they buy basic products.

Survivors are cautious shoppers who live narrowly absorbed lives, since they have few resources with which to cope, often believe that the world is changing too quickly. They are comfortable with the acquainted situation and are primarily concerned with safety and security.

VALS is one of the primary ways that businesses come to understand consumers' individual preferences, essentials, and interests, but both the collection and analysis of data are a fairly tedious process. This method survey is time consuming and can lead to a good deal of cultural bias. The meanings and nuances of a set of attitudinal and behavioral statements will simply have a larger chance of distortion and ambiguity than simpler statements. Since, People can always provide false answers to this kind of questionnaire, out of interest. The more correct the responses, however, the more trustworthy the results but problems arise through the misinterpretations or ambiguities inherent in the use of words. Since no discussion or interactivity exists to clear up probable uncertainties, the VALS questionnaire asks more diversified question about each topic.

The VALS algorithm is heavily reliant on upon psychographics. It was essential for us to adjust our demographic questions, and this fact suggests that the VALS questionnaire would always require some adjustment if the sample is demographically non-representative in some way. Further, the meaning of demographics may differ from country to country. For instance, the variance in income is much smaller in Norway than in the U.S., signifying income contributes less to individual differences amongst Norwegians. VALS' heavy reliance on demographics suggests it is not a pure measure of values or psychographics, which reduces the theoretical prominence of the methodology and conceptualization. (Beatty, and Ferrell. 1988).

For weekend marketers the VALS topology has both practical and insightful experiences, it follows that commodities should accept the iconography of what is missing in consumers lives, shoppers tend at these markets are not pausing to rationally select useful goods nor are they wholly price shopping on the contrary they follow the bizarre symbols offered by commodities, and consumption itself. As wide range of products available for consumers in different malls and small shops people are shopping better price and high-quality items in weekend markets that make them feel more secure than other markets.

As Sunday marketers are recognizing that to consumers, emotions are stronger than ideas and that in the information world one’s higher needs are satisfied through experiences there is no better place to have one than on open markets as the line between a product and its image is blurring consumers look products as if they were mood altering. In other words, weekend markets could take advantage of and encourage individuals to buy products that is suitable for

the desired category starting from innovators up to makers creating buying tendency to better understand their customers need by positioning their products in the minds of consumers, whenever both meets it results uncontrollable tendency that leads to purchase.

VALS as a model serves different types of individuals as positioning in the Sunday market includes variety of products their price differs, these open vending areas must explicitly attempt to mollify social loneliness by creating a common bond for every group of buyers as it doesn't matter wo we are, where are we from, what kind of job we have or what an individual believe in as long as a common bond of achievers, believers and so on as long as shoppers shown tendency to buy.

2.1.4. Veblenian social-psychological model.

Thorsten Veblen, is an American scholar who is associated with this model, is an economist and a social thinker influenced on the field sociology. As to this model, human is perceived to be a social animal, when individuals look for societal support, they as an actor of society were influenced by larger strata starting from family up to social order and social class an individual represents, consumption in the process of social comparison and status symbols exhibition mainly performed by wealthy people belonging to the affluent

> *"The hedonistic conception of man is that of a lightning calculator of pleasures and pains who oscillates like a homogeneous globule of desire of happiness under the impulse of stimuli that shift him about the area, but leave him intact. He has neither antecedent nor consequent. He is not the seat of a process of living, except in the sense that he is subject to a series of permutations enforce upon him by circumstances external and lien to him"(Veblen 1898, as cited in Karoui, Sedki and Khemakhem, Romdhane,2018).*

This theory assumes human behavior and consequently consumer behavior are always in a state of continuous evolution for the leisure class, a great portion of economic consumption is influenced and motivated by prestige seeking and satisfaction even when purchasing less expensive item products. The financial behaviors of buyers on consumption can be mostly influenced by no self-indulgent motives such as family affection and loyalty or the willingness to follow the behavior of elites and upper-class groups of society.

The Veblenian theory believed that demand of products is mainly result from the human desire to emulate people gaining wealth and so success or the need to establish some privileged social linkages. As both institutions and instincts change by processes of natural selection, although not necessarily in the same operational arrangement, the interaction of instincts with institutions is eventually a complex process of the interaction of two different strides and forms of natural selection, occurring on two different planes of behavioral reality. For the Veblenian there are key foundations namely instincts, people, referent others, social class and culture.

Instincts

They are central pillars of Veblen's evolutionary approach to consumer behavior, by classifying impulses simple and multifaceted and showing they function in relation to the teleological extremes of human endeavor determined ends of being goal orientated, focusing on anticipated outcomes. Specific instincts are linked to specific life centered goals, although the goal of a complex instinct is much more diffuse and wide ranging than that of a simple instinct. The various concrete ends of human beings include economic, aesthetic, sexual, humanitarian and devotional ends. For instance, the beauty instinct is immersed on the aesthetic interest of pleasure and enjoyment, the workmanship instinct on the other side focuses on the economic interest sustenance, survival, and development, and so on.

Individuals, however, are not simply automatons that slavishly perform out their instinctive proclivities. The theory postulates that institutions only divert the free play of human instincts, they do not completely override or annul them. But, in turn, instincts also take effect in the give and take of cultural growth, as they operate when the occasion offers, the agent moved by its impulse not only runs through a sequence of actions suitable to the instinctive end, but one is also given to dwelling on the objects and activities about which attention is engaged by the promptings of this instinctive propensity" (Veblen 1914, as cited in Barnett, V. 2017). Consequently, all instinctual act involves "some amount of intelligent faculty to compass the instinctively given purpose, under scrutiny of the instinctive proclivity that prompts the deed" Put simply, instincts provide an urge to act in relation to a certain goal, but how this is then translated into a specific series of selected actions is at least, in part determined by conscious reflection on the instinct and its ultimate goal by the individual experiencing the instinctual urge of shopping.

The Person

Social influences regulate much but not all of the behavioral dissimilarities in people. Two individuals subject to the same influences may not likely to have identical attitudes, although these attitudes would probably converge at more points than those of two strangers selected at random. Attitudes are really the product of social forces that act together with the individual's unique temperament and abilities. Besides, as attitudes do not automatically assure certain types of behavior, they are predispositions felt by buyers before they enter the buying process resulting to make this process a learning experience and that can lead to a change in attitudes.

Reference Groups

There are groups in which the individual has no membership but with which individual identifies and may aspire to reference groups. Kotler, P. (2006) Many young boys. identify with big-league football players or influential politicians, and many young girls identify with Hollywood stars. The deeds of these popular idols are carefully watched and frequently imitated. These reference figures become important sources of influence, although more along lines of taste and hobby than basic attitudes. Groups that have the most instant influence on a person's palates and opinions are face to face groups, it includes all the small societies with which one comes into recurrent contact like family, nearby friends, neighbors, fellow workers, fraternal associates, and so on. This mostly informal group memberships are influenced largely by occupation, residence, and an individual stage in the life cycle.

Social Class

Division of labor is the main differentiator for people vertically. The social order becomes stratified publicly on the basis of wealth, skill, and power. At times castes develop in which the members are reared for certain roles, or social classes grow in which the members feel empathy with others sharing similar values and economic circumstances.

Culture

Is another aspect of the model bearing the most enduring effect as individuals tends to assimilate their culture's mores and folkways, and to believe in their absolute rightness until deviants appear within their culture and tends to lose its homogeneity as its population increases

and when people no longer are able to preserve face to face relationships with more than a small amount of other associates of a culture, smaller units or subcultures develop, which help to content the individual's needs for more specific identity, as a result of more frequent interactions, tend to reflect and act alike. subcultures too take the form of religions, nationalities, fraternal remits, and other institutional complexes which provide a wide-ranging identification for people who may or else be strangers. They play a large role in buyers' intention formation and become another important predictor of certain values an individual is likely to hold.

The past view to the consumer behavior was too narrowly and limited only at the time of purchase, however this theory sees consumer behavior as an ongoing process which encompasses many phases beyond the moment of buying tendency, giving money and obtaining the product by blending elements from numerous fields like psychology, sociology, social psychology, anthropology and economics by attempting to apprehend the buyer decision making process, both individually and in groups.

The model is criticized as it is perceived by more modern perspectives to be overstated as not all people consider the leisure class to be a frame of reference and numerous people aspire to the social class immediately above their present social class. Likewise, more affluent people of the society would rather underspend than overspend on noticeable items since they would rather "fit in" than "stand out".

The weekend marketer, in order to determine the demand for products, the most important social and individual influences impacting on such product demands on the open markets should be determined as it is important for the marketer to consider the impact of different social influences when selling, which include social class, subculture, reference and face to face groups must understand how to develop product related appeal. The Sunday marketers strategize their marketing activities and plans keeping in view of the special stratification of the Individual consumer, thus as a startup vendor in these small markets and limited spaces this model helps the vendor to choose from the categories and segmenting consumers in different social and demographical groups.

In its simplest terms, it can be argued any specific human buying tendency would be the result of the interaction of various simple and complex group of instincts, or psychological

mechanisms, including individual utility maximization with aesthetic satisfaction maximization like the beauty instinct, humanitarian assistance maximization, intellectual growth maximization of the product to fulfill the curiosity instinct, and social standing maximization to the status instinct could be the few linkages that must be assessed to know why an individual manifest buying intention on these markets impulsively, this buying behavior should be the very significant modifying effect of evolving habits and institutions, both individually and collectively resulting in better identifying the environmental factors that can affect the impulsive tendency of individuals buying decisions when all combined helps them find it easier to identify the opinion makers and opinion leaders who can act as leaders in getting the products accepted.

2.1.5. TRI component model.

According to this model, attitudes consist of three major components: a cognitive component, an affective component, and a conative component.

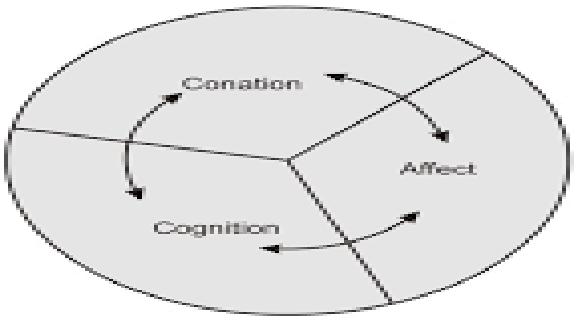

Figure 4: Tri-component Attitude Model. Source (Schifman, L.G. and Kanuk, L.L. 2007)

The Cognitive Component: This constituent deals with the knowledge and perceptions of shoppers which are generally termed as product and brand related beliefs, knowledge and meanings that shoppers manifest in their buying tendency is developed or acquired from a combination of direct experience with the attitude object and related information from various sources leading to specific behavioral intentions starting from remembering, understanding, forming different stimulus and events leading to making impulse purchase tendencies.

The Conative Component: is another constituent of the Tri-component attitude model, it is focused with the tendency that an individual determines to undertake a specific action or behave in a particular way with regard to the attitude object of impulse buying tendency. This component refers to the overt actions of the consumer that can be directly observed and

measured by including the actual behavior itself. Studying this intention led to several buying scales that assess the likelihood of a consumer purchasing a product in retail marketing environment specifically.

The Affective Component: Shopper's emotions or frame of mind about a particular product constitute the affective component of attitude. These emotional state ultimately capture the consumer's attitude toward the object which can be articulated as ratings of the object as favorable or unfavorable, (Allen et al, 2005 as cited in Saju Eapen. 2017). These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature, that is, they capture an individual's direct or total assessment of the attitude-object (i.e., the extent to which the individual rates the attitude item as "favorable" or "unfavorable," "good" or "bad". Since the consumer's affective responses about the stimuli can be positive or negative of varying intensity to the stimuli including high strong emotions such as love or anger, less robust feelings such as thwarting, moods similar to boredom or relaxation and milder leading to general attitudes such as like or dislike. Marketers who starts from affection focus on developing positive mark for their products and brands to increase the chances that consumers tend to buy them.

The main advantage of this model is it help in better explaining what attitudes are and how they are formed and the settings under which they may change. The ABC model of attitudes has its own drawbacks and merits. The first drawback is its inconsistency that emanates from the A and C components because they may not accurately predict specific tendencies or behaviors. This contradiction between components show gap when behavior becomes inconsistent with affective and cognitive components for instance one might dislike buying on weekend markets because of its crowded in nature but can go with fiends to that similar market.

The Tri component model from the point of view of weekend marketing strategy incorporates the way vendors try to catch consumers' attention and increase the knowledge about a product offering on open markets. Instantaneously, they also try to create favorable feelings in customers towards their products which creates the necessary energy that drives them towards buying tendency.

Summary on Chosen Model

This study has used CBA model, even though impulse buying tendency does not fit specifically into any specific existing consumer study frameworks (Silvera, Lavack, and Kropp, 2008). Better explanation was forwarded and presented by studying consumers using this model with a few notable exceptions.

As this study used both natural language adjectives and theoretically strong impulse buying questionnaires, doing so supports the comprehensiveness of the model by widening its applicability across observers and cultures. Triads as a model was chosen because they better traces the causal links of buying beliefs, through tendency, with actual behavior. As it was supported empirically, with particular emphasis on the impulsive buying tendency the researcher tried to link the factors that may produce impulse buying decisions. As the chosen theory postulates that a person's intention to perform or not to perform a behavior can determine of that action. Barring unforeseen events, people are expected to act in accordance with their internal environment. Although marketing strategies are designed to bring in cognition and affect among consumers, these strategies at times result in overt consumer behavior to generate revenue and profits. Only conative or behavior aspect brings sales and profits and hence it is critical for marketing strategy. Clearly, however, intentions can change over time and the longer the time recess, the bigger the likelihood that unforeseen events will produce changes in intentions. As this study has focused on better understanding of impulse buying tendency, not just interpreting it, for a more complete understanding of intentions it was necessary to study why people hold certain attitudes and beliefs that lead to specific behavior which is difficult to be achieved with other models in an open market setting.

2.2. Empirical Review of Related Literatures

2.2.1. Gender of consumers and Impulsive Buying Tendency.

Some people are quite reserved in their purchase decision, at the other end of the continuum there are others who are always ready to experience new things. Weekend market buyers whether male or female goes to conduct a given exchange, as Kruger and Byker (2009) found that women be likely to carefully scrutinize products before they buy, prefer to choose from an assortment of products, and are more likely than men to pay devote in buying when items are likely to be on sale. Study conducted by (Fischer and Arnold, 1990) indicated they put more time

and effort into shopping for Christmas presents than men, similarly they process information in advertising and product information messages in a more thorough and comprehensive manner than men. (Meyers and Sternthal, 1991; Kempf, Laczniak, and Smith, 2006). This increasing exposure tend to make them more favorable to impulsive purchases than men (Coley and Burgess, 2003; Dittmar, H. Beattie, J. and Friese, S. 1995; Rook and Hoch, 1985). Recent study shows reviews of others impacted the purchase intention for males. Negligent for female respondents, suggesting that female consumers are less likely to trust the opinions of strangers and place greater faith in the opinions of people with whom they are already familiar (Chen, Lu, Wang, and Pan, 2018).

Wade and his colleagues found women being on average less aggressive and less inclined to individual self-assertion than men. Others refute it by elaborating on women's biological role as mothers are better in some occurrences and a different range of temperaments to men, suffer from anxiety and depression (Wade, Garry, Read, and Lindsay. 2002). Given the link between impulse buying and negative emotions (Silvera, Lavack, and Kropp, 2008. Verplanken, Herabadi. Perry, and Silvera, 2005), they may use impulse buying as a means to improve their mental state both as an actor of society being less aggressive and more group-orientated can be seen as positive traits as both genders relate the material possession differently.

Research demonstrates that women preference is for items related to rudimentary values, while men preference is for items related to leisure and finance. a study conducted by Coley and Burgess (2003) proposes that though men incline to shop on impulse for electronics and music, women do so for fashion. The motives for the respective preference were that women price their possessions for "emotional" and "relationship" reasons. This was elaborated more, when men value their tenure for "functional instrument reasons, or for personal identity reasons," Women on the reverse apply it for social identity reasons (Dittmar, Beattie, and Friese, 1995).

Women and men vary in characteristic traits across cultures. A meta-analysis study of 150 individuals found that males take more risks overall than females (Byrnes, Miller, and Schafer. 1999). Women scored higher on neuroticism, agreeability, and comfort. On another assessment conducted 26 cultures were studied with 23,000 participants, result indicates men scored higher on assertiveness (Caramazza, Costa, Miozzo, and Bi. 2001). An impulse shopping survey (Consumer Reports, 2009 as cited in Pornpitakpan, and Han, 2013) revealed that 60% of women

bought something on a whim the purchase averaging up to US$108. Clothing was the most current impulsive item, then food and accessories (25%, 14%, and 6% of respondents, respectively).

In the study of Awan and Abbas (2015), it was assessed whether the buyers' impulse buying tendency differed according to biological sex and as a result of the study, it was found that males conducted more impulse buying purchase than females. In a different study conducted by, Gandhi, Vajpayee, and Gautam on (2015) examined whether the consumers' impulse buying behavior tendency for beverage products differed to biological sex. As a result of the study, it was found that females exhibited more impulse buying tendency than males. Ironically, gender differences in the sample have been most evident in European and American societies where there are relatively small differences in sex-role. Based on the above literatures this study has proposed

H1: Men and Women's impulsive buying tendency has a positive relation with their purchase.

2.2.2. The buyers age and impulsive tendency.

Li, Robson, and Coates, (2013) the study conducted in china found the number of unplanned purchases for the Chinese sample was younger (79.3% was less than 35 years old) than the sample in America which is (65.8% was less than 35 years old). Today's fashion retailers understand very well that, especially for women, shopping is not just about making the right purchase, but also about experience. With more young couples shopping together in different markets, it is imperative that stores be designed in a way that serves both parties. Women need the right atmosphere, space, and time to find the right product while majority men focus on trying to get the job done. (Tifferet, and Herstein, 2012). The tendency of impulsive buying most likely surges between the ages 18 to 39, and then it declines there after Bellenger, Robertson and Hirschman, (1978) who found an inverse relationship between age and impulsive buying, non-monotonic, between ages from 18 to 39 (Wood, 1998). On another demographical study respondent whose age group between 25-32 years and 32-39 years buy impulsively containing the study 78% of total respondents. (Bashar, A. et al 2013) Therefore, it may be concluded that most of the shoppers are in 25-39 years of age.

Adult consumers are more concerned about the wellbeing of their children, as such may buy products according to the list drawn, but adolescents who do not have people to take good care and feed are highly extravagant in their spending and cannot control their emotions when they come in contact with new and attractive products, implying adults who are single tend to show impulse buying tendency than the rest. In this regards, impulse buying tendency is a recurrent phenomenon among young people too. In addition, the study through the result of the independent samples test indicates that impulse buying differs significantly between male and female shoppers/consumers, with the phenomenon more common among female shoppers/consumers. (Akram, U. Hui, P and Khan, Muhammad and Hashim, Muhammad and Rasheed, Shahid. 2016). It was also found age of shoppers and impulse buying were related in that an increase in the age of consumers brings about an equivalent decrease in impulse buying and vice versa. This is obvious as impulse buying behavior may be high among adolescents who have no responsibility in raising families, this category of people does not bother about the way the spend money on luxurious goods which in most instances are unplanned. Implying buyers who cannot govern their emotions when in contact with new and attractive products in markets, compared to married adults who are inhibited by family needs; as such could order and control their buying tendency. Based on the above literatures this study has proposed

H2: Age of the consumers has positive association with the impulse buying tendency.

2.2.3. Marital status and impulsive tendency.

The access which individuals have to household finances depends not only on earnings how finances are managed, but also on spending priorities and responsibilities. Singles and elderlies tend to shop at the mall as it makes consumers involved not only with consuming goods or services, but with emotional satisfactions that may be derived from adoring ambience, perusing, and social experiences outdoor the home to be with friends or family.

Those who are not married in their late twenties devote more to themselves and have a higher income than these similar groups in their early twenties. They spend significantly more per capita than married couples do on food, housing, apparel, and education, and less on health care. Within houses there are agreements about who should pay which bills and buy which items. These conventions may reflect wider social norms expected on married couples, or they may

simply have developed as the members of the household negotiated the patterns of their life together. Coffey, Schumacher, Baschnagel, Hawk, and Holloman, (2011)

Lee and Yi (2008) indicated that marital status had an adverse effect on individual decision of buying behavior. The survey respondents reported that, they dithered less and either felt a tougher urge to buy or simply bought the product on impulse, whenever the risk decreases or in terms of marital status singles bought something on a whim like married couples. In other words, perceived risk may prevent extended family heads from acting impulsively as they earn differently and have others to consider before decision, they want to averse the risk. In fact, even well-paid singles who see risk in buying a product are likely to use risk-handling strategies to avoid impulse buying (Lee J and Johnson, 2010). based on this the study has proposed

H3: Individuals marital status with impulsive buying tendency has positive relation.

2.2.4. Income and impulsive buying tendency.

The ease of access of money facilitates the fancy buying process as it upsurges the acquiring power of the individual. Beatty and Ferrell, (1998). Though, if a single person wants to make hedonic buying, if someone does not have enough money, the person most likely avoids the shopping environment altogether. As Muruganantham and Bhakat (2013) elaborated dramatic increment in personal incomes and credit availability has made impulse buying in retail store environments prevalent consumer behavior.

Akram, et al (2016), income of consumers is inversely linked to impulse buying, as impulse tendency declines with increase or decrease in income level attained. This is contentious, but can be said to be common among the more have one buyers, as they are influenced by their position and placement in the society, as such are more influenced by fanciful products since they have the purchasing ability, those who don't have the means can control their expenses and would only speed money on products initially thought and planned for.

consumer behaviors of impulsive buying have been largely studied in the United States and other developed countries and one can raise question its application to other cultural contexts. In general, it is useful to replicate research results in other countries to either increase confidence on the research findings or to establish the limits of the theory and suggest that the theory needs

to be modified for new contexts (Craig and Douglas 2000). Specifically, does income influence impulsive behaving tendency in the same way in different cultural contexts? For example, cultures may differ substantially in terms of their long-term orientation, uncertainty avoidance, and in their degree of collectivism, each of which may have an impact on hedonic buying. In high long-term orientation cultures, persistence and perseverance are valued, relationships are ordered by status, and "nice" people are thrifty (Hofstede 2001 as cited in Yoo, Donthu, and Lenartowicz, 2012).

spending differs between tightwads and spendthrifts when compared with impulse purchase tendency tightwads are more. thoughtful and are more logical in their spending. (Bashar, et al, 2013), stressed out that not all spendthrifts are impulsive, though some individuals are more likely than others to satisfy hedonic drives. Based on aforementioned reasons this study has hypothesized as

H4: Income has positive association with impulsive buying tendency.

2.3. Conceptual framework of the study.

Introduction

The conceptual model hypothesizes that by describing the consequences of impulse buying tendency for affect, cognition, and behavior. a person's specific behavior is determined by a person's predisposition to perform the behavior. Impulsive buying tendency depends upon cognitive evaluations of the behavior and perceptions of conative. The person's attitude toward a specific behavior refers to personal judgment being in favor of or against performing the behavior. Individuals high on impulsive tendency indulge in actual impulsive behavior. high impetuous tendencies only increase the likelihood of the impulsive purchase with no guarantee for impulsive purchasing. The variables age, gender, marital status and income has been used to study the dependent variable of impulse buying tendency.

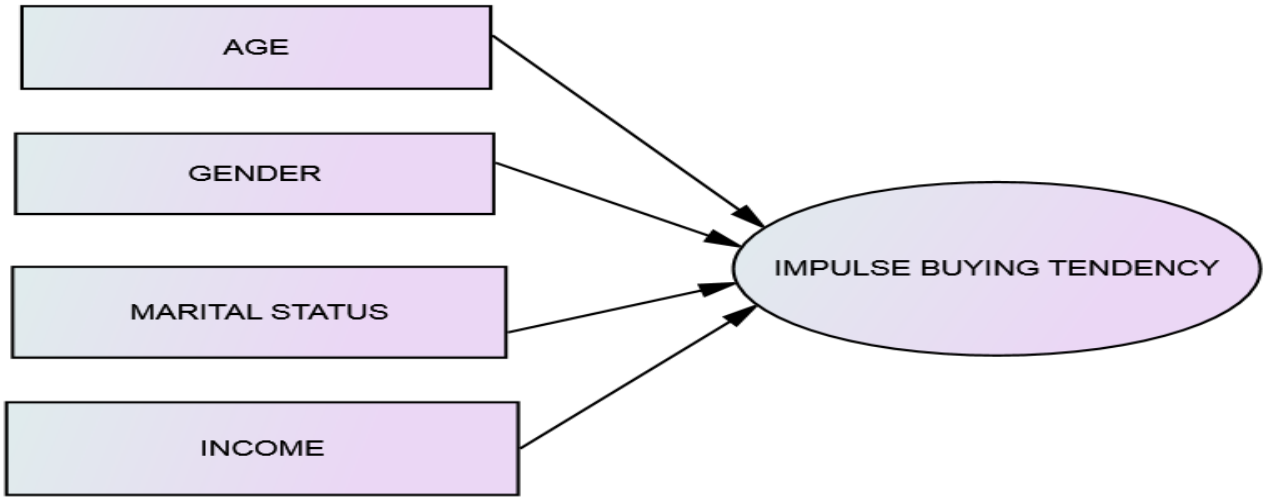

Figure 4 Figure Proposed model of the study. Source (Schiffman and Kanuk 2007)

Chapter Three

Research Methodology

Introduction

This chapter presents detailed information about the research methodologies which was utilized in the study. It begins with research approach and design, data type and source, target population, sampling technique and sample size determination, data collection procedure, method of data analysis, ethical issue, reliability and validity of the study were covered.

3.1. Research Approach

Research work is inductive thinking, to do so scientifically designing it is necessary. Approach as the general plan paves way to research questions and conceptual structure within which research is conducted by constituting a blue print for the collection, measurement, and analysis of qualitative, quantitative or mixed data.

There is qualitative, quantitative and mixed research approach methods. Qualitative method is a method of designing mostly open-ended questions, the data collection technique is mostly interview and observation, it is suitable for studying selected behavior or rituals for extended period of time as observation is realized by the researcher becoming part of the event or outside.

If a researcher employs a mixed sampling method, the sampling techniques are in the middle of the purposive and probability sampling continuum, which over-laps one another. (Teddlie, and Tashakkori. 2009) Even though there are different types of mixed samples concurrent mixed method sampling is used by utilizing a single sample generated through the joint use of probability and purposive techniques to generate data for both the qualitative and qualitative strands. (Teddlie, Tashakkori. 2009) In depth interview can be used in certain circumstances to collect relevant as well as detailed information. The flexible and continuous nature of good design provides detail information if it is conducted in a more relaxed atmosphere to explore new issues in depth. (Bryman and Cramer. 2011) A recent study presents an in-depth study of consumers and their impulsive online buying behavior for clothing. (Sundström, Lidholm, and Radon. 2018) by collecting data through personal interviews. In the study, a pattern of the consumers' recurrent feelings been identified through the impulse buying process, escapism,

pleasure, reward, scarcity, security and anticipation. However, unlike the online environment actual markets aren't suitable for discussions as they are filled with individual hawkers, the researcher wouldn't believe it is such a relaxing environment for researcher to ask and respondents to elaborate their answer in the timely bounded busy life of the city dwellers.

A quantitative research enables the researcher to collect objective and numerical data to apply statistical tools and used to establish relationships of the variables that was used in the study. As (Ghauri and Grønhaug, 2005) stated research method is chosen according to the type of study and convenience of administering it because of this, the study adopts a quantitative research design. This research design was primarily used by the researcher to examine the cause and effect relationship between known variables of interest, to collect data on predetermined instruments that yield good statistical data (Creswell, 2003). Similar method was used by Ali, et al, (2018) to study the influence of Cultural Factors on Impulse Buying Tendency, (Vidha Pradhan. 2018) also studied using similar research design on Impulsive Buying Behavior amongst shoppers in supermarket in Kathmandu valley, even though there are certain limitation with it, Recent studies have utilized it.

3.2. Research Design.

Explanatory design was chosen to conduct this study, mainly because as the study aimed in answering the cause and effect of impulsive buying behavior of individual buyers. As a cross-sectional field survey data was collected at one point of time during a period of four days to assess the relationship between Independent variables and impulsive buying tendency of the shoppers or by passers to do so around Megenagnga weekend market. variables were measured at same point in time using a single questionnaire. survey questionnaires were rigidly structured, the questions were asked in the same order, the same way, and only the predefined answer choices were given, this was chosen as it permitted wide coverage at a minimum expense of both money and other valuable resources, even though there were certain limitations. (Saunders, Lewis, and Thornhill, 2007. Bhattacherjee, 2012)

Exploratory research design is another research method for a study. The author when exploring a new topic to better understand about it, and that researcher has little knowhow at the beginning, on the process design and execute better systematic studies. The initial research

could serve to more detailed studies to emphasize learning more about particular of the findings would come up with other studies. The sources can be experience surveys, secondary data analysis, case studies and pilot studies.

Descriptive research design is the third type of study its main focus being to describe the main events of what, when, who, where, and how question. Most social researches are descriptive by using data gathering techniques, like surveys, field research and content analysis.

3.3. Data types and sources.

As a market research, field work is the central and important method for collecting the primary information, secondary information also plays an important role while analyzing and giving inference of some empirical knowledge. The following sub sections presented the methods of data collection.

3.3.1 Methods of primary data collection.

The researcher used questionnaires for data collection. They were composed of standardized close ended questions for selected street buyers. These responses enabled the survey possible in assessing the research objective.

3.3.1.1. Primary data.

The researcher administered a close ended questionnaire for about 316 buyers who passes by on Megenagnga weekend market to generate a quantifiable data. The first draft of the questionnaire was prepared in English and were directly translated in to Amharic (official language) after having a professional help, then have been checked by forwarding to selected pre samples and gathering their feedback to improve the instrument wording and phrases to avoid inconsistencies and communication barriers. (Appendix 1)

The researcher was supported with three enumerators in distributing and collecting the questionnaire, since they are in similar position with the main research conductor only reminder training on data gathering techniques and overall ethical acts was given prior to starting data collection.

3.3.1.2. Secondary data sources.

Secondary sources of data are sources that can be manipulated by the researcher if for certain reason the buyers change their usual exchanging area the study can be specifically targeted or included on that new segment. Other than that identification of close by area suitable for buying and selling as they can contribute for the study depending on the situation they can be affected.

3.3.1.3. population for the study

All the items under consideration in any field of survey constitute a population. (Sekeran 2003). The target population for the study were consisted of weekend buyers around Megenagnga. To get acquainted with the population that were studied understanding their character in terms of several aspects helped to prepare questions relevant to the study. Based on it was classified under age, gender, marital status, and income.

Age- starting from 18 were the main elements for the population under study. Since diversified age group comes for few minutes to the market to conduct their purchases, knowing buyers age category was hoped in better understanding of the purchased demands through this category. past studies have indicated that in overall, younger individuals were found to have upper impulsive shopping tendencies compared with older individuals (Wood, 1998; Verplanken and Herabadi, 2001 as cited in Badgaiyan, and Verma. 2015)To ensure the age representativeness by dividing in to categories was necessary, for collecting data that was distributed in each age group almost equally.

Gender- is another variable for assessing buyers around Megenagnga, since different genders enjoy by trying to shop on the open market goods, their preference was shaped according to it, and it was more interesting ensuring their representativeness of the sample by including and collecting equal data for Males and Females.

Marital status- on open markets like Megenagnga several buyers appear to buy some products this product purchases can be influenced by their marital status. As the interest of single person might be different than married couple. In collecting data, it was ensured representativeness for singles, and married, leading to equal number of responses has been collected.

Income- the convenience of having better income was assumed to increase buying impulsive tendency as well as the likelihood of an individual indulging in impulsive purchase. Hence, it is being proposed that money availability having a significant positive effect on the constructs of impulsive buying tendency, like the above elements the income were classified on six groups by depending on the tax breakdown structure of the country. Then data were collected from each group having equal number of 49.

3.4. Sampling Procedure.

3.4.1 Sample size.

To determine the sample size various choices, exist among them, published source was utilized by (Amsale. 2017) while assessing street illegal vendors in Addis Ababa city with a sample size for vendors being 398, composed with a larger sample size. This study has used a statistical formula for sample selection to determine sample size and it was presented as follows.

$$ss = \frac{z^2 \times (p) \times (1-p)}{e^2}$$

$$ss = \frac{1.96^2 \times 0.05 \times (1-0.05)}{0.05^2} = 385$$

n- is the required sample size.

P- is the percentage occurrence of a state or condition

e- is the percentage maximum error required

Z-is the value corresponding to level of confidence required

As (Bartlett et al., 2001) indicated there are two key factors to this formula. First, there are considerations relating to the estimation of the levels of precision and risk that the researcher is willing to accept which is denoted by small *–E-* which is the margin of error or the risk the researcher is willing to accept, as it is shown above for this research it is 5%. The smaller the level of precision on value of *E,* the greater the sample size prerequisite and technically speaking sample error is inversely proportional to the square root of *n*, however, a large sample size cannot assurance precision as indicated by (Bryman and Bell, 2003).

Z is concerned with the level of confidence for the results revealed by the survey findings in becoming accurate. What this means is the degree to which it can be sure the characteristics of the population have been accurately estimated by the sample survey. *Z* is the arithmetical value corresponding to level of confidence required. The main idea behind here is that, if a population were to be sampled repeatedly the average value of a variable or question gotten would be equivalent to the true population value. In marketing research, the typical levels of confidence used are 90 percent (0.10: *Z* value equal to 1.64) 95 percent (0.05: *Z* value equal to 1.96) or 99 percent (0.01: *Z*=2.57). A 90 percent level of confidence was used. it implies that 90 out of 100 samples can have the true population value within the margin of error (*E*) specified. To estimate the value of *P* before conducting the survey, as Bartlett et al. (2001) suggested that researchers should use 50% as an estimate of *P* and used so it results in the maximization of variance and produce the maximum sample size, similarly Andy, F. (2006) indicated to the random variations in the sample estimates around the true population parameters the measurements of sampling error are known as "a precision of sampling plan" when sample size is improved by increasing precision can also spike up and improved however increasing sample size has also its own limitations. Finally, the sample size determination techniques provided the number of responses that was collected. Many researchers commonly add 5% as for this study since it is quota sampling but due to unexpected events the spread of COVID-19 has hindered in collecting the desired number of representative data.

3.4.2. Sampling technique.

Sampling takes two forms in statistics namely probability and non-probability sampling. Probability sampling is founded on the fact that each member of a population has a known and equal chance of being selected or not. It takes several forms namely simple random, stratified sampling, systematic sampling, and cluster sampling. As each probability sampling differs each technique among them has its own unique merits and demerits. Non-probability sampling is the second type of sampling is a sampling technique where the odds of any member being selected for a sample is not equal and is the opposite of probability sampling. The technique is easy to administer being cost and time effective. It has also certain drawbacks being impossible to know how well the population is represented. Quota, haphazard, snowball, expert, purposive and convenience are types of non-probability samples.

Quota sampling was used for this study as it is a non-probability equivalent of stratified sampling. The main criteria to use this method was as the method helps unlike others enables to gather data from one stratum until the required number from each quota fixed by the researcher is fulfilled. It starts with characterizing the sample population based on definite desired features and allocates a proportion to each subsection of the population.

3.5. Data Gathering Instrument

To collect the information from respondents, the researcher compile, adjust and finally pretests the data gathering instruments. Formerly several studies utilized various types of questionnaires for impulse behavior studies. This study used questionnaires developed by others from several studies as these instruments have been already tested they contribute to gather original data from the respondents. A survey by a questionnaire is the most appropriate method for measuring the impulsive behaviors of buyers using scales, while minimizing the possibility of researcher bias and providing a greater degree of objectivity. The variables that are dependent, and independent were tested by answering how they were linked has been presented as follows

Impulse buying behavior tendency was assessed by borrowing questions from Mittal, Chawla, and Sondhi, (2016). these questions were found to better test behavioral aspect of buying tendency thus they were adopted to the study they are "When I see something nice in the market displayed, I feel a strong urge to check it out." "at times, I have to force myself to control the desire to buy." "I usually like to check out a thing at different stores before I decide to buy it here." The third behavioral measure "I see it, I buy it. describes my buying behavior." Was used by kc shama and Sukhmeet (2015).in their fifth query.

Impulsive buying cognition scale was adapted from (Mattila and Wirtz, 2008 as it was utilized and cited in Badgaiyan, Verma, and Dixit. 2016) items being four and using a 5-point Likert-type scale, where 1- strongly disagree and 5- strongly agree. The following items were measured: "Most of my purchases are planned in advance." "Often buy without thinking." "Before I buy something, I always carefully consider whether I need it." "I carefully plan most of my purchases."

Impulse buying affection tendency scale was also adopted. the items were five, using a 5-point Likert-type scale, where 1- strongly disagree and 5- strongly agree. Items that were measured are "It is exciting to buy without planning." Followed by "I buy products according to how I feel at that moment." Then "Shopping up lifts my mood." On fourth" If I like something, I just have to buy it." The question on second on this variable was adopted from Mittal, Chawla, and Sondhi, (2016) which was used as the 33rd item in their study, namely "If I like something, I find it very difficult to leave without buying it."

The first impulse buying tendency scale "I often buy what I like there and then" was adopted from Hausman, A. (2000) the second and third scale, was modified from the original question utilized by authors "if I see something that I think I need; I buy it even though, went shopping for other purposes." In to "I ended up buying the product without original plan." Coley, A., and Burgess, B. (2003). Question on the third of "I sometimes buy things because I like buying things rather than need them. I bought product I never thought about at all before shopping." was modified in to a shorter version of "when I go shopping, I buy things that I had not intended to purchases." Item number four, "I sometimes buy things because I like buying things rather than need them". Was adopted from Badgaiyan, A. J., Verma, A., and Dixit, S. (2016). The last item, "I usually go out for shopping only when it is a necessity." was adopted from reciprocal shopping by Minahan, S., and Huddleston, P. (2012).

3.6. Data Analysis Technique

Data entry errors, possible outliers, and missing values was checked before and while proceeding with data analysis. The raw data was properly coded by giving numbers before inserting into SPSS 21.0 in suitable form for analysis and interpretation. This was achieved through sequences of activities including manual and automatic editing, coding, entry, and tabulation. The objectives were checked the completeness, internal consistency and appropriateness of the answers to each of the questions. After that an independent Sample t-test and ANOVA was conducted.

3.7. Reliability and Validity.

Validity is the accuracy of measurement or the strength of conclusions, inferences, or propositions. It determines the degree to which the research truly measures what intends to

measure or how truthful the research results are Trochim and Donnelly, (2008.). Convergent validity was assured by checking and selecting constructs that has higher factor loadings of measurement items to their constructs. Construct validity was maintained because any question and variable factor indexing element was guided by strong theoretical underpinnings which serve as base for the causal relationship and empirical test of variables. Statistical validity was fulfilled in that any aspect of the data quantification.

Reliability is the quality of measurement, demonstrating how precisely the same results are reproduced with the repeatability of a measurement (Trochim and Donnelly, 2008). The reliability of the construct items was evaluated using composite reliability. Composite reliability is the amount of scale score variance that is accounted for by all underlying factors (Hair, Black, Babin, and Anderson, 2010), and assesses the internal consistency of measures. It was computed by dividing the sum of standardized loadings squared by the sum of standardized loadings squared plus the sum of measurement errors. It was done widely in educational research hence Cronbach-alpha was utilized. This coefficient varies from 0 to 1, and a value of 0.7 or less generally indicates unsatisfactory level of internal consistency (Sekeran, 2003). The overall alpha for the current study was 0.912 which is higher than an acceptable level 0.7, in addition an internal consistency was computed resulting above the above-mentioned threshold for instrument used.

3.8. Ethical consideration

Ethical clearance was obtained from Research Ethical Review Board of Addis Ababa University, School of Commerce, and Department of Marketing Management. In addition, after ensuring full informed consent questionnaires were distributed only to voluntary participants that also specified the purpose of the study again and clearly viewed in the introductory part of the questionnaire. In interpretation information was kept in strict confidentiality by assigning them code numbers instead of names, to address the issue of anonymity.

Through the confidentiality agreement and the consent forms participants have the opportunity to opt out of the study without any penalty (Andrew, Sharon and Halcomb, Elizabeth. 2006). Participants were encouraged to articulate their choice openly and honestly, as stated in the confidentiality agreement.

CHAPTER FOUR

Data Analysis and Discussion.

Introduction

In the previous chapter, the research methodology employed by the researcher to achieve the objectives of the study was discussed. The present chapter has dealt with the analysis and interpretation of the data collected based on the frame of reference of this thesis. This was done in two sections; the first section of analysis presents descriptive statistics of the respondents (n=294) in terms of their demographic characteristics. The second section of analysis deals with inferential statistics, it comprises different sub-sections. The first sub-section presents the response rate, reliability test, descriptive results and inferential statistics of t test was done to find the significance difference between male and female buyers, by using their gender, and marital status. ANOVA was utilized for age and income to find out the relation between demographic variables and impulse buying tendency of 294 buyers.

4.1. Response Rate

To get a typical data a total number of 328 self-administrated questionnaires were distributed to Megenagnga weekend buyers and 316 questionnaires which was around 96.3% were collected. Yet, from these collected questionnaires only 294 were properly filled and found valid for statistical analysis. Ultimately these 294 questionnaires or 89.6% of the total questionnaires entered the analysis.

4.2 Reliability test

Composite reliability is the amount of scale score variance that is accounted for by all underlying factors (Hair, Black, Babin, and Anderson, 2010), and assesses the internal consistency of measures. It was computed by dividing the sum of standardized loadings squared by the sum of standardized loadings squared plus the sum of measurement errors. Values greater than the Cronbach ‘s alpha of .70 threshold indicates a considerably high reliability. Likewise, the total reliability be the same, according to sekeran the closer the Cronbach’s alpha to 1, the higher the reliability. Based on the above assumptions, the result obtained from using statistical package for social sciences (spss) detected that 20 items of the question Cronbach’s Alpha were 91.2% that

means. If similar instrument is used in order to collect information from other open markets it must provide credible information. The result is shown in table 4.1.

Table 4.1. Reliability Statistics	
Cronbach's Alpha	N of Items
.912	20

The scale internal reliability for this study was also checked using similar Statistical Package for Social Sciences Software (SPSS) version 21.0 and the Cronbach ‘s alpha was .767, .725, .780, and .768 for affective, cognitive, behavioral, and impulse buying scales correspondingly.

Table 4.2. Internal Reliability Statistics

Variables	Cronbach’s Alpha	No. of Items
Affective	.767	5
Cognitive	.725	5
Behavioral	.780	5
Impulse buying	.768	5

Source: Survey data (2020)

Therefore, as we can see it from both tables the questionnaire reliability for all dimensions studied is considered as high as it was above .70 thresholds. Hence the data found regarding the questionnaire suggested it was a good and reliable instrument for testing impulse buying tendency towards weekend marketers.

4.3 Descriptive Statistics.

As mentioned above, this Section deals with descriptive statistics of the 294 buyers who participated in the survey. This part discussed the general demographic characteristics of respondents such as age, gender, educational level and income per month of respondents which was presented in part two of the questionnaire. Percentage analysis is one of the statistical measures used to describe the sample in terms of their demographic characteristics such as age, gender, marital status, and monthly income. Distribution of sample based on the above mentioned demographic characteristics is given in the following manner.

4.3.1 Age wise Descriptive analysis of samples.

Table 4.3. distribution of age of respondents.

	Frequency	Percent
18-24	58	19.7
25-34	59	20.1
35-44	59	20.1
45-54	59	20.1
55+	59	20.1
Total	294	100.0

Table 4.3. shows the study has used five categories of age groups, 19.7% of the weekend impulsive tendencies buyers under study are between 18-24 years of age, the rest age groups 25-34, 35-44, 45-54 and above 55 years of age has equal share of 20.1%. As mentioned in Chapter 3, weekend markets allow by creating the opportunity to transact different types of age groups in an open market setting, as can be noted from the table the younger age group have lesser shares compared with all other groups by one, it was done intentionally by the researcher as impulse buying tendency tends to be very high within 18-24 rather than above 55. (Badgaiyan, and Verma. 2015).

4.3.2 Respondents' gender.

The gender composition of respondents is presented in the subsequent table.

Table 4.4. Gender of respondents

		Frequency	Percent
	Male	147	50.0
	Female	147	50.0
	Total	294	100.0

Table 4.4. shows that 50% of impulse buyer tendencies participants are male and similar amount of data was collected from females.

Representing both participants equally has served as vital information as the research assesses the views and opinions of the people that contributed to the research and analyze their views equally. It is clear that weekend markets like Megenagnga is a source of open area not only for females but also for male buyers' thus equal quotas as aimed was achieved between the genders.

4.3.3 Respondents' marital status.

Equal number of participants have been included for individuals' marital status.

Table 4.5 Marital-status distribution of the sample

		Frequency	Percent	Cumulative Percent
	Married	147	50.0	50.0
	Single	147	50.0	50.0
	Total	294	100.0	100.0

4.4.4 Respondents' income per month.

As presented in figure 4.1. below shows the successful effort to have each income group an equal 16.7% monthly salary share by starting from 601-1650 income group up to those who earns more than 10,901 from varying income categories, in an open market like Megenagnga.

Table 4.6. Monthly salary distribution of respondents.

	Frequency	Percent	Cumulative Percent
601-1650	49	16.7	16.7
1651-3200	49	16.7	33.3
3201-5250	49	16.7	50.0
5251-7800	49	16.7	66.7
7801-10900	49	16.7	83.3
10901+	49	16.7	100.0
Total	294	100.0	

Source: Survey Result (2020)

4.4 Descriptive analysis of variables.

4.4.1. Cognitive

Test to respondents' Impulsive buying cognition tendency scale was measured by using a five item measurement scale first used by Mattila and Wirtz, (2008) and adopted to their study Badgaiyan, Verma, and Dixit. (2016) by conducting a sequence of confirmatory examination to find the best fit from them items being five and using a 5-point Likert-type scale, where 1-strongly disagree and 5-being strongly agree. The following items was measured: "Most of my purchases are planned in advance" "Before I buy something, I always carefully consider whether

I need it." "just do it. Describes the way I buy products." "I often buy without thinking." "buy now think about it later. Describes me". The Cronbach alpha coefficient for this scale was also tested in aforementioned software package version 21.0 and was found to be .725 which is considered acceptable.

Table 4.7 Grand total Score of 5 item cognition scale.

		Most of my purchases are planned in advance.	Before I buy a product, I always carefully consider whether I need it.	I often buy without planning.	"Just do it" describes the way I buy products.	"Buy now think about it later" describes me.
N	Valid	294	294	294	294	294
	Missing	0	0	0	0	0
Mean		3.35	3.39	3.17	2.89	2.60
Std. Error Mean		.077	.069	.074	.082	.086
Median		3.48[a]	3.55[a]	3.35[a]	2.92[a]	2.38[a]
Std. Deviation		1.318	1.177	1.271	1.410	1.472
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

a. Calculated from grouped data.

Source: Survey data (2020)

The highest mean scores in the cognition scale were item 2 which is ― Before I buy a product, I always carefully consider whether I need it, with a value of *M*= 3.39 and *SD*=1.17 the next highest mean score was for item one, most of my purchases are planned in advance‖ with a mean value of 3.35 and standard deviation of 1.31. this shows even though impulse purchasing tendency is sudden in nature buyers around Megenaga area consider their purchase carefully. The third highest for cognition scale was - I often buy without planning, having a mean score of 3.17. The lowest scores were item 4 and 5 namely "Just do it" describes the way I buy products and - "Buy now think about it later" describes me. with a mean value of 2.89 and 2.60.

Table 4.8 Grand Mean score of five item cognitive scale

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.080	2.595	3.395	.799	1.308	.112	5
Item Variances	1.779	1.386	2.167	.780	1.563	.094	5

Source: Survey data (2020)

The total possible value of the cognitive scale for 5 item scale against a 5 point Likert scale falls between 1 to 5 and as it is shown in the above table, the total mean score of cognition was 3.08 and this result is close the midpoint than to the total mean score of 5, therefore it can be said that buyers around Megenaga cognition tendency is medium, in their level of impulse buying tendency.

4.4.2. Behavior

Impulse buying behavior tendency was assessed by adopting four items from Mittal, Chawla, and Sondhi, (2016). these questions were found to better test behavioral aspect of buying tendency thus they were adopted to the study they are "When I see something nice in the market displayed, I feel a strong urge to check it out." "at times, I have to force myself to control the desire to buy." "I usually like to check out a thing at different stores before I decide to buy it here." The third behavioral measure "I see it, I buy it. describes my buying behavior." Were borrowed from kc shama and Sukhmeet that was utilized in their fifth question (2015)." With a five point Likert scale from 1=strongly disagree to 5=strongly agree was used to measure behavioral aspect of impulse buying tendency around Megenaga weekend market. The Cronbach alpha coefficient for the scale was .780 which is above the minimum Cronbach 's alpha value of 0.7. Therefore, the construct is acceptable.

Table 4.9. Grand Mean score of 5 item behavioral scale.

		When I see nice product in the market displayed, I feel a strong urge to check it out.	At times, I have to force myself to control the desire to buy.	I see it, I buy it. describes my buying behavior.	I usually like to check out product at diverse open markets before I decide to buy it here.	I am constantly sampling new and different products
N	Valid	294	294	294	294	294
	Missing	0	0	0	0	0
Mean		3.59	3.36	2.98	3.50	3.18
Std. ErrorMean		.075	.076	.081	.076	.077
Median		3.85[a]	3.55[a]	3.12[a]	3.69[a]	3.35[a]
Std. Deviation		1.292	1.303	1.384	1.295	1.314
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Source: Survey data (2020)

The above table shows the result of the behavioral tendency of respondents in the weekend open market as measured by the 5 items. The highest mean scores are item 1, 4 and 3 which have a mean score of 3.59, 3.50 and 3.36 and items namely ― When I see nice product in the market displayed, I feel a strong urge to check it out‖, ― I usually like to check out product at diverse open markets before I decide to buy it here‖ and ― At times, I have to force myself to control the desire to buy‖ respectively. These high mean scores generally showed that Megenaga weekend buyers prefer to buy products that are offered by vendors in the market as they check out various types of products in different markets and prefer to buy as the area is endowed with variety of choices, tends to control the desire to buy.

The items that showed the lowest mean score are item 5, and 3 namely ―I am constantly sampling new and different products‖, ―I see it, I buy it. describes my buying behavior. with a mean score of 3.18, and 2.98 respectively. These low mean scores of items generally show that weekend buyers do not oppose buying products, but do not think that they have to always buy a new product on weekly basis and they do not think that purchasing whatsoever they see does not seem true.

Table 4.10 Grand Total Mean score of five item behavioral scale

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.324	2.983	3.592	.609	1.204	.060	5
Item Variances	1.737	1.669	1.914	.245	1.147	.010	5

Source: Survey data (2020)

The total possible value of the behavioral item against a 5 point Likert scale falls between 1 to 5 and as it is shown in the above table, the total mean score of consumer behavior in buying tendency is found to be 3.32, which is not far to the mid-point 2.5 and according to this result it can be concluded that Megenaga area buyers have a moderate level of behavioral buying tendency in the weekend open market.

4.4.3 Affection

The affection measuring scale was adopted from Mittal, Chawla, and Sondhi, (2016) who first constructed and validated. By selecting the affective measures in to a five point Likert scale from 1=Strongly disagree to 5=strongly agree was used to test respondents 'buying affection tendency.

As stated previously the Cronbach alpha coefficient for this scale was tested in SPSS software version 21.0 and was found to be .767 and according to Zikmund (2003) a Cronbach ‘s alpha value of > 0.7 indicates a considerably high reliability and as the value way exceeded 0.70 the scale is said to be acceptable.

Table 4.11 Grand Mean Score of Affection

		It is exciting to buy without planning	If I like a product, I find it very difficult to leave without buying it	I buy products according to how I feel at that moment.	Shopping up lifts my mood.	If I like a product, I just have to buy it.
N	Valid	294	294	294	294	294
	Missing	0	0	0	0	0
Mean		2.89	3.17	3.02	3.34	3.02
Median		3.00	3.00	3.00	4.00	3.00
SD		1.430	1.179	1.234	1.308	1.341
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Source: Survey data (2020)

The highest mean scores are 3.34 and 3.02 for two items. Namely the fourth scale ―shopping up lifts my mood. ―the third and fifth items as can be seen from the table registered equal means I buy products according to how I feel at that moment. ― if I like a product, I just have to buy it. the lowest scores are 3.17 and 2.89 for first and second item namely ― it is exciting to buy without planning, and if I like a product, I find it very difficult to leave without buying it. In a sense, I am emotionally attached to my country and emotionally affected by its action‖ and ―Although at times shopping uplifts individuals’ mood, respondents may not agree as the median score indicates the question I find it very difficult to leave without buying may not work always work in creation of affection state.

It may be noted from the table 4.10 that the mean scores for affection except for the first item, they have a bit higher and close scores within from the total 294 samples. The fourth and second item having a mean of 3.34 and 3.17. while *SD* of 1.30 and 1.17 respectively. Showing the chosen affection tendency measurements have matched with the Megenaga area weekend buyers’ desire or have an affection to the market in relation to the questions as they aspired to measure whether buyers mood would be up lifted when they conduct purchase and as the result

indicates it does and it was also found out that when customers see a good or nice products on market they has found it very difficult to leave without buying indicating an opportunity for vendors' to show case their products in attractive manner so that a passerby on Megenaga weekend market are tempted to purchase a product which they have not intended to buy.

Table 4.12 Grand Mean score of five item affective scale

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.080	2.595	3.395	.799	1.308	.112	5
Item Variances	1.779	1.386	2.167	.780	1.563	.094	5

Source: Survey data (2020)

The total possible value of the affective five item scale against a 5 point Likert scale falls between 1 to 5 and as it is shown in the above table, the total mean score of affection is found to be 3.08 and which is above the mid-point 2.5 accordingly. Because of it Megenaga weekend market buyers have a moderate level of affective buying tendency and it cannot be concluded that they have high level of affective tendency to their products. This is because one cannot claim it would work on other weekend markets be it Sidist kilo or Kazanchis buyers only relying on such close to the mid-point descriptive analysis and the researcher assumes this happened by other factors, due to the place, composition of respondents or by chance.

4.4.4. Impulse

The first impulse buying tendency scale was "I often buy what I like there and then" adopted from Hausman, A. (2000). the second and third scale, was modified from the original question utilized by authors "if I see something that I think I need; I buy it even though, went shopping for other purposes." In to "I ended up buying the product without original plan." Coley, A., and Burgess, B. (2003). The third item "I sometimes buy things because, I like buying things rather than need them. I bought product I never thought about at all before shopping." was modified in to a shorter version of "when I go shopping, I buy things that I had not intended to purchases." Item number four, "I sometimes buy things because I like buying things rather than need them". Was adopted from Badgaiyan, A. J., Verma, A., and Dixit, S. (2016). The last item, "I usually go out for shopping only when it is a necessity." was adopted from reciprocal shopping by Minahan, S., and Huddleston, P. (2012). Data was collected was with a five point Likert scale from 1=Strongly disagree to 5=strongly agree was used to test respondents' impulsive tendency.

As stated previously the Cronbach alpha coefficient for this scale was tested in SPSS software version 21.0 and was found to be .768 and according to Zikmund (2003) a Cronbach's alpha value of > 0.7 indicates a considerably high reliability and as the value way exceeded 0.70 the scale is said to be acceptable.

Table 4.13. Grand Mean score of 5 item Impulse scale.

		I often buy what I like there and then.	I ended up buying the product without original plan.	I bought product I never thought about at all before shopping.	I sometimes buy things because I like buying things, rather than need them	I usually go out for shopping only when it is a necessity
N	Valid	294	294	294	294	294
	Missing	0	0	0	0	0
Mean		3.13	3.22	3.04	2.86	3.58
Std. Error of Mean		.084	.073	.082	.074	.075
Median		3.37[a]	3.37[a]	3.28[a]	3.00[a]	3.74[a]
Std. Deviation		1.434	1.250	1.405	1.266	1.288
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

a. Calculated from grouped data.

Source: Survey data (2020)

The highest mean scores are 3.58 and 3.22 for item 5 and 2 namely ―I usually go out for shopping only when it is a necessity‖ and ―I ended up buying the product without original plan‖ and the lowest scores are 3.04 and 2.86 for item 3 and 4 sequentially, namely ―I bought product I never thought about at all before shopping and I sometimes buy things because I like buying things, rather than need them.

Table 4.14 Grand Total Mean score of five item Impulse scale

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.164	2.861	3.578	.718	1.251	.071	5
Item Variances	1.771	1.563	2.056	.492	1.315	.052	5

Source: Survey data (2020)

The total possible value of the behavioral item against a 5 point Likert scale falls between 1 to 5 and as it is shown in the above table, the total mean score of consumer behavior in buying tendency is found to be 3.16, which is not that far to the mid-point of 2.5 and according to this result even though it is closer to the mid-point it can be concluded that Megenaga area buyers have a good level of impulse buying tendency in the weekend open market.

4.5. Inferential Statistics.

Inferential statistics, unlike descriptive statistics, brings out inferences about the phenomenon under study with regard to the selected sample. Various methods like correlation, regression, ANOVA etc. are common, for this study only t test and ANOVA was used by the researcher to draw inferences about the sample under study.

4.5.1 t test

In this subsection of analysis, t test is done. t test is used to find out the significance of difference between means of two independent samples. The two independent samples considered in this study are male (n=147) and female (n=147), married (147) and unmarried (147).

4.5.1.1 Testing of 1st hypothesis

Hypothesis 1. A gender of individuals has a positive association with their impulse buying tendency with respect to the dimensions of demographical factors on open market of Megenagnga.

To test the 1st hypothesis, "there is positive significant difference between male and female buying tendency with respect to gender on Megenagnga weekend market, the significance of difference between the mean scores of male and female buyers with respect to the twenty impulse buying tendency variables considered in the present study found out the following results the first table 4.14 shows the total sum of gender and its results, while the second table shows individual scale results in relation to the hypothesis in Table.4.14.

Table 4.15 Total group Statistics for gender and impulse buying tendency.

	Gender	N	Mean	Std. Deviation	t value	P value	90% confidence	
							Lower	Upper
Total	MALE	147	59.8095	16.62987	-3.756	.000	-9.97725	-3.88669
	FEMALE	147	66.7415	14.97079			-9.97736	-3.88658

Source: Survey data (2020)

An independent sample t-test was conducted to examine gender differences from two hundred ninety-four marketers across Megenaga weekend market. Levine's t Test for equality of variances showed no violations, *p*=.162. Result indicates that males (M=59.8095 SD=16.62987) are less significantly show impulse buying tendency than females (M=66.7415, SD=14.97079) on weekend markets as *t* (292) = -3.75, P< .01, Cohen's D = .44.

Appendices 2 Table 4.14 reveals that p value is greater than 0.10 for Shopping up lifts my mood (6.89), Most of my purchases are planned in advance. (7.24), Before I buy a product, I always carefully consider whether I need it.(6.21), When I see nice product in the market displayed, I feel a strong urge to check it out.(3.21), At times, I have to force myself to control the desire to buy.(2.45), I usually like to check out products at diverse open markets before I decide to buy it here.(3.45), I usually go out for shopping only when it is a necessity.(3.66) Since P value is greater than 0.10, the null hypothesis is accepted at ten percent level of significance for these items and can be concluded that there is no significant difference between the aforementioned criteria's and impulse buying tendency regarding gender.

The independent t test examined whether it is exciting to buy without planning or not to assess gender differences from two hundred ninety-four marketers across Megenaga weekend buyers. Levine's t Test for equality of variances showed no violations, *p*=.052 when asked whether it is exciting to buy without planning. Result revealed that males (M=2.71 SD=1.472) are less significantly excited than females (M=3.07, SD=1.368) on weekend markets as *t* (292) = -2.17, P< .001, Cohen's D = 0.25. similarly, scales listed below have a p value less than .10 mark. Hence they are accepted having a statistically meaningful result.

As can be seen from the table 4.14 above reveals there is a higher statistical and significant difference between buyers' gender in relation to impulse buying tendency on liking product, and find it very difficult to leave without buying it (t (.093) = -1.687, P<0.10), buying and feeling at the moment (t (.072) = -1.803, P<0.10), liking a product and having to buy it (t (.000) = -4.061, P<0.10), often buying without planning (t (.066) = -1.843,P<0.10), just buying it (t (.001)= -1 .687, P<0.10), Buy now think about it later (t (.000) = -3.597,P<0.10), I see it, I buy it (t (.000) = -4.574, P<0.10), constantly sampling new and different products (t (.010) = -2.599, P<0.10), buy what I like there and then (t (.001) = -3.438, P<0.10), I ended up buying the product without original plan (t (.000)= -3.817, P<0.10), bought product I never thought about at all before

shopping (t (.000)= -4.316, P<0.10),I sometimes buy things because I like buying things, rather than need them (t (.000)= -4.318, P<0.10) for these items the P value was less than 0.10, because of it the null hypothesis is rejected and hypothesis one confirmed.

4.5.1.2 Testing of 2nd hypothesis

Hypothesis 2. Marital status of individuals has a positive association with their impulse buying tendency with respect to the ACBI dimensions of demographical factors on open market of Megenagnga.

To test the 2nd hypothesis, "there is a significant positive connotation between male and female buying tendency with respect to the dimensions of demographical factors on Megenagnga, the significance of difference between the mean scores of male and female buyers with respect to the twenty impulse buying tendency variables considered in the present study on their conjugal status found out the following results the first table 4.14 shows the total sum of gender and its results, while the second table shows individual scale results in relation to the hypothesis in Table.4.16.

Table 4.16 Total group Statistics for marital status and impulse buying tendency.

	Gender	N	Mean	Std. Deviation	t value	P value	90% confidence	
							Lower	Upper
Total	Married	147	61.2177	16.28535	-2.196	.029	-7.20820	-1.02310
	Single	147	65.3333	15.84701			-7.20820	-1.02309

Source: Survey data (2020)

An independent sample t-test was conducted to examine matrimonial differences on two hundred ninety-four marketers across Megenaga weekend market. Levine's Test for equality of variances showed no violations, *p*=.768. Result indicates that married (M=61.2177 SD=16.28535) show less impulse buying tendency compared than singles (M=65.3333, SD=15.84701) on weekend markets as *t* (292) = -2.19, P< .01, Cohen's D = .26.

Appendices 2 attached on Table 4.16 reveals that value of p > 0.10 for items, it is exciting to buy without planning (1.54), I buy products according to how I feel at that moment. (.156) Shopping up lifts my mood. (.229) Most of my purchases are planned in advance. (.427) Before I buy a product, I always carefully consider whether I need it (.621) At times, I have to force myself to control the desire to buy. (.858) I usually like to check out products at diverse open markets

before I decide to buy it here. (.893) I often buy what I like there and then (.239) I bought product I never thought about at all before shopping (.125) and I usually go out for shopping only when it is a necessity (.857) the P value is greater than 0.10, because of it the null hypothesis is accepted at ten percent level of significance for these items and can be concluded that there is no significant difference between the aforementioned criteria's' and impulse buying tendency regarding matrimonial status.

The independent sample t test examined whether If liking a product, leads to a status where one finds it very difficult to leave without buying it. To assess marital status differences from two hundred ninety-four marketers across Megenaga weekend buyers. Levine's t Test for equality of variances showed no violations for this item, *p*=.052 when asked whether it is exciting to buy without planning. Result revealed that married individuals (M=3.05 SD=1.248) are less significantly excited than females (M=3.29, SD=1.098) on weekend markets as *t* (292) = -1.69, P< .001, Cohen's D = .20 having a small effect. similarly, scales listed below have a p value less than .10 mark. Hence they are accepted having a statistically meaningful result.

As can be seen from the above table 4.16 it reveals there is a higher statistically significant difference between buyers' conjugal relation with impulse buying tendency on several items namely, If I like a product, I just have to buy it (t (.026) = -2.233, P<0.10), I often buy without planning (t (.099) = -1.657, P<0.10), "Just do it" describes the way I buy products. (t (.038) = -2.080, P<0.10), "Buy now think about it later" describes me (t (.043) = -2.031, P<0.10), When I see nice product in the market displayed, I feel a strong urge to check it out (t (0.10) = -0.000, P<0.10), I see it, I buy it. describes my buying behavior (t (0.39) = -2.077, P<0.10), I am constantly sampling new and different products (t (.021) = -2.325, P<0.10), I ended up buying the product without original plan (t (.050) = -1.969, P<0.10), I sometimes buy things because I like buying things, rather than need them (t (.006) = -2.749, P<0.10), has registered a p value below .10 mark therefore it was accepted having a statistically meaningful result.

4.5.2 ANOVA

4.5.2.1 Testing of 3rd hypothesis

Null Hypothesis: There is no significant difference among age groups with respect to impulse buying tendency in relation to ACBI.

Hypothesis 3. Age of individuals has a positive association with their impulse buying tendency with respect to the ACBI dimensions of demographical factors on open market of Megenagnga.

To examine whether there exists any discrepancy among different groups of employees categorized by age, and income with respect to ACBI impulsive buying tendency factors under study, one-way ANOVA was conducted for each of the selected demographic factors. At the heart of ANOVA, is the notion of variance. The basic procedure is to derive two different estimates of population variance from the data, then calculate a statistic from the ratio of these two estimates (between groups and within groups variance). The F ratio is the ratio of 'between-groups' variance to 'within-groups' variance. A significant F value indicates that the population means are probably not equal. Before ANOVA was conducted, it was ensured that the necessary assumptions were met.

To test the 3rd hypothesis, "there is no significant difference among age groups with respect to demographical factors of ACBI", ANOVA was done using F test. The age groups considered in the present study were 18-24, 25-34, 35-44, 45-54 and above 55. The mean scores of the various age groups were found out along with standard deviation. Based on this, the F value was computed. The results are summarized in Table 4.16

Table 4.17 ANOVA for age and ACBI buying tendency.

Items	Result	Sum of squares	Df	Mean sq	F	Sig
Affective	Between Groups	159.496	4	39.874	1.840	.121
	Within groups	6262.902	289	21.671		
	Total	6422.398	293			
Cognitive	Between Groups	72.576	4	18.144	.856	.491
	Within groups	6127.863	289	21.204		
	Total	6200.439	293			
Behavioral	Between Groups	143.784	4	35.946	1.567	.183
	Within groups	6631.550	289	22.947		
	Total	6775.333	293			
Impulse	Between Groups	198.374	4	49.593	2.197	.069
	Within groups	6525.072	289	22.578		
	Total	6723.446	293			

Source: Survey data (2020)

In order to determine whether there are any significant differences between the consumer purchase tendency on Megenaga weekend marketers and their age, the one-way ANOVA has been run. As we see the three values are greater than 0.10. Since the obtained values for affection, behavioral, and cognitive are 0.121, 0.491 and 0.183 respectively. Having a statistically significant values greater than p. since these values are p < 010. There is no significant relationship between the age categories and impulse buying tendency. However, the fourth item impulse has registered a p < .010 level for the five age groups F (2, 197) = 4.47, p > .010. homogeneity test was Sig= .348 while the degree of freedom being 4,289. Despite reaching statistical significance, the actual difference in mean scores between groups was quite small. The effect size, calculated using eta squared, was .02. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for 18-24 (M = 14.56, SD = 4.47), 25-34 (M=15.20, SD=4.93), 35-44 (M=16.79, SD=4.38), 45-54 (M= 16.49, SD=5.43), above was 55 (M=16.01, SD= 4.43). thus the above result has registered a statistically significant difference in mean scores between age and impulse buying tendency.

4.5.2.2 Testing of 4th hypothesis

Null Hypothesis: There is no significant difference among age groups with respect to impulse buying tendency in relation to ACBI.

> **Hypothesis** 4. Income of individuals has a positive association with their impulse buying tendency with respect to the ACBI dimensions of demographical factors on open market of Megenagnga.

A one-way ANOVA test at significance level P < 0.10 was applied in order to determine if there were differences regarding the level of consumer ethnocentrism between the respondents with different income levels. It was ensured that the necessary assumptions were met.

To determine whether there are any significant differences between the buyers purchase tendency and decision to do so of Megenaga weekend market and income level, the one-way ANOVA has been undertaken. As we see below from (table 4.15) the table only one namely behavior has a Significant value of p < .010 level for the five income groups (*M*= 16.61, *SD*= 4.80) *F* (5,288) = 1.97, p < .01. homogeneity test was Sig= .051 while the degree of freedom being 5,288. Despite reaching statistical significance, the actual difference in mean scores between groups was quite small. The effect size, calculated using eta squared, was .018. Post-hoc

comparisons using the Tukey HSD test indicated that the mean score for 601-1650 (M = 17.63, SD = 3.97), 1651-3200 (M=16.79, SD=4.65), 3201-5250 (M=16.61, SD=4.81), 5251-7800 (M= 17.30, SD=4.41), 7801-10900 (M=16.48, SD=4.99) and above 10901 was (M=14.87, SD= 5.61). thus the above result has registered a statistically significant difference in mean scores between income and impulse buying tendency.

Table 4.18 ANOVA for income and ACBI buying tendency.

Items	Result	Sum of squares	Df	Mean sq	F	Sig
Affective	Between Groups	47.241	5	9.448	.408	.843
	Within groups	6676.204	288	23.181		
	Total	6723.446	293			
Cognitive	Between Groups	138.439	5	27.688	1.315	.257
	Within groups	6062.000	288	21.049		
	Total	6200.439	293			
Behavior	Between Groups	224.435	5	44.887	1.973	.083
	Within groups	6550.898	288	22.746		
	Total	6775.333	293			
Impulse	Between Groups	47.241	5	9.448	.408	.295
	Within groups	6676.204	288	23.181		
	Total	6723.446	293			

Source: Survey data (2020)

The rest values are greater than 0.10. Since the obtained values for affect, cognition, and impulse are .843, .257, and .295 respectively. Thus, three values are greater than p but one is having a statistically meaningful result with noteworthy relationship between income categories and impulse buying tendency in Megenaga weekend market.

4.6 Regression analysis of ACBI scales and its antecedents.

Regression is a technique used to predict the value of a dependent variable using one or more independent variables. Malhotra (2007) presented that regression analysis is a statistical means for the investigation of associations between variables. In order to ascertain the causal influence of one variable upon another, researchers assemble data on the underlying variables of the causal variables upon the variable that they influence. They typically evaluate the statistical connotation of the estimated relationships, namely, the degree of confidence that the true relationship is close to the estimated relationship Malhotra (2007).

4.6.1. Assumption testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to ensure that the obtained data truly represented the sample and that investigator has obtained the best results (Hair, Black, Babin, Anderson and Tatham, 2010).

4.6.1.1 Assumption 1: Multi- Collinearity

Before getting in to details and interpreting the regression analysis, it is vital to evaluate the model in terms of the matter of multicollinearity. There can be problems with collinearity or multicollinearity when several variables are involved (Hill, R.C. and Adkins, 2003). Generally, as multi-collinearity rises, it complicates the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship Hair et al, (2010). According to (Hill and Adkins, 2003), multicollinearity is not a violation of the assumptions of regression but it may cause serious difficulties.

Table 4.19 Multi- Collinearity analysis

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.471	.766		3.226	.001		
	total for COGNITION	.174	.062	.167	2.812	.005	.460	2.176
	total for AFFECT	.279	.059	.273	4.723	.000	.486	2.056
	total for BEHAVOR	.383	.057	.384	6.696	.000	.493	2.029

a. Dependent Variable: total for IMPULSE VARIABLE

ACBI Multicollinearity exists when Tolerance is below 0.1; and VIF is greater than 10 (Kline, 2005) and as it is clearly shown in the above table all the tolerance values are greater than 0.10 and VIF is less than 2.2. Hence, the researcher assumed Multicollinearity was not a problem between the independent variables.

4.6.1.2 Assumption two: Normality

The variables in the multiple linear regression model must follow normal distribution. To check the normality of variable which are incorporated in the multiple linear regression model, we use

the histograms with a normal curve imposed and as it is shown in appendices fig 4.3, and 4.4 the variables in the multiple linear regression model followed normal distribution.

4.6.1.3 Assumption three: Linearity

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable Hair, et al (2010) according to appendices 2 on fig 4.5 up to 4.8, there was no linearity problems between the dependent and independent variables.

4.6.1.4 Assumption four: Homoscedasticity

Hair, et al (2010) identified homoscedasticity as homogeneity of variance. Scatter plots between dependent variable and each of the independent variables with scatter plots of the residuals and predicted values were checked and the result showed that the variances along the line of have shown discrepancy hence was violated this assumption as we move along the line (Appendice 2 fig 4.9 and fig 4.10).

4.6.2 Multiple linear regression analysis

Multiple regression analysis is a statistic technique used to investigate the relationships between a dependent variable and two or more independent variables (Kothari, 2007). Multiple regression analysis is a statistical technique that allows marketer to predict buyers' score on one variable on the basis of their scores on several other variables (Julie, 2005). After checking the assumptions, a multiple regression analysis was performed in order to assess relative importance of the previously mentioned antecedents of consumer ACBI scales. The items buying tendency were regressed on four antecedents namely affection, cognition behavioral and impulse to get out put on age, gender, marital status and income from demographic factors.

Table 4.20 Model Summery of the multiple regression analysis

Model Summary [b]				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.281[a]	.079	.066	15.629
a. Predictors: (Constant), marital status, monthly income, gender, age of participants.				
b. Dependent Variable: ACBI sum.				

Source: Survey data (2020)

Table 4.21 ANOVA result for ACBI and its antecedents

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6036.117	4	1509.029	6.178	.000[b]
	Residual	70594.567	289	244.272		
	Total	76630.684	293			
a. Dependent Variable: ACBI sum.						
b. Predictors: (Constant), marital status, monthly income, gender, age of participants.						

Source: Survey data (2020)

A multiple linear analysis was conducted to see the predictive power of the antecedents for ACBI. The model table shows that taken together, the independent variable namely genders and ACBI scales can be seen to be low accounting for 66 percent of variance in ACBI (*F*=6.178; *P*=.001).

The ANOVA summery table for the regression analysis tells that the significance level is greater than 0.1 (p>0.01) and this shows an insignificant linear regression. the decision for the hypothesis testing was approving the proposed hypothesis 1,2,3, and 4.

Table 4.22 Multiple regression result of ACBI and its antecedents

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	49.081	4.642		10.573	.000		
Gender	6.068	1.894	.188	3.204	.002	.927	1.079
Monthly Income	-1.134	.540	-.120	-2.100	.037	.977	1.024
Age of Participants	1.383	.671	.121	2.060	.040	.926	1.080
Marital Status	3.270	1.931	.101	1.694	.091	.892	1.121
a. Dependent Variable: ACBI SUM							

Source survey data (2020)

The last or coefficient table in the analysis of the multiple regression models represents the output for the beta coefficients of each variable.

In terms of relative importance, Income is the key determinant (β = -0.120; p ≤ 0.01), inversely followed by marital status (β = 0.101; p ≥ 0.01), Age (β = 0.121; p ≥ 0.01), gender (β = 0.188; p ≥ 0.01) in order.

The regression analysis indicated those factors, gender, marital status, age and monthly income with Beta value 6.068, 3.270, 1.383, and -1.134 with significant value .002, .037, .040, .091 respectively all significant values are p<.010. In the regression analysis model, the dependent variable impulse buying tendency was explained 31.1% by the independent variables (Adjusted r Square = 0.311) and the model in only income is statically significant (with F = 41.731, df (regression = 4), df (residuals) = 244 and Sig. < 0.1). Amid the predictors the rest were found least and insignificant contribution with β = .101, β =.121 and β = .188 respectively.

Hypotheses testing outcomes specify that: the relationship amongst dependent and independent as well as among the independent variables for the variables were has registered with Beta values 6.068, -1.134, 1.383, and 3.270 respectively.

Based on the above statement the analysis or the equation for Megenaga weekend market impulsive buying tendency is: buyers' impulsive decision =49.081+6.068(gender) -1.134 (monthly income) + 1.383 (age of participants) + -0.21 (Marital status of individuals). The equation shows that three of the independent variables except from Marital status ominously predict the dependent variable. However, Marital status of individuals is statistically insignificant. To elaborate further the study shown us there is no significant difference between the respondents 'being single or married regarding the impulsive buying tendency has no significant relation, but income, age can be considered for buyers' impulsive purchase decision making.

4.7 Discussion

4.7.1 Discussion on the Quantitative Result.

An attempt was made in this study to investigate the demographic factors that affect individuals buying tendency on Ethiopian consumers, particularly buyers of Megenaga weekend market in Addis Ababa. Accordingly, findings verified income as one of the main significant indicator while age and gender having a lesser but still essential role in impulsive buying tendency.

Gender

In order to investigate the influence of gender on impulse buying in Megenaga weekend market scenario. Beside other things, this research found that gender has significant influence on impulse buying behavior. Man and woman have different mindsets which impact their behavior in different scenarios. An independent t test as can be seen on (fig 4.14) examined gender relation with impulse buying tendency and found equal grounds that are acceptable. After conducting Levine's t Test for equality of variances showed no violations, p=.052 this and other results show on scales listed on the table have a p value less than .10 mark. Hence they are accepted having a statistically meaningful result. Since there are significant values are less than p<.01. Therefore, there is significant relationship between a given gender with consumers purchase decision.

Age

The expectation that impulsive buying would show systematic age differences as hypothesized that younger respondents being more prone impulsive buying than older respondents, which was important to take samples across age categories, by raising questions whether these expected age differences could or could not be linked with the buying tendency and found out having a statistically lesser but significant result, which was consistent with the researcher hypothesis and others also found out similar relationship between age and impulsive buying tendency. (Wood, 1998), Deepali Saluja (2016)

Marital status

Impulse buying tendency was assessed in relation to marital status if it has any positive relation and were found the null hypothesis is true, having a negative relationship between marital status and impulsive purchasing tendency the regression result on (fig 4.19) supports this statement. Thus it was hypothesis one was rejected and the null being accepted. The independent sample t-test as on (fig 4.14) related to this item shows several loadings in detail. This finding was also supported by (Lee and Yi 2008), (Lee J and Johnson, 2010).

Income

Buyers accept no or little increment for similar products. Price is the only element of marketing mix who is generating revenue. Price is also communicating to the market about the image of value and the position of the product. (Kotler and Keller, 2006) as goods price mainly related to individuals' income buyers were evaluated on Megenaga weekend market on what they consider and evaluate which satisfies their need best. Choosing the product requires usually evaluating the alternatives, however this can be influenced by previous shopping experiences, beliefs of the product that advertisers have put forth and information given about it. The finding from this study on income revealed a significant relationship with behavioral aspect of buyers. The effect size, calculated using eta squared, was .018. Post-hoc comparisons using the Tukey HSD test indicated good result, as can be seen on (fig 4.15) the rest independent variables were not found having a meaningful relationship with impulse buying tendency.

4.7.2. validation of proposed hypothesis.

H1: Gender of consumers has a positive effect on consumers buying tendency in Megenaga weekend market.

The effect of gender on impulse purchase for this study was partially significant. Even though hypothesis one has proposed individuals' gender having relationship with buying tendency on open weekend market like Megenaga, but it was found that there was statistically significant relationship between gender and impulsive buying tendency. This finding is supported, Awan and Abbas (2015), Gandhi, Vajpayee, and Gautam (2015), Bashar et al. (2013), this result is the same as Pentz, Terblanche and Borshoff (2014). Asrat T. (2019) who has found a substantial relationship regarding gender. Based on the result, the proposed hypothesis was partially accepted.

H2: Age of the consumers has positive association with impulse buying tendency.

Hypothesis two has proposed individuals' age having relationship with buying tendency on Megenaga weekend market, the effect of age on impulse purchase is statistically significant. This

suggests that impulse age of buyers has a slightly small effect and similarly the purchase is different to age. A similar result was provided by Akram, U. Hui, P and Khan, Muhammad and Hashim, Muhammad and Rasheed, Shahid. 2016). Implying that age of consumers and impulse buying were related having a small effect on individuals buying tendency. Li, Robson, and Coates, (2013), Akram, et al. (2016).have also found age of shoppers and impulse buying were related in that an increase in the age of consumers brings about an equivalent decrease in impulse buying and vice versa. The data or effect size of .2 was small from the inference and Isella V. (2008). elaborated, as age is a wider debatable item, the researcher might have variables that cannot be correlated which leads to a lesser significance level.

H3: Marital status has a positive association with the impulse buying tendency.

Hypothesis proposed that matrimonial status having an association with impulse buying tendency, result indicates the researcher has accepted the null hypothesis, and studies by Lee Y. and Yi, Y. (2008), and Lee and Johnson, (2010), Greg and Guido. (2016). Who also Proposed marital status has inverse relationship with impulse buying tendency.

The link between impulse buying and negative emotions (Silvera, Lavack, and Kropp, 2008. Verplanken, Herabadi. Perry, and Silvera, 2005), articulated gender difference is insignificance be it single and married, can conduct impulse buying or show the tendency of impulse buying as a means to improve their mental state but it is not solely on their matrimonial status as both categories an actor of society, as married couples tend to be less aggressive and more group-orientated this cannot be seen as positive traits related to impulse buying as both statuses can be shaped more by other factors to their material possession differently.

The hypothesis was rejected as studies demonstrate that married preference is for items related to rudimentary values, while singles preference is for items related to leisure and finance. a study conducted by (Coley and Burgess, 2003) suggests that while married individuals tend to shop on impulse for fashion, singles do so for electronics and music. The motives for the respective preference were that married ones price their possessions for “emotional” and “relationship” reasons. This was elaborated more, when singles value their tenure for “*functional instrument reasons, or for personal identity reasons*,” singles on the reverse apply it for social identity reasons (Dittmar, Beattie, and Friese, 1995). The studies imply that the

finding or the inference is different from others result not only singles and married couples vary in characteristic traits across cultures. Lee and Yi (2008) as indicated that marital status had an adverse effect on individual decision of impulse buying tendency. Found that both statuses dithered less and either felt a tougher urge to buy or simply bought the product on impulse, whenever the risk decreases. In other words, perceived risk may prevent both single and married couples equally from acting impulsively, they want to averse the risk. In fact, even well-paid singles who see risk in buying a product are likely to use risk-handling strategies to avoid impulse buying (Lee J and Johnson, 2010). Therefore, based on relevant literature support added with the result of the researcher the hypothesis has been rejected and null hypothesis confirmed.

The access which individuals have to household finances depends not only on earnings how finances are managed, but also on spending priorities and responsibilities. Singles and elderlies tend to shop at the mall as it makes consumers involved not only with consuming goods or services, but with emotional satisfactions that may be derived from adoring ambience, perusing, and social experiences outdoor the home to be with friends or family.

Those who are not married in their late twenties devote more to themselves and have a higher income than these similar groups in their early twenties. They spend significantly more per capita than married couples do on food, housing, apparel, and education, and less on health care. Within houses there are agreements about who should pay which bills and buy which items. These conventions may reflect wider social norms expected on married couples, or they may simply have developed as the members of the household negotiated the patterns of their life together. Coffey, Schumacher, Baschnagel, Hawk, and Holloman, (2011)

H4: Income has association with impulsive buying behavior.

The last hypothesis was established as income having significant effect on impulse buying tendency in the weekend market of Megenaga and the finding of the study confirmed a statistically significant positive relationship between the two variables. This finding is similar to Bashar et al. (2013), Muruganantham and Bhakat (2013), Akram, U. et al (2016). The hypothesis was accepted partially having a statistically significant relation.

Table 4.23 summary of hypothesis.

Hypothesis	Independent variable	Dependent variable	Hypothesized Relationship	Data analysis method	Result
H1	Gender	Impulse buying tendency	Positive	Independent sample t test	Supported
H2	Age	Impulse buying tendency	Positive	One-way ANOVA and regression	Supported
H3	Marital status	Impulse buying tendency	Positive	Independent sample t test	Rejected
H4	Income	Impulse buying tendency	Positive	One way ANOVA and regression	Supported

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Introduction

This chapter deals with summary conclusion and recommendations. In this chapter first, the findings which is made from chapter four are drawn. Implication for future is also discussed in this chapter, and at last, some possible recommendations are forwarded based on the major findings of the study.

5.1 Summary

This study was initiated to examine the factors that are perceived to be important determinants of consumers impulsive buying tendency on Megenaga weekend market in Addis Ababa, Ethiopia. Ethiopia. More specifically, in this study four factors were assumed to be more important in determining consumers purchase decision. Data analyzed for descriptive and inferential statistics using the Statistical Package for Social Sciences (SPSS) version 21. The following are the major findings of the study:

From the general and broad categories on impulsive buying tendencies of affection, cognition, behavioral, and impulsive factors, four demographic variables namely gender, age, marital status and income factors were selected as determinants or antecedents of impulsive buying tendency in this study. To achieve the objectives of the study a conceptual model based on Schiffman and Kanuk (2007) was adapted.

To fulfill the objectives, data were collected from buyers of the weekend market. Respondents were selected from the independent variables equally in each category. Male and female, marital status has a 50% share each. Regarding income similar share was distributed in six groups having 16.7%.

Concerning impulse tendency level of respondents, most of them buy impulsively in the Megenaga weekend market with a total mean score of 15.81 and as a result these buyers are said to be moderately impulsive people. The highest mean for the buying tendency scale was

behavioral having 16.61 which agreed about respondents buying tendency and the next items with higher mean score were respondents 'impulsive, affect and finally cognition.

The results of this study suggested that, as far as demographic antecedents (age, gender, marital status and income) are concerned, t test and the one-way ANOVA test revealed that there is a significant difference of consumer impulse buying tendencies among the Ethiopian weekend market. Impulsive buying tendency has a positive significant relationship with income having a Significant value of $p < .010$ level for the five income groups (M= 16.61, SD= 4.80) F (5,288) = 1.97, $p < .01$. homogeneity test was Sig= .051while the degree of freedom being 5,288. Regarding marital status, the independent sample t test result indicates that married (M=61.2177 SD=16.28535) show less impulse buying tendency compared with singles (M=65.3333, SD=15.84701) on weekend markets as t (292) = -2.19, P< .01, Cohen's D = .26. similar statistics in terms of age revealed that males (M=59.8095 SD=16.62987) are less significantly show impulse buying tendency than females (M=66.7415, SD=14.97079) on weekend markets as t (292) = -3.75, P< .01, Cohen's D = .44.

Finally, a multiple regression analysis was done and the result showed that income is being the key having a statistically determinant value of ($\beta = -0.120$; $p \leq 0.01$), inversely followed by marital status ($\beta = 0.101$; $p \geq 0.01$), Age ($\beta = 0.121$; $p \geq 0.01$), gender ($\beta = 0.188$; $p \geq 0.01$) in order.

5.2 Conclusions

This study was designed and carried out in order to identify determinant factors that are perceived to be important in forming consumers' impulse buying tendency of goods in one of the city hubs Megenaga weekend market in Addis Ababa. According to the study findings suggests, that from all factors identified in the study: income was found as a critical factor having a significant relationship with consumers' purchase tendency.

From the findings of the data analysis it can be concluded that:

- There is significant difference in the level of impulsive buying tendency among the Ethiopian purchasers from different demographic variables age and gender are partially supported while income has the hypothesized positive relationship that is noteworthy to mention.

- There is a negative significant relationship between Impulse buying tendency in relation to marital status and this means having any type of status does not have any significant relationship for the impulsive nature of individuals purchase. Similar result was observed on variables of age and gender when assessed with impetuous buying trend.

5.3 Recommendations

This study examined the determinant variables of consumers' decision making towards weekend markets. Depending on the findings of the study and conclusions made, the investigator came up with some central recommendations that can be used to assess impulsive buying tendency for future. The recommendations given are the following:

- This research has utilized a cross sectional study added with the effect of COVID 19, another alternative method to reduce bias can be a longitudinal study. If data regarding the impulsive tendency is collected at two moments on the timeline results might differ, in doing so researchers can use two or more weekend markets to gather a concrete and wide ranging data.

- As the study has focused on traditional open market condition, future researchers can widen it by including the online study as the trend of shopping is becoming more and more popular, thus this opportunity helps researchers to compare the impulse buying tendency with the impact of social media, and other aspects of the phenomenon.

- Vendors on weekend markets can make the environment more attractive, as venders' aim is to generate additional sales further straining consumers' abilities to process information accurately is must. Thus, such techniques as stocking variety merchandise, creating stimulating environments, and increasing catchy information may be useful to stimulate impulse buying tendency.

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Appendices-I

Addis Ababa university

College of Business and Economics

Department of Marketing management

Dear Participants,

First and foremost, thank you for your participation. I am a Masters, Marketing Management Student at AAU school of commerce. I am conducting a research on impulsive buying tendency on Megenagna area by focusing on demography. The goal of the research is to provide awareness to the buyers' and to show marketers of small business with meaningful insights into how they can better market to their customers. Your completion of the survey is essential to the success of this research. Participation in this survey is strictly voluntary. You must be at least 18 years old to participate. Filling the questionnaire should take less than 5 minutes to complete the survey. All responses and any personal information shared with us remains strictly confidential and anonymous. A summary of results can be available on the web site of AAU when the study is finalized. You don't need to write your name to fill the questionnaire. Again, thank you for your cooperation and contribution to this study.

If you have any questions about the survey, please email at: million.solomon@yahoo.com

I really appreciate your input!

I. Part one. Measures related to impulse buying tendency.

1. Based on your impulse product related buying experience, please answer to the following questions as to which extent do you agree or disagree by circling with each of the following statements?

		Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
A1	I find it difficult to pass up a bargain.	1	2	3	4	5
A2	If I like a product, I find it very difficult to leave without buying it	1	2	3	4	5
A3	I sometimes cannot suppress the feeling of wanting to buy something.	1	2	3	4	5
A4	Shopping up lifts my mood.	1	2	3	4	5
A5	I sometimes feel guilty after having bought something.	1	2	3	4	5

2. To which extent do you agree or disagree with each of the following statements?

		Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
C1	Most of my purchases are planned in advance.	1	2	3	4	5
C2	Before I buy a product, I always carefully consider whether I need it.	1	2	3	4	5
C3	I often buy without planning.	1	2	3	4	5
C4	"Just do it" describes the way I buy products.	1	2	3	4	5
C5	"Buy now think about it later" describes me.	1	2	3	4	5

3. To which extent do you agree or disagree with each of the following statements?

		Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
B1	When I see nice product in the market displayed, I feel a strong urge to check it out.	1	2	3	4	5
B2	At times, I have to force myself to control the desire to buy.	1	2	3	4	5
B3	I see it, I buy it. describes my buying behavior.	1	2	3	4	5
B4	I usually like to check out product at diverse open markets before I decide to buy it here.	1	2	3	4	5
B5	I am constantly sampling new and different products	1	2	3	4	5

4. To which extent do you agree or disagree with each of the following statements?

		Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I1	I often buy what I like there and then.	1	2	3	4	5
I2	I ended up buying the product without original plan.	1	2	3	4	5
I3	I bought product I never thought about at all before shopping.	1	2	3	4	5
I4	I sometimes buy things because I like buying things, rather than need them.	1	2	3	4	5
I5	I usually go out for shopping only when it is a necessity.	1	2	3	4	5

II. General Information.

1. **Gender**

Male ☐ Female ☐

2. **Which category below includes your age?**

18-24 ☐ 25-34 ☐ 35-44 ☐

44-54 ☐ over 55 ☐

3. **Marital status.**

Single ☐ Married ☐

4. **Income**

601-1650 ☐ 1651-3200 ☐ 3201-5250 ☐

5251-7800 ☐ 7801-10900 ☐ over 10,901 ☐

Thank you for taking the time to complete this survey.

በአዲስ አበባ ዩኒቨርስቲ

የንግድ ሥራ ትምህርት ቤት

የገበያ ጥናት ትምህርት ክፍል

የተከበራችሁ የዚህ መጠይቅ ተሳታፊዎች እዚህ ጥናት ላይ ለመሳተፍ ፍቃደኛ ስለሆኑ በቅድሚያ እናመሰግናለን፡፡ በአዲስ አበባ ዩኒቨርስቲ የንግድ ሥራ ትምህርት ቤት የድህረምረቃ ገበያ ጥናት/ ማርኬቲንግ ተማሪ ስሆን፤ በቅዳሜ እና እሁድ ገበያ ላይ ያተኮረ ለድንገተኛ ግዢ የሚያነሳሱን ምክንያቶች ላይ ያጠነጥናል፡የጥናቱ ዓላማ ገዢዎች ገንዘባቸውን እንዴት አውጥተው እንደሚገበዩ ለመረዳት የሚያስችል ይሆናል፡፡በመጠየቁ ላይ ለመሣተፍ ዝቅተኛው የእድሜ ገደብ 18 ዓመት ነዉ ፡፡ መልስ ለመመለስ ከ10 ደቂቃ በላይ የማይፈጅ ሲሆን ትክክል ወይም ትክክል ያልሆነ መልስ እና አማራጭ ስለሌለ ያመኑበትን ሀሳብ እንዲመርጡ እንጠይቃለን፡፡ ምላሹ ለጥናት ዓላማ ብቻ የሚውል ሲሆን መጠይቁን ለመሙላት ሥም መጻፍ አያስፈልግም፡፡

ስለጥናቱ ውጤት ወይም ተጨማሪ መረጃ ለማግኘት በተከታዩ ሜሜይል million.solomon@yahoo.com ለሚስጡን አስተያየት በቅድሚያ ዕናመሠግናለን፡፡

፩. ክፍል አንድ

1. ቀጣዮቹ ጥያቄዎች በቅዳሜ እና እሁድ ገበያ ውስጥ ድንገት ስምንገዛቸው እቃዎች ያስን አመለካከት ምን ይመስላል የሚለውን የሚጠይቅ ሲሆን፤ በጥያቄዎቹ ምንያህል እንደሚስማሙ ምርጫዎትን በማክበብ × ወይም ✓ ይመልሱ።

ተ.ቁ		በፍፁም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በደንብ እስማማለሁ
አ፩	ያለእቅድ መግዛት ያስደስተኛል	1	2	3	4	5
አ፪	አንድን እቃ ከወደድኩት ሳልገዛው መሔድ ይከብደኛል	1	2	3	4	5
አ፫	እቃ የምገዛው በወቅቱ እንደሚሰማኝ ስሜት ነው	1	2	3	4	5
አ፬	እቃ መግዛት ደስተኛ ያደርገኛል	1	2	3	4	5
አ፭	አንድን እቃ ከወደድኩት ወዲያው እገዛዋለሁ	1	2	3	4	5

2. ቀጣዮቹ ጥያቄዎች በቅዳሜ እና እሁድ ገበያ ውስጥ ድንገት ስምንገዛቸው እቃዎች ያስን አመለካከት ምን ይመስላል የሚለውን የሚጠይቅ ሲሆን፤ በጥያቄዎቹ ምንያህል እንደሚስማሙ ምርጫዎትን በማክበብ× ወይም ✓ ይመልሱ።

ተ.ቁ		በፍፁም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በደንብ እስማማለሁ
ኮ፩	አብዛኛዎቹ ግዢዎቼ የታቀዱ ናቸው፡፡	1	2	3	4	5
ኮ፪	አንድን እቃ ከመግዛቴ በፊት ሁልጊዜ በጥንቃቄ እንደሚያስፈልገኝ አረጋግጣለሁ፡፡	1	2	3	4	5
ኮ፫	አንዳንድ ጊዜ ያለእቅድ እገዛለሁ፡፡	1	2	3	4	5
ኮ፬	‹ያገኘኸውን ግዛ› የሚለው አባባል የሚለው አባባል እኔን ይገልጸኛል፡፡	1	2	3	4	5
ኮ፭	‹ግዢውን አሁን ሀሳቡን በኋላ› የሚለው አባባል እኔን ይገልጸኛል፡፡	1	2	3	4	5

3. ቀጣዮቹ ጥያቄዎች በቅዳሜ እና እሁድ ገበያ ውስጥ ድንገት ስምንገዛቸው እቃዎች ያስን አመለካከት ምን ደመስሳል የሚለውን የሚጠይቅ ሲሆን፤ በጥያቄዎቹ ምንያህል እንደሚስማሙ ምርጫዎትን በማክበብ × ወይም ✓ ደመልሱ።

ተ.ቁ		በፍፁም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በደንብ እስማማለሁ
ቢ፩	ጥሩ የሚመስል እቃ ካየሁ ጠጋ ብ□ ለማረጋገጥ እሞክራለሁ።	1	2	3	4	5
ቢ፪	አንዳንዴ እቃ ላለመግዛት እራሴን እገድባለሁ።	1	2	3	4	5
ቢ፫	‹ያየሁትን መግዛት› የሚለው አባባል እኔን ይገልፀኛል።	1	2	3	4	5
ቢ፬	ከመግዛቴ በፊት የተለያዩ ገበያዎች ላይ ዋጋ አጣራለሁ።	1	2	3	4	5
ቢ፭	አዳዲስና ለየት ያሉ እቃዎችን በየጊዜው እገዛለሁ።	1	2	3	4	5

4. ቀጣዮቹ ጥያቄዎች በቅዳሜ እና እሁድ ገበያ ውስጥ ድንገት ስምንገዛቸው እቃዎች ያስን አመለካከት ምን ደመስሳል የሚለውን የሚጠይቅ ሲሆን፤ በጥያቄዎቹ ምንያህል እንደሚስማሙ ምርጫዎትን በማክበብ × ወይም ✓ ደመልሱ።

ተ.ቁ		በፍፁም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በደንብ እስማማለሁ
ኢ፩	በማንኛውም ቦታ ያየሁትን እቃ ከወደድኩት እገዛዋለሁ።	1	2	3	4	5
ኢ፪	እቃ ያለእቅድ ገዝቼያለሁ።	1	2	3	4	5
ኢ፫	ለመግዛት ያላሰብኩትን እቃ ገዝቼያለሁ።	1	2	3	4	5
ኢ፬	አንዳንዴ የምገዛው እቃው አስፈልጎኝ ሳይሆን መግዛት ስለሚያስደስተኝ ነው።	1	2	3	4	5
ኢ፭	ወደ ገበያ ለግር የምወጣው እቃ ሲያስፈልገኝ ብቻ ነው።	1	2	3	4	5

፪. ክፍል ሁለት

አጠቃላይ መረጃዎች ለመመላት ቦታው ላይ ✖ ወይም ✓ ምልክት ያድርጉ።

1. ጾታ ወንድ ☐ ሴት ☐

2. የእድሜ ክልል 18–24 ☐ 25-34 ☐ 35-44 ☐

45-54 ☐ 55 + ☐

3. የጋብቻ ሁኔታ ያገባ ☐ ያላገባ ☐

4. ወርሀዊ የገቢ መጠን፤

601-1650 ☐ 1651-3200 ☐ 3201-5250 ☐

5251-7800 ☐ 7801-10900 ☐ 10,901 + ☐

ጊዜዎን ወሥደዉ መጠይቁን በመመላት ላበረከቱት አስተዋፅኦ ዕናመሠግናለን።

statistical outputs.

Figure 4.3

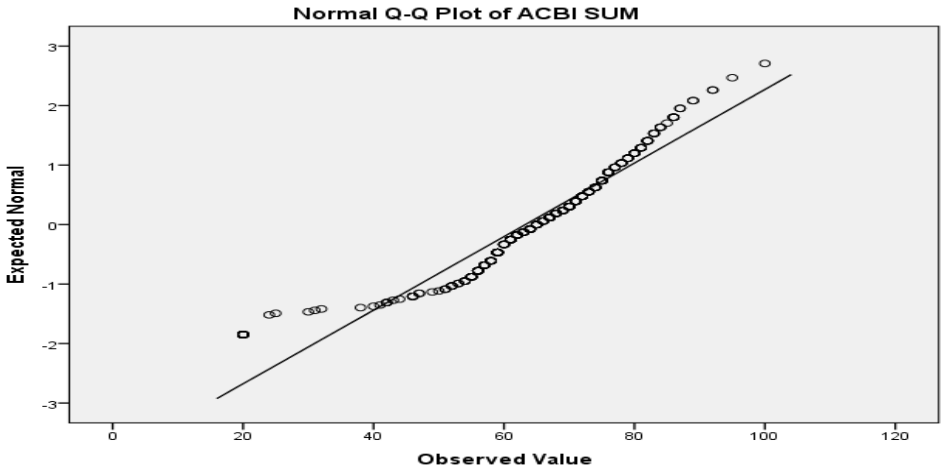

Figure 4.4

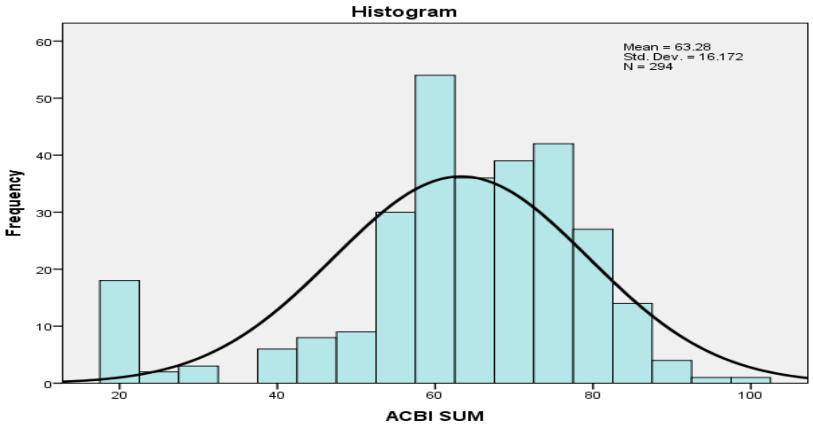

Figure 4.5

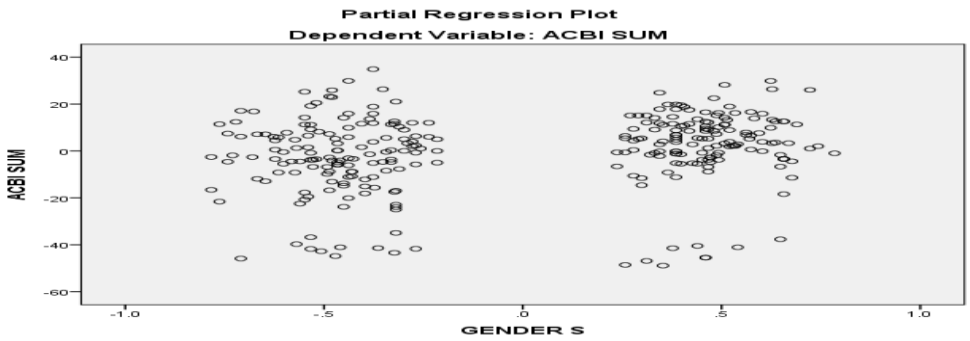

Figure 4.6

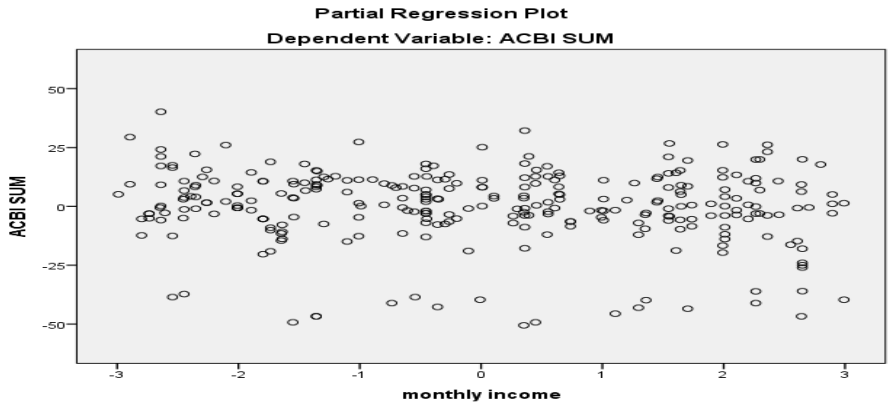

Figure 4.7

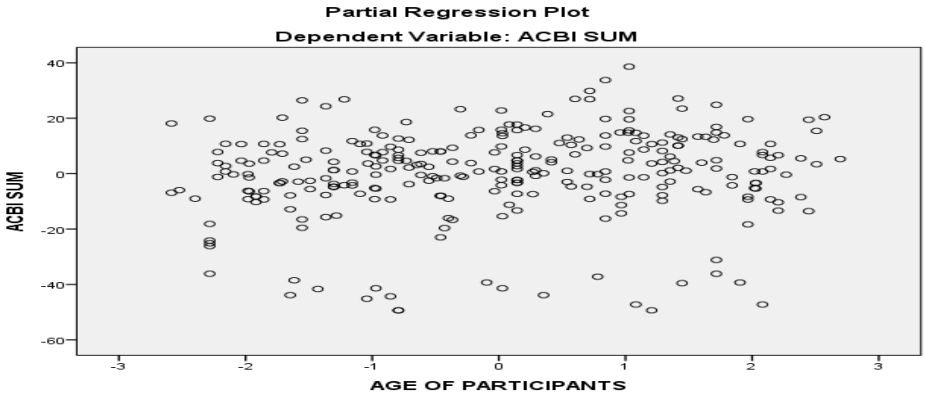

Figure 4.8

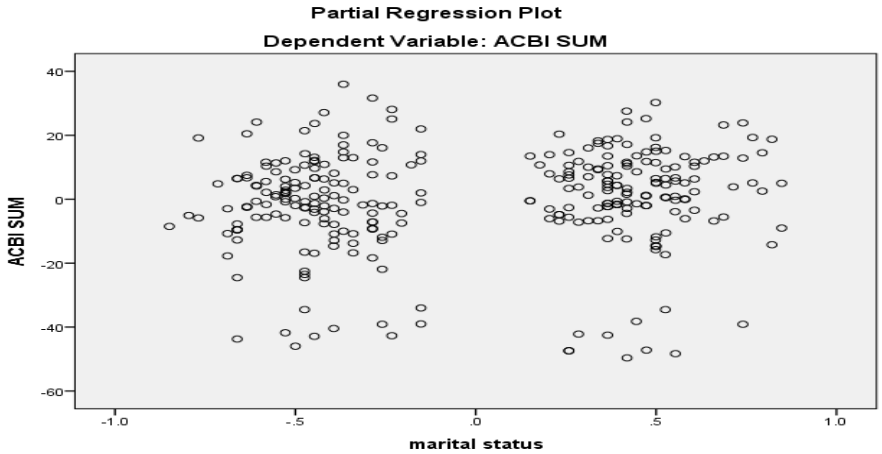

Fig 4.9

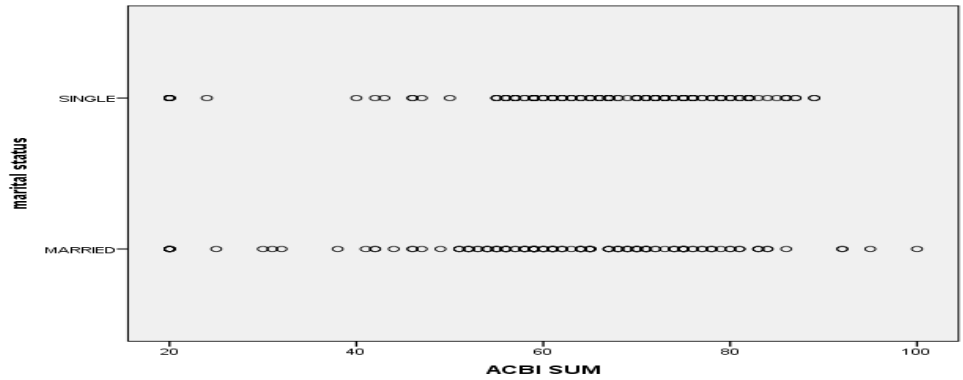

Fig 4.10

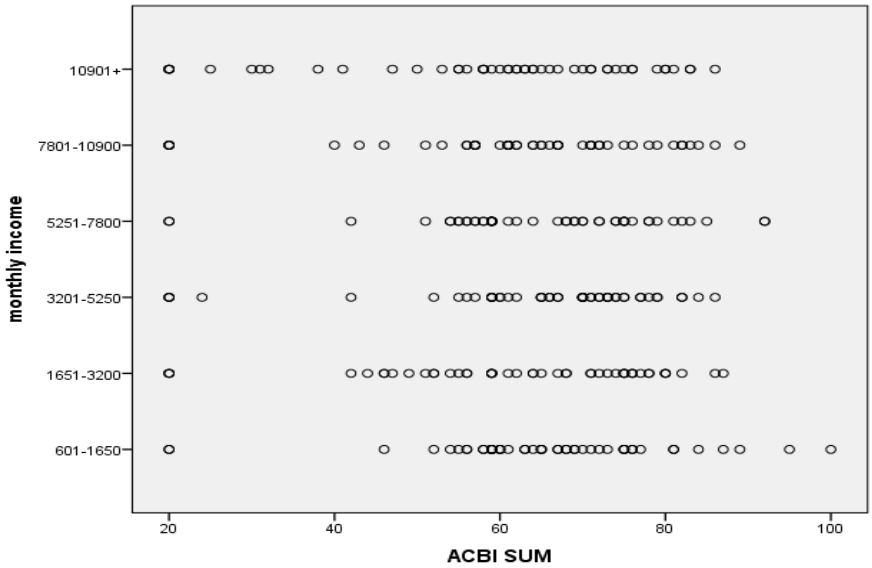

Table 4.13 t test for significance of difference between by gender on weekend marketers with respect to the dimensions of impulse buying tendency factors.

Impulse buying tendency factors		GENDER	N	Mean	SD	t value	P value
It is exciting to buy without planning		MALE	147	2.71	1.472	-2.175	**.030**
		FEMALE	147	3.07	1.368		
If I like a product, I find it very difficult to leave without buying it		MALE	147	3.05	1.221	-1.687	**.093**
		FEMALE	147	3.29	1.129		
I buy products according to how I feel at that moment.		MALE	147	2.89	1.304	-1.803	**.072**
		FEMALE	147	3.15	1.149		
Shopping up lifts my mood.		MALE	147	3.31	1.383	-.401	**.689**
		FEMALE	147	3.37	1.234		
If I like a product, I just have to buy it.		MALE	147	2.71	1.380	-4.061	**.000**
		FEMALE	147	3.33	1.229		
Most of my purchases are planned in advance.		MALE	147	3.32	1.375	-.354	**.724**
		FEMALE	147	3.37	1.262		
Before I buy a product, I always carefully consider whether I need it.		MALE	147	3.36	1.244	-.495	**.621**
		FEMALE	147	3.43	1.110		
I often buy without planning.		MALE	147	3.03	1.352	-1.843	**.066**
		FEMALE	147	3.31	1.174		
"Just do it" describes the way I buy products.		MALE	147	2.62	1.406	-3.367	**.001**
		FEMALE	147	3.16	1.365		
"Buy now think about it later" describes me.		MALE	147	2.29	1.391	-3.597	**.000**
		FEMALE	147	2.90	1.493		
When I see nice product in the market displayed, I feel a strong urge to check it out.		MALE	147	3.52	1.336	-.993	**.321**
		FEMALE	147	3.67	1.246		
At times, I have to force myself to control the desire to buy.		MALE	147	3.27	1.353	-1.164	**.245**
		FEMALE	147	3.45	1.251		
I see it, I buy it. describes my buying behavior.		MALE	147	2.63	1.444	-4.574	**.000**
		FEMALE	147	3.34	1.225		
I usually like to check out products at diverse open markets before I decide to buy it here.		MALE	147	3.43	1.340	-.945	**.345**
		FEMALE	147	3.57	1.250		
I am constantly sampling new and different products.		MALE	147	2.99	1.340	-2.599	**.010**
		FEMALE	147	3.38	1.262		
I often buy what I like there and then.		MALE	147	2.84	1.470	-3.438	**.001**
		FEMALE	147	3.41	1.343		
I ended up buying the product without original plan.		MALE	147	2.95	1.281	-3.817	**.000**
		FEMALE	147	3.49	1.161		
I bought product I never thought about at all before		MALE	147	2.69	1.407		

shopping.		FEMALE	147	3.38	1.321	-4.316	**.000**
I sometimes buy things because I like buying things, rather than need them		MALE	147	2.55	1.310	-4.318	**.000**
		FEMALE	147	3.17	1.143		
I usually go out for shopping only when it is a necessity.		MALE	147	3.65	1.374	.906	**.366**
		FEMALE	147	3.51	1.196		

* Significant at 1%level * Significant at 5% level.

Table 4.14 t test for significance of difference based on marital status.

Impulse buying tendency factors			N	Mea	SD	t value	P value
It is exciting to buy without planning.		Married	147	2.77	1.47	-1.430	.154
		Single	147	3.01	1.37		
If I like a product, I find it very difficult to leave without buying it		Married	147	3.05	1.24	-1.687	.093
		Single	147	3.29	1.09		
I buy products according to how I feel at that moment.		Married	147	2.92	1.23	-1.421	.156
		Single	147	3.12	1.22		
Shopping up lifts my mood.		Married	147	3.24	1.37	-1.204	.229
		Single	147	3.43	1.23		
If I like a product, I just have to buy it.		Married	147	2.85	1.37	-2.233	.026
		Single	147	3.20	1.28		
Most of my purchases are planned in advance.		Married	147	3.29	1.36	-.796	.427
		Single	147	3.41	1.27		
Before I buy a product, I always carefully consider whether I need it.		Married	147	3.36	1.24	-.495	.621
		Single	147	3.43	1.10		
I often buy without planning.		Married	147	3.05	1.28	-1.657	.099
		Single	147	3.29	1.24		
“Just do it” describes the way I buy products.		Married	147	2.72	1.43	-2.080	.038
		Single	147	3.06	1.37		
“Buy now think about it later” describes me.		Married	147	2.42	1.42	-2.031	.043
		Single	147	2.77	1.49		
When I see nice product in the market displayed, I feel a strong urge to check it out.		Married	147	3.59	1.35	.000	1.00
		Single	147	3.59	1.22		
At times, I have to force myself to control the desire to buy.		Married	147	3.37	1.33	.179	.858
		Single	147	3.35	1.27		
I see it, I buy it. describes my buying behavior.		Married	147	2.82	1.41	-2.077	.039
		Single	147	3.15	1.33		
I usually like to check out products at diverse open markets before I decide to buy it here.		Married	147	3.49	1.35	-.135	.893
		Single	147	3.51	1.23		
I am constantly sampling new and different products.		Married	147	3.01	1.36	-2.325	.021
		Single	147	3.36	1.23		
I often buy what I like there and then.		Married	147	3.03	1.46	-1.180	.239
		Single	147	3.22	1.40		

I ended up buying the product without original plan.		Married	147	3.07	1.30	-1.969	.050
		Single	147	3.36	1.18		
I bought product I never thought about at all before shopping.		Married	147	2.91	1.44	-1.539	.125
		Single	147	3.16	1.360		
I sometimes buy things because I like buying things, rather than need them		Married	147	2.66	1.23	-2.749	.006
		Single	147	3.06	1.27		
I usually go out for shopping only when it is a necessity.		Married	147	3.59	1.33	.181	.857
		Single	147	3.56	1.24		

* Significant at 1%level. * Significant at 5% level