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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS & ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

**FACTORS INFLUENCING BUYING BEHAVIOR OF FASHION
PRODUCTS IN ADDIS ABABA, ETHIOPIA**

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DECEMBER, 2024

ADDIS ABABA, ETHIOPIA

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**A THESIS IS SUBMITTED TO ADDIS ABABA UNIVERSITY,
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ADDIS ABABA, ETHIOPIA**

Declaration

I declare that this thesis study for the M.A. Degree in marketing management at the University of Addis Ababa School of commerce, hereby submitted by me, is my original work and has not previously been submitted for a degree at this or any other University, and that all references materials contained therein have been duly acknowledged.

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CERTIFICATE OF APPROVAL
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This is to certify that the thesis prepared by Emnet Efrem, entitled “FACTORS INFLUENCING BUYING BEHAVIOR OF FASHION PRODUCTS IN ADDIS ABABA, ETHIOPIA.” and submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts (Marketing Management) compiles with the regulations of the University and meets the accepted standards with respect to originality and quality.

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List of Acronyms

B2B	Business to Business Market
EKB	Engel-Kollat-Blackwell
IMC	Integrated Marketing Communications
RMG	Ready-Made Garments

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Abstract

The main objective of this study was to understand how certain factors in the market affect the consumer buying behavior of fashion products in Addis Ababa, Ethiopia. This study on the factors influencing buying behavior of fashion products in Addis Ababa, Ethiopia, is significant for several reasons. It aims to promote economic development by supporting local industries and tailoring products to consumer preferences, which can lead to job creation. Additionally, it seeks to enhance awareness of Ethiopian fashion and foster pride in domestic products. The findings will provide valuable insights for policymakers to develop strategies that support local industries and encourage sustainable practices. This study used quantitative data collected through questionnaires and the result is analyzed by using a quantitative approach. The primary objective of this study was to investigate the factors affecting consumer behavior regarding fashion products in Addis Ababa, Ethiopia, focusing on three variables: Product, Price, and Promotion. Data was collected through an online questionnaire using a five-point Likert Scale, with 384 respondents participating, of which 378 provided complete responses. The data was analyzed using SPSS, beginning with reliability and validity checks that confirmed the instrument's effectiveness. Correlation analysis confirmed positive relationships between all independent variables and consumer behavior. The multiple regression analysis indicated a strong relationship between the variables and consumer behavior, with Product showing the highest contribution at an R^2 of 80.8%. Price also significantly influenced consumer behavior at R^2 of 75.3%, while Promotion had a substantial effect at R^2 of 71.5%. Overall, the study highlights the critical roles of Product, Price, and Promotion in shaping consumer buying behavior in the fashion sector. This study aimed to identify the effects of Product, Price, and Promotion on consumer behavior regarding fashion products in Addis Ababa, Ethiopia. Analyzing responses from 378 participants revealed that all three factors significantly influence buying behavior. Consistent with previous research, the quality of the product emerged as the most critical factor, followed by price, which showed an inverse relationship with purchasing decisions. While promotion also plays a role, it is less influential than product quality and price. Therefore, manufacturers should prioritize producing high-quality fashion items across various price ranges, while also considering effective promotional strategies to enhance consumer engagement. Manufacturers should prioritize product quality, as it significantly influences buyer behavior. Strategic pricing is essential to offer affordable products without compromising quality. While promotion is less critical, it should still be effectively utilized. Future research should explore additional factors and demographic influences, and consider longitudinal studies to track changes in consumer preferences. Expanding studies to other regions of Ethiopia will also provide valuable insights.

Keywords:

Product, Price, Promotion, Buying Behavior

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The factors affecting consumer behavior range between cultural, social, psychological and personal (Rani, n.d.). Our social identity and personal perception play a big role in the products that we choose to buy. Usually, we tend to want to emulate a group of people that are in a higher status than ourselves because that is what we aspire to be. Culture is a big part of this in that popular culture is in large part the driver of trends (Rani, n.d.). The background we come from also decides largely on what we choose to buy, in that there is a social acceptance risk associated especially with the purchase of such identity representing products as fashion products. We also use fashion to express personal state, as an act of rebellion or to fit into a specific environment with specific ideologies (De Alencar Rodrigues and Ferreira, 2021). Subcultures are a good example for this (Clements, 2011).

Products play a major role in the company's overall market offering. Marketing-mix planning starts with developing an offering that targets customers will find valuable, as this will serve as the foundation for the company's ability to forge profitable customer relationships (Kotler, 1999). In the study by Chaerudin and Syafarudin (2021) it was proved that product quality affects the consumer satisfaction and buying behavior for products. Another study conducted by Ackaradejruangsri (2013) found that product attributes like reliability, function and durability were found to have an influence on consumer buying decisions.

The price of a product is the only component of the marketing mix that generates revenue; all other components represent costs. Price is also one of the most flexible components of the mix, as it can be altered quickly in contrast to product features and channel commitments. However, pricing is the top issue that many marketing executives face, and many businesses struggle with it. Some managers see pricing as a major hassle and would rather concentrate on other aspects of the marketing mix (Kotler, 1999).

Consumers are also influenced by the product's design, price, shape, and color of its package, as well as the stores that sell it (Kotler, 1999). In a study conducted by (Awunyo-Vitor et al., 2013), it was found that promotion played a big role in the buying behavior of products. A business's total promotion mix, also known as its marketing communications mix, is the particular combination of public relations, sales promotion, personal selling, advertising, and

direct marketing tools that the business uses to effectively communicate customer value and cultivate customer relationships.

Among other things age and socioeconomic status are observed affecting the purchase decisions and fashion choices of consumers (C8B.fr, 2022). Another study explained that age and monthly income have strong influences on expenses put toward clothing while family size had negligible effects (Bishnoi and Guru, 2023). Another interesting finding was that women that focused on dressing well and fashionably were the ones aging out of their twenties so as to look younger than their age (C8B.fr, 2022). In addition, larger household size and price consciousness are found to affect fashion consciousness negatively, while years of education, materialism and larger media exposure are found to influence fashion consciousness positively (Batool, Batool and Sultan, 2021).

Finding identification with a certain group of differentiation from another can be major reasons that consumers pursue fashion (Song & Bai, 2020). In their study on characteristics of fashion consumption, Song and Bai (2020) have concluded that the primary driver of fashion consumption is now symbolic commodities, and they have made recommendations for pertinent businesses. Fashion consumers are more interested in how the products make them feel, where they let them fit in and how they can be identified in them. The quality of the products is not to be undermined however, as the indicators for value in fashion products are as much the quality of the item as it is the design and style of the item (Song & Bai, 2020).

Most of the products in the fashion sector that we put to everyday use are imported which is largely in part due to the lack of quality manufacturing from local companies and is also considered a status symbol of sorts to use foreign products which again goes back to the fact that consumer buying decisions are highly intertwined with perception and self-image, and especially so when it comes to the fashion industry (Yilma, 2020).

When there is a vibrant culture around something that is made a spectacle out of, like mentioned above, the effects often spill out to other countries and there will be a demand for these products abroad. We can mention the Mod movement in London in the 60s that spilled over to the Japanese fashion scene (Huntington, 1996).

As a result of the positive effects the growth of the fashion industry has on the economy, the will be a balancing out of trade deficits. This will happen mainly on the front the fashion and

luxury industry. It will also mean that the country will not have to import finished fashion products. Instead it will consume the raw materials it exports and export finished goods for much higher value (Dea, 2023).

1.2 Background of the Industry

The Fashion Industry is a sub-sector of both the creative industries and the clothing and textiles industries, and provides opportunities for innovation and creativity in the manufacturing, textiles and apparel accessories (“Entrepreneurship and Sustainable Development,” 2015). In 2017, consumers spent nearly \$380 billion dollars on apparel and footwear (Maloney, 2018). Workers in occupations needing an expanding spectrum of highly technical education and abilities are employed by fashion and apparel-related sectors. For example, computer-aided design facilitates the rapid prototyping and production of finished products by manufacturers and designers alike (Maloney, 2018). Higher earnings are possible for jobs in these disciplines, which usually demand more education and training (Maloney, 2018).

Fashion is a reflection of the social, political, economic, and artistic forces of any particular moment, not merely the whims of a designer (Frings, 1982a). These factors give rise to shifting styles that convey historical events just as movingly as novels, journals, or newspapers. Across time, developments in human thought, behavior, and romantic relationships have been mirrored in dressing room mirrors (Frings, 1982a). Among other things, fashion is the expression of one’s self and its necessity can vary from the basic need level to the self-actualization level in Maslow’s Hierarchy of needs (Xiang, 2021).

The fashion industry is also in the top three biggest polluting industries of the world, with its waste coming from textile factories from around the world in the form of toxic chemicals, the quickly discarded fast fashion items made of synthetic materials the enormous amounts of water consumed to make some materials like denim (Gazzola *et al.*, 2020). Circular economy (CE) principles have gained prominence in the fashion industry since it is a highly polluting industry and requires sustainable changes (De Aguiar Hugo, De Nadea and Da Silva Lima, 2021).

1.3 Statement of the Problem

Studies have shown that the local market demand has been largely unsatisfied and unattended to in terms of how important it is for the greater economic stability and foreign currency retention (Gezahegn, 2018). Due to the current wave of globalization, information travels faster than it ever had in history, and with it come international influences (GebreMichael, 2004).

In past literature, extensive attention has been given to the development of the Ethiopian export industry. But there is a literature gap when concerned with the development of the local demand for locally manufactured goods that would substitute imports. There is also a literature gap regarding the factors influencing buyer behavior in the case of fashion products in the Ethiopian context. This leaves a gap in our understanding of how to market locally made fashion products to the local consumers.

Along with the surplus of new information that we seem to be engulfed with (GebreMichael, 2004) comes the widening of our knowledge horizon and our needs, demands and ways by which we express ourselves change and expand with them. This welcomes, embedded within it, new ways of self-expression, which we incorporate into our product choices as extensions of ourselves (Mason and Wrigley, 2013).

This research aims to investigate the factors influencing purchase decisions of fashion consumers in Ethiopia, with a focus on fashion products.

1.4 Research Questions

1.4.1 Main Research Question

The main research question that this study is trying to answer is; how do factors in the market affect the buying behavior of consumers towards fashion products?

1.4.2 Sub Research Questions

The specific research questions are;

- How does the product affect the buying behavior of fashion products?
- How does price affect the buying behavior of fashion products?
- How does promotion affect the buying behavior of fashion products?

1.5 Objectives of the study

1.5.1 General objective of the study

The main objective of this study was to understand how certain factors in the market affect the consumer buying behavior of fashion products.

1.5.2 Specific objectives of the study

The specific objectives for this study are to understand;

- To examine how the product affects the buying behavior of fashion products.
- To assess how price affects the buying behavior of fashion products.
- To understand how promotion affects the buying behavior of the fashion product.

1.6 Significance of the study

The significance of this study on the factors influencing buying behavior of fashion products in Addis Ababa, Ethiopia, is multifaceted. Firstly, it has the potential to promote economic development by fostering the growth of local industries. By understanding consumer preferences, local manufacturers can tailor their products to meet demand, which could lead to job creation within the textile and apparel sectors. Additionally, the study can contribute to the promotion of a distinct Ethiopian fashion identity, enhancing consumer awareness of the cultural significance of local fashion and encouraging pride in domestic products.

From a policy perspective, the findings can provide valuable insights for policymakers, guiding them to formulate strategies that support local industries, including incentives for consumers to purchase domestic goods. This could also promote sustainable and ethical practices within the local fashion industry. Marketers can benefit from the insights gained by developing targeted marketing strategies that resonate with local consumers, improving the effectiveness of promotional efforts and fostering consumer engagement.

Academically, the study contributes to the literature on consumer behavior, particularly in developing economies, and serves as a foundation for further research on market trends in Ethiopia and similar contexts. Finally, a stronger local fashion industry can enhance Ethiopia's competitiveness in global markets, promoting the export of domestic fashion products. Overall, the study holds the promise of shaping the future of the fashion industry in Ethiopia, benefiting consumers, businesses, and the economy as a whole.

1.7 Scope of the study

This research was primarily conducted in Addis Ababa, Ethiopia, with additional focus on locations where a higher concentration of fashion followers and consumers can be found. The inclusion of diverse locations ensures a comprehensive understanding of varied consumer perspectives within the city and by extension, the country.

1.7.1 Geographical scope

Addis Ababa, being the capital and a cosmopolitan center, and served as the primary location for data collection. Additionally, areas with vibrant fashion scenes, such as popular marketplaces and shopping districts were targeted. Namely in cafes and art galleries found in Bole, Mexico, Megenagna, Bisrate Gabriel, Lebu, Bethel, Kazan chis and Piazza. This broader geographical scope aims to capture a representative sample of urban and suburban consumers.

1.7.2 Methodological scope

Close ended questions was employed to gather specific and measurable data. This method enabled the researcher to evaluate the results objectively and with little room for error or misinterpretation. A deductive study was conducted on quantitative research design.

Target Participants

The study target individuals that reside in Addis Ababa, and regular consumers. Participants were selected from diverse demographic backgrounds to ensure a well-rounded representation of the local population.

In conclusion, this scope ensures a comprehensive exploration of the factors influencing consumer behavior in the Ethiopian fashion industry.

1.7.3 Conceptual scope

By scrutinizing the factors affecting consumer behavior, the research aims to uncover patterns, preferences, and trends that drive consumer behavior. Insights gained was contribute to developing targeted marketing strategies for locally produced fashion items, fostering a more receptive local market.

1.8 Limitations of the study

This study on the factors influencing buying behavior of fashion products in Addis Ababa may encounter several limitations. Firstly, the research will primarily focus on urban consumers in Addis Ababa, potentially limiting the generalizability of the findings to rural areas or other regions in Ethiopia, where consumer behaviors and preferences may differ significantly.

Secondly, the study relies on self-reported data collected through surveys or interviews, which may be subject to biases, such as social desirability bias, where respondents provide answers they believe are more acceptable rather than their true feelings or behaviors. Additionally, due to time and resource constraints, the sample size may be limited, affecting the robustness of the conclusions drawn from the analysis.

Another limitation is the dynamic nature of consumer behavior, which can change due to various factors, including economic conditions, fashion trends, and cultural shifts. As a result, the findings may not remain relevant over time, necessitating ongoing research to keep up with evolving consumer preferences.

Furthermore, the study may face challenges in accurately measuring certain variables related to consumer behavior, such as attitudes towards domestic products versus imported ones, due to the complexity of these factors. Lastly, logistical issues, such as access to specific demographic groups or adequate response rates, could hinder the comprehensiveness of the data collected.

1.9 Definition of terms

The following definition of terms is helpful in thorough understanding of this research as they are the key concepts.

- **Price**

Price is defined as the overall sacrifice consumers are willing to make to acquire a specific product or service. It represents the monetary charge for a product or the total value customers exchange for the benefits derived from owning or using it (Achrol & Kotler, 2016; Tjiptono, 2017).

- **Product**

A product is defined as a set of attributes, both tangible and intangible, that includes factors such as color, price, brand reputation, and the services provided by both manufacturers and retailers, all of which buyers accept to satisfy their desires (Alma, 2014). Product quality encompasses its ability to perform functions, highlighting aspects such as durability and reliability (Kotler et al., 2017).

- **Promotion**

Promotion encompasses the motivational strategies employed to encourage consumers to purchase a product. It is any communication used to inform, persuade, and/or remind people about an organization's goods, services, or impact on society (Evan, 1997). Integrated Marketing Communication (IMC) involves coordinating various promotional elements to deliver a consistent message across channels.

- **Buying Behavior**

Buying behavior refers to the actions and decision-making processes of individuals or organizations regarding the selection, purchase, use, and disposal of products and services. It encompasses the motivations, preferences, and influences that affect consumers' purchasing decisions (Kotler & Keller, 2012).

1.10 Organization of the study

This study is organized under five chapters. Chapter one dealt with the introduction and covers the background of the study and the industry, the research questions, objectives and statement of the problem as well as the scope of the research. The second chapter is the literature review and includes the theoretical review of the study, the empirical review and the conceptual framework of the study. The third chapter is the research methodology and includes the research design, sampling design and data collection instrument as well as method of analysis. Chapter four is the results and discussion chapter which discussed the results of the collected data, analysis of the results and discussion. The fifth and last chapter is the conclusion and recommendation chapter, which discussed the practical implications of the results of this study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Concepts of Consumer Behavior

A Numerous studies on consumer behavior have sought to understand the reasons behind a consumer's choice to purchase a specific product and the factors influencing their purchasing decisions. The term "consumer behavior" encompasses the actions of both individual consumers and organizational buyers. Researching consumer behavior involves examining what products are bought, how purchases are made, where purchases occur, and the motivations behind these buying decisions (Chen, 2013).

2.1.2 Concepts of Consumer Buying Behavior

Understanding consumer buying behavior is critical not only for influencing product purchase decisions but also for informing essential marketing strategies within commercial firms, nonprofit organizations, and regulatory agencies. However, support systems for women returnees aiming to start their own businesses are often limited. This includes constraints in finance, market access, business training, seed funding, information support, and technological and infrastructural resources. Additionally, administrative support mechanisms—such as business assistance, legal frameworks, loan support, and tax incentives—tend to be weak (Ahmed and Wube, 2019).

The study of consumer buying behavior is a vital aspect of marketing, aiming to understand how individuals, groups, or organizations choose, purchase, use, and dispose of goods. It examines the factors influencing these decisions, including prior experiences, personal preferences, pricing, and branding (Kotler & Keller, 2012).

2.1.3 Models of Consumer Buying Behavior

Several models have been developed to explain consumer buying behaviors, enabling the formulation of appropriate strategies for different target groups. While these models differ in presentation, they typically consist of several stages, including pre-purchase, purchase, and post-purchase (Jaworski, 2003).

According to the study by Edu, Negricea, and Ionescu (2013), marketers aim to identify consumer needs and develop strategies to address them. The buying decision typically

involves several target groups, each playing distinct roles, which can be categorized into five main types. First, the initiator is the person who expresses a desire for a product, such as a child in a family wanting something. Second, the influencer is someone who can sway the purchase decision through their opinions or comments. The third role is the decider, the individual who ultimately makes the decision to buy the product. Next is the buyer, who carries out the actual purchase. Finally, the user is the person who will use the product after it has been acquired. These roles highlight the complexity of the consumer buying process and the various influences at play.

2.1.4 Underlying Theory

According to Hutt & Speh (2021), Business Marketing Management, or B2B, refers to a market for products and services that operates both locally and internationally, involving transactions between companies, governments, and institutions for their consumption or resale. Additionally, it notes that there are markets that indirectly support the B2B sector by dealing with goods intended for personal use.

Conversely, Achrol & Kotler (2016) describe B2B marketing as a unique system that focuses on interactions between companies. They emphasize that B2B marketing employs specialized techniques that differ from conventional marketing methods, targeting a limited audience. Decision-making in B2B transactions typically involves a small group of representatives from each company. This type of marketing is characterized by the sale of goods and services to professional consumers who possess extensive knowledge and expertise in evaluating competing offers.

2.1.5 Theory of Consumer Behavior

Consumer behavior is defined as the dynamic interaction among influences, awareness, behavior, and the environment in which individuals exchange aspects of life (Olson, 2013). Hawkins and Mothersbaugh (2018) describe consumer behavior as the study of individuals, groups, or organizations, focusing on the processes they use to select, acquire, use, and dispose of products, services, experiences, or ideas to meet their needs, as well as the effects these processes have on customers and society. This highlights the multifaceted nature of consumer behavior and its broader implications.

Furthermore, Pyszczynski et al. (2015) emphasize that consumer behavior examines the processes individuals or groups engage in when selecting, purchasing, using, or disposing of

products, services, ideas, or experiences to fulfill their needs and desires. Achrol and Kotler (2016) further clarify that consumer behavior pertains to how individual consumers make purchasing decisions by utilizing available resources and subsequently exchanging them for goods or services to derive benefits.

2.1.5.1 Traditional Models of Consumer Behavior

Consumer behavior is a relatively new field and serves as a sub-discipline within marketing. It has significantly drawn from other scientific areas, including economics, psychology, and sociology (Schiffman & Kanuk, 2010). Here are some of the foundational models adapted from these disciplines.

A. The Economic Man Model

The concept of utility-maximizing behavior among rational and well-informed consumers is at the core of this model. The neo-classical economist Alfred Marshall (1890) developed the first model of consumer behavior based on the theory of marginal utility. According to Marshall's utilitarian approach, the consumer aims to maximize utility while minimizing expenditure, making decisions based on varying prices, substitute products, and income levels. However, this model faces criticism for its assumptions of complete and relevant information, homogeneity among consumers, and the consistency of rational behavior.

B. Psychological Models

Psychologists emphasize that factors such as perception, motivation, learning, attitude, and personality play a crucial role in consumer behavior. Several models illustrate these influences, with three of the most significant being:

Hierarchy of Needs Model: Developed by Abraham Maslow (1954), this theory posits that consumers' buying behavior is influenced by their current state of needs, which range from physiological to safety, social, ego, and self-fulfillment. According to this model, a specific need can translate into motivation, guiding the purchasing decisions and behaviors of consumers.

Conditioned Consumer (Learning) Model: Based on the stimulus-response framework of human psychology, this model stems from Ivan Pavlov's work. It suggests that consumers learn through a passive process, responding automatically to frequently encountered cues and rewards. Much of our behavior, according to this model, is automatic and reflexive, driven by associations between specific stimuli and responses.

Freud's Theory of Consumer Behavior: Sigmund Freud's perspective highlights that consumers are motivated by subconscious drives, personality traits, instinctual urges, symbolic motives, and the pursuit of pleasure. This theory implies that marketers should engage in motivational research to uncover these underlying motives, which consumers may not openly discuss, and tailor their marketing strategies to appeal to these hidden desires.

C. Sociological Model

The sociological model emphasizes that factors such as role, status, interaction, group influence, and social class significantly impact consumer buying behavior. As members of society, consumers are influenced by the various social groups they belong to. Primary groups, including family, friends, and close associates, exert considerable influence over an individual's purchasing decisions. These relationships shape preferences, attitudes, and behaviors, highlighting the social context in which consumer choices are made.

2.1.5.2 Contemporary Models

The earliest discipline-specific models of buying behavior laid the groundwork for the advanced field of consumer behavior we see today. Relying solely on these models to explain buying behavior would be insufficient, as it requires a multidisciplinary approach to fully encompass and clarify the complex array of factors influencing consumer purchasing decisions. This approach recognizes the diverse elements at play in consumer behavior, integrating insights from various fields to provide a more comprehensive understanding.

As a result, several well-known comprehensive consumer decision-making models were created during the 1960s and 1970s, contributing to the evolution of the consumer behavior discipline. Notable models from this period include those developed by Howard and Sheth, Nicosia, Engel, Kollat, and Blackwell, as well as Kotler (Tyagi & Kumar, 2004).

A. Howard-Sheth Model

In 1963, John Howard developed the first truly integrative model of buyer behavior, drawing extensively on learning theory (Du Plessis et al., 1991). He distinguished between three levels of decision-making: problem solving, limited problem solving, and automatic response behavior.

A more detailed exploration of this model was presented in the "Theory of Buyer Behavior" (1969) co-authored by Howard and Sheth. This model is regarded as a significant milestone in the evolution of buyer behavior theory, focusing on three key variables: perception,

learning, and attitude formation (Prasad, 2009). It serves as one of the earliest representations of how behavioral, situational, and economic factors influence consumer decision-making processes.

B. Nicosia Model

Francesco Nicosia, a notable researcher in motivation, introduced a comprehensive model of buyer behavior in 1966 (Nicosia, 1966). He structured the model into four fundamental components, which he referred to as fields.

In the first field, product attributes and communication are considered alongside consumer characteristics. As the consumer receives and reacts to messages, this process leads to the development of attitudes toward a product or brand. This attitude then informs the second field, known as the reaction field, where the consumer engages in research and evaluation.

The third field represents the actual purchase decision, while the fourth field addresses post-purchase behavior, including product use, storage, and consumption. Feedback from this fourth field loops back to influence the first field, allowing consumer experiences to modify their predispositions and attitudes toward the product over time.

C. EKB (Engel-Kollat-Blackwell) Model

Engel, Kollat, and Blackwell (1969) coined the term "multidimensional" for their model to describe the numerous processes that intervene between exposure to stimuli and the resulting behavior. The model comprises four key components:

Information Processing: This involves the sequential phases of exposure, attention, comprehension, and retention, where both marketing and non-marketing stimuli are processed.

Central Control Unit: This represents the individual's command center, which includes memory and cognitive functions for directing behavior. It encompasses information, experiences, evaluative criteria, and attitudes, all influenced by personality.

Environmental Influences: This component addresses various external factors such as income, social class, family influences, and physical surroundings, all of which can impact purchasing decisions positively or negatively.

Consumer Decision Process: This refers to the stages involved in making a purchase, including problem recognition, internal and external information search, evaluation, the act of purchase, and post-purchase behavior.

D. Kotler's Behavioral Choice Model

In Kotler's Behavioral Choice Model, the factors influencing buying decisions include information about available brands, their prices, qualities, availability, service options, and brand images. The information reaches consumers through various channels, such as advertising media, sales representatives, friends, family, and personal observations.

Once this information enters the buyer's mind, referred to as the "black box," it is processed, leading to specific responses. These responses manifest as decisions regarding product selection, choice of dealer, quantity to purchase, and purchase frequency.

The model can be understood through three stages: stimuli, the buyer's black box, and the buyer's response. Consumers receive inputs from marketing efforts (the 4 Ps) and other stimuli, which are then processed based on the buyer's individual characteristics.

2.1.6 Factors Influencing Buying Behavior

2.1.6.1 Price

Price is defined as the overall sacrifice consumers are willing to make to acquire a specific product or service (Tjiptono, 2017). Achrol and Kotler (2016) elaborate that price represents the amount of money charged for a product or service, or the total value customers exchange for the benefits derived from owning or using it. This implies that, while in a narrow sense, price refers solely to the monetary charge, in a broader context, it encompasses all values that customers forgo to gain the benefits of a product or service.

Price is unique among the elements of the marketing mix, as it is the only component that generates revenue. Furthermore, it is one of the most flexible elements within the marketing mix (Kotler et al., 2017). Effective pricing strategies can significantly impact total revenue and costs. Price also serves as a critical positioning factor and must be determined based on considerations such as the target market, product assortment, services offered, and competitive landscape (Saleh & Said, 2019).

Price perception significantly influences a consumer's decision to purchase a product. According to Kotler and Keller (2016), the perception of price conveys important information about a product and holds substantial meaning for consumers. This makes price a critical factor in purchasing decisions, particularly for frequently bought items, as it affects choices regarding which store, product, or brand to patronize (Faith and Agwu, 2014).

Price is undeniably a critical market variable (Bauer, Klieger, & Koper, 2004). Various methods of price framing are discussed in the literature, and these can greatly influence consumer perception. How consumers perceive price can lead to both positive and negative effects on their buying behavior (Ha, Nguyen, & Gizaw, 2014). For marketers, understanding how consumers interpret price is essential, as it directly affects their purchasing decisions.

2.1.6.2 Product

According to Alma (2014), a product is defined as a set of attributes, both tangible and intangible, that includes factors such as color, price, brand reputation, and the services provided by both manufacturers and retailers, all of which buyers accept to satisfy their desires. Assauri (2015) adds that product quality is the characteristic of an item that determines its suitability for its intended purpose.

Achrol and Kotler (2016) further elaborate that product quality encompasses the ability of a product to perform its functions, highlighting aspects such as durability, reliability, and accuracy, which are integral to the product as a whole. Continuous improvement of product quality is crucial for companies, as it enhances customer satisfaction and encourages repeat purchases. Kotler et al. (2017) describe product quality as a characteristic that reflects a product's ability to meet stated or implied customer needs.

Perceived quality refers to a consumer's judgment of a product's overall performance or superiority, rather than its actual quality, as defined by Zeithaml (1988). This assessment is primarily a mental evaluation by consumers. They determine the quality of a product based on various informational cues, which help them form beliefs about the product. These cues encompass both extrinsic and intrinsic attributes. Extrinsic attributes include factors such as the company's reputation, brand image, and pricing, while intrinsic attributes pertain to the product's physical characteristics, including features, specifications, design, size, shape, materials, and perceived durability. Research in the apparel industry has revealed a significant relationship between customers' perceived quality and their interest in clothing (Kawabata and Rabolt, 1999; Lee and Burns, 1993).

2.1.6.3 Promotion

Promotion encompasses the motivational strategies employed to encourage consumers to purchase a product. It is defined as "any communication used to inform, persuade, and/or remind people about an organization's or individual's goods, services, image, ideas, community involvement, or impact on society." This broad definition highlights the

multifaceted nature of promotion, which includes various forms of communication aimed at influencing consumer behavior and enhancing awareness of a brand or product. Effective promotional strategies play a crucial role in the marketing mix, as they not only drive sales but also help establish brand identity and foster customer loyalty (Evan, 1997).

Promotion, often referred to as Integrated Marketing Communication (IMC), primarily involves the messages and related media used to engage with the market. IMC is defined as "a marketing communications strategy that requires a company to adopt strategies that coordinate different promotional elements and integrate these promotional activities with other marketing efforts that communicate with customers." This approach ensures that all forms of communication and messaging work together harmoniously, creating a unified and consistent message across various channels. By integrating different promotional elements—such as advertising, public relations, sales promotions, and digital marketing—companies can effectively enhance brand awareness, improve customer engagement, and drive sales (Baker, 2006).

The fundamentals of a promotional strategy focus on effectively delivering the communicational message from the producer to the consumer. The primary goal of this message is to persuade the audience to purchase the product or service. For this to happen, consumers must be receptive to the message and capable of interpreting it in a manner that establishes their intent to buy. This process involves understanding the target audience's needs and preferences, ensuring that the promotional content resonates with them. By crafting clear, engaging, and relevant messages, marketers can enhance the likelihood of converting consumer interest into purchasing decisions (Koekemoer, 2004).

The promotion mix consists of various tools, including Advertising, Public Relations, Sales Promotion, Direct Marketing, and Personal Selling. These elements are integral to the Integrated Marketing Communications (IMC) mix. Before companies initiate the communication process with consumers, it's essential to define their promotional objectives. These objectives guide a firm's promotional strategy; for instance, increasing sales might necessitate a different promotional mix compared to improving brand recognition. By clearly establishing these goals, companies can tailor their promotional efforts to effectively reach and engage their target audience, ultimately achieving their desired outcomes (Chunnawala, 1994).

2.2 Empirical Review

Fill (2002) highlighted that promotional tools have a substantial impact on consumer buying behavior, especially during competitive periods, with discounted prices being a prominent factor influencing customer decisions. According to research by Pickton and Broderick (2005), sales promotions can lead to increased sales volume, albeit often at lower profit margins.

Furthermore, Solomon, Marshall, and Stuart (2008) and Kotler and Armstrong (2004) agreed that sales promotions aim to influence consumer behavior by introducing new products to customers who may have no prior experience with them. However, Esfahani and Jafarzadeh (2012) found that while psychological variables are significantly related to sales promotions, impulsive behavior does not have a significant relationship with sales promotions.

Studies highlight various factors influencing consumer behavior regarding apparel and clothing products. Academic research identifies five key factors affecting customer buying behavior related to ready-made garments in Bangladesh: quality, style, comfort, availability, and price (Rayhan, Bangla & Saha, 2015). Customer satisfaction is a crucial and valued outcome of effective marketing practices. According to Drucker (1954), the primary purpose of a business is to create satisfied customers. Additionally, ready-made garments (RMG) at moderately low prices have a statistically significant impact on overall customer buying behavior.

Musyoki (2012) studied the factors influencing customer buying behavior for automotive products at General Motors East Africa Limited in Kenya. The research found that price, product quality, socio-cultural factors, product image, and income level all affect consumers' buying behavior. The study clearly indicated that price is a crucial factor in determining consumer decisions, as most respondents cited it when purchasing their automotive saloon cars from GM. Specifically, 56.3%, 71%, 96%, 89%, 92%, and 94% of respondents indicated that they consider price significantly when buying automotive products. Additionally, many customers reported switching to other automotive brands offered by different dealers or manufacturers, emphasizing the importance of quality when making their choice. The study also highlighted the influence of socio-cultural factors on buying behavior, the impact of product image on consumer attitudes and commitment to repurchasing, and how income level affects purchasing decisions for their preferred automotive products.

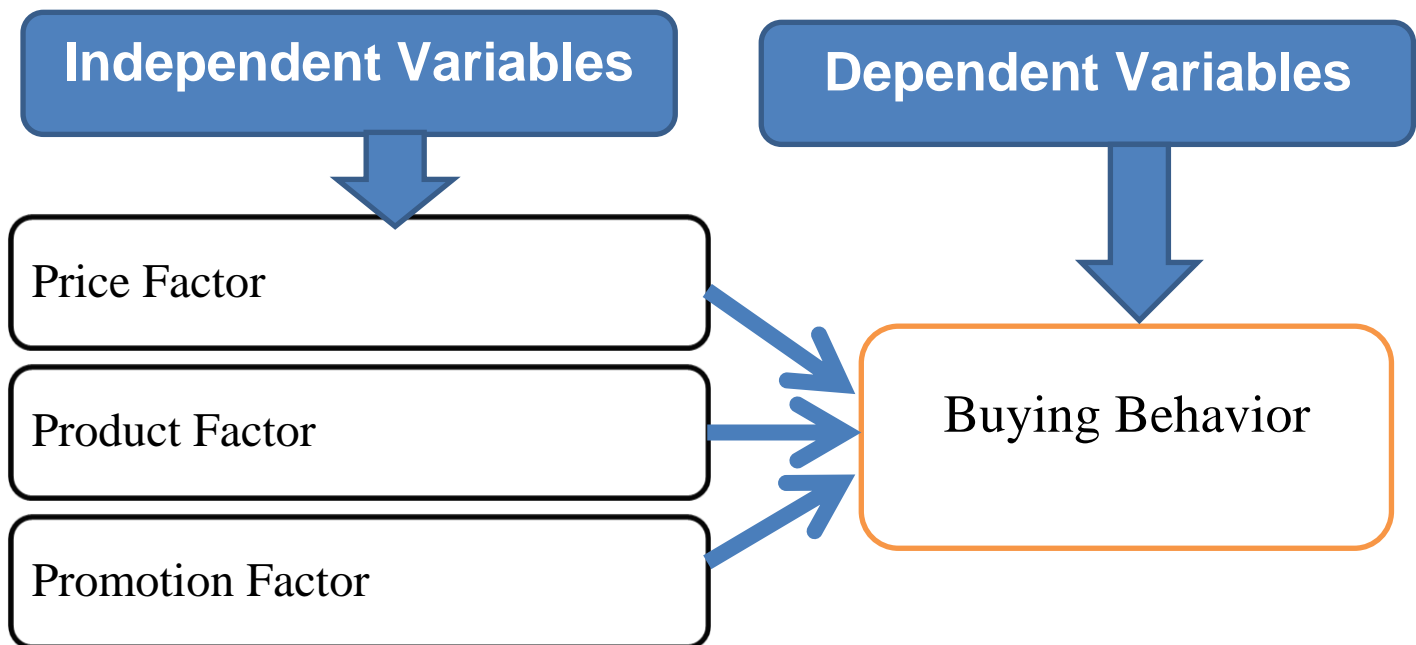
A study by Gurunathan and Krishnakumar (2013) examined the factors influencing apparel buying behavior in India. The results revealed that among the five dimensions of apparel buying behavior—consumer characteristics, reference groups, store attributes, promotion, and product attributes—the dimensions of promotion, store attributes, and reference groups were the most significant. Additionally, socio-cultural factors, which include cultural, economic, and instrumental variables, play a crucial role in affecting consumer buying behavior. These factors significantly influence each stage of the decision-making process for purchasing clothing (Lawan & Zanna, 2013).

Another study by Ha, Nguyen, and Gizaw (2014) investigated the factors influencing consumers' purchasing decisions regarding private label food products, focusing on ICA Basic in Sweden. The results indicated that over 80% of ICA consumers are satisfied with ICA Basic, and they have a strong perception of the brand as being low-priced. Many consumers believe they can save money by choosing ICA Basic products. Key findings revealed that 38%, 81%, 75%, 76%, and 89% of respondents agreed with statements indicating they felt little to no hesitation in buying ICA Basic, that purchasing these products is a good way to save money, that ICA Basic products are of similar quality to other brands, and that they perceive ICA Basic to offer good value for the price. Additionally, brand familiarity through advertising and word-of-mouth also garnered significant agreement among respondents.

To the best of the student's knowledge, one of the few studies on Ethiopian consumer behavior in the garment sector is by Demessew (2019). The study found that consumers' purchasing decisions for domestic clothing are influenced by factors such as quality, fashion, price, brand, and the presence of imported clothing in the market. Many respondents perceived domestic clothing as lacking in fashion and brand appeal, although they rated the price and quality as moderate. On the producers' side, they believed their products had good fashion, quality, and pricing; however, they received mixed responses regarding brand popularity. The study also highlighted a significant gap: producers were largely unaware of consumer perceptions and attitudes towards their clothing, particularly concerning the influence of fashion and quality. This study was selected as empirical evidence due to its relevance to the garment sector, despite differing focus areas (independent variables), and the recency of the research.

2.3 Conceptual Framework Model

The conceptual framework model outlines the relationship between independent and dependent variables in the context of consumer buying behavior. The independent variables include the price factor, which examines how pricing influences consumer decisions; the product factor, focusing on the characteristics and quality of the product that affect buying behavior; and the promotion factor, which assesses the impact of marketing promotions and communications on consumer choices. The dependent variable in this model is buying behavior, which reflects the resultant actions of consumers influenced by these independent factors. This framework, adapted from Kotler et al. (2005), emphasizes the interplay of various elements that shape consumer purchasing decisions as illustrated from figure 2.1 below.



Source: Adaptation from (Kotler et.al., 2005)

Figure 2.1: Conceptual Framework Model

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

In this chapter, the research methodology to be applied in this research presented in depth. The research approach, the research design, sampling design, target population covered along with the data collection method, validity and reliability.

3.2 Research Approach

The main data that this research is conducted on is mainly quantitative. The approach for a study seeks to produce quantifiable data that can be properly scrutinized (Kothari, 2004). In quantitative research theories are tested by examining the relationship between variables and measuring variables using statistical procedures (Creswell, 2009). This study used quantitative data collected through questionnaires and the result is analyzed by using a quantitative approach.

3.3 Research Design

This research is deductive and intends to take a top down approach, taking an already existing theory and testing in the case of Addis Ababa. The best way to present arguments based on laws, rules, or other generally accepted principles is through deduction, which starts with the general and ends with the specific (Soiferman, 2010). Deductive research goes from the top down, from theory to hypothesis to conclusion.

3.4 Sampling Design

The participants selected for this research are individuals engaged in fashion purchase activities, including regular consumers, trend followers, and fashion enthusiasts. Participants were selected from diverse demographic backgrounds to ensure a well-rounded representation of the local population. The places selected for the surveys to take place are places where we can find relatively financially affluent people who not only are interested in but also have the means to indulge in the latest trends.

3.5 Target Population

The study targeted individuals in the working age group of 20-35 of both genders. The participants were actively engaged in fashion-related activities, including being regular consumers, trend followers, and fashion enthusiasts. Participants are selected from diverse demographic backgrounds to ensure a well-rounded representation of the local population.

3.5.1 Sampling technique

Purposive sampling is used as this kind of sampling is designed to enhance the understanding of selected individual groups' experiences and it lets us target an information rich sample of participants that will provide the greatest insight into the research question (Devers & Frankel, 1973).

Addis Ababa, being the capital and a cosmopolitan center, serves as the primary location for data collection. More specifically, areas with vibrant fashion scenes, such as popular marketplaces and shopping districts, are targeted. Namely in cafes and art galleries found in Mexico (50 people), Megenagna (113 people), Bistrate Gabriel (22 people), Lebu(38 people), Kazan chis(100 people) and Piazza(61 people). This broader geographical scope aimed to capture a representative sample of urban and suburban consumers.

3.5.2 Sample size

According to Zikmund (2003) and Malhotra and Peterson (2006), the more participants in a study, the more accurate the results will be. However, due to time and resource constraints, as well as the population's makeup, the sample size is determined using Kothari's estimation method (2004).

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where by:-

n= size of sample

z= standard variation at the given confidence interval

p= percentage of success

q= Percentage of failure

e= sampling errors

Consequently, based on the calculation, it is necessary to take into account an estimation of the likelihood of success (Kothari, 2004). Therefore, a confidence interval of 95% (z) and a 5% sampling error leads to the selection of the most common percentage of success (p), which is 50%. (e). Consequently, 384 people were included in the study's sample.

$$\text{Sample Size} = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2}$$

$$\text{Sample size} = \underline{384}$$

3.6 Data Collection Method

The data was collected firsthand from the participants and also secondarily from already existing publications on the topic. When conducting the research, the researcher headed to the locations that were specified for the research. Then the subjects of the research were approached, people who were most probably be young people in their twenties and thirties, to ask for their cooperation in filling out the questionnaire that constitute a number of questions not above fifteen questions. After that, the researcher thanked the participants and left with the filled questionnaire.

3.7 Data Collection Instrument

Close-ended questionnaires were employed to gather rich quantitative data. This method helps evaluate the results objectively and with little room for error or misinterpretation. A deductive study was conducted on quantitative research design. The questionnaire contains constructed measurement items as well as demographic questions. Responses on a likert scale from 1 (strongly disagree) to 5 measured (strongly agree).

3.8 Data Analysis Methods

After gathering information is complete, the researcher organized the data into a simplified format by categorizing the responses according to the hypothesis that were stated at the beginning of the research. Then the patterns that come up was analyzed and conveyed before deducing the result. The researcher then compares and contrasts the result with the initial conceptual framework and hypothesis before presenting the final outcome along with the recommendations on how to move forward for the fashion industry in Ethiopia.

The information is described and the respondents' level of agreement with the various assertions under each factor is determined using the descriptive statistical methods. The statistical program for social science (SPSS) and Microsoft Excel was used for data analysis in order to produce quantitative results that displayed as tabulations, percentages, means, and standard deviations. Descriptive statistics was used in the form of table frequency and percentage as well as inferential statistics like correlation and regression to measure the relationship between variables and determine the cause and effect relationships

3.9 Validity and Reliability

3.9.1 Validity

To ensure that the measurements are obtained from reliable sources, reliability and validity tests are carried out. Validity, accuracy or correctness are the same thing. The degree to which variances in scores on a measuring instrument represent real differences among persons on the trait we wish to assess, rather than continuous or random errors, is characterized as the modality of the tool.

3.9.2 Reliability

Reliability is the similarity of findings produced by independent but comparable measures of the same thing, trait, or construct (Churchill and Iacobucci, 2002). To ensure that the measurements are obtained from reliable sources, reliability and validity tests are carried out. Validity and accuracy or correctness are the same thing. The degree to which variations in results on a measurement tool reflect real disparities in a population's.

One of the most widely used and recognized reliability measures is Cronbach's Alpha(Collins, 2007). It rates the scales items' degree of internal consistency. It shows how closely related the questions on a survey are to one another (Mguni and Fubara, 2005). Cronbach's coefficient alpha values typically fall between 0 and 1, with higher values indicating greater internal consistency. To attain internal reliability, different authors accept different test scores, but a satisfactory score must be more than 0.6 for the scale to be considered reliable (Sekaran, 2003 as cited by Sirbel, 2012).

$$r = \frac{MS_{\text{persons}} - MS_{\text{pi}}}{MS_{\text{persons}}}$$

$MS_{persons}$ = the mean square for persons from an analysis of variance

MS_{pi} = the mean square for the person-by-item interaction

Table 3.1: Reliability Test

	Cronbach's Alpha
Product	0.932
Price	0.917
Promotion	0.885

Source: Survey, 2024

3.10 Research Ethics

The research has adhered to ethical standards, ensuring participant confidentiality and obtaining informed consent. The utmost care was taken with regards to protecting the participants from any harm that might come about as a result of participating in the study. Moreover, the study aims to avoid perpetuating stereotypes and biases by considering diverse perspectives within the sampled population.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The following chapter reports the researcher's results after surveying three hundred eighty four participants regarding the factors that affect their purchase decision among Price, Promotion, Product, Cultural background and Social background.

4.2 Sample and Response Rate

A total of 384 entries were collected during the data collection period. Six cases were eliminated from the sample because they were incomplete responses. Our final sample size in this study is 378. Thus the sample comprising of a total of 378 responses were used for analysis with 94% response rate. As a 50% response rate is considered acceptable (Sekaran, 2003), the response rate of 94% for this study was good.

4.3 Demographic Characteristics

This section outlines the findings on the demographic characteristics of the sample, which includes age of the respondent, gender and education level. In order to provide clarity and organize the findings, the research questions given via survey are repeated here with the corresponding responses. Following the survey listing, the researcher examines shows the findings answered the research questions. In regard to the demography questions on the questioner the following results were obtained.

4.3.1 Age of Respondents

The participants were asked to identify their age. Fifty one of the respondents, or 13.5 percent, indicated that they were between the ages of 15-20. Seventy nine respondents belong to the age group of 20-25 which is 20.9% of the sample. Again a hundred and forty three respondents were on the age group of over 26-30 which 37.8% of the sample is. Eighty respondents belong to the age group of 31-35 which is also 21.2% of the sample. Twenty five respondents are in the age group of 36-40 which is 6.6% of the sample. These findings imply that most of the fashion oriented people that participated in this study range from 26- 30 years of age followed by the age groups 31-35 and 20-25 that are directly adjacent to them.

Table 4.1: Age of Respondents

age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	51	13.5	13.5	13.5
	20-25	79	20.9	20.9	34.4
	26-30	143	37.8	37.8	72.2
	31-35	80	21.2	21.2	93.4
	36-40	25	6.6	6.6	100.0
	Total	378	100.0	100.0	

Source: Survey, 2024

4.3.2 Gender and education of the respondents

Three hundred seventy eight participants completed the survey. One hundred ninety seven were male and one hundred eighty one were female. This shows that most of the majority of the participants are male. In regard to the respondents education qualification one hundred thirty four of the respondent are first degree holders, seventy eight of them are Master’s degree holders, a hundred and seven of the respondents finish high school diploma, and fifty nine of them have other qualifications. This implies that most fashion oriented people are first degree holders.

Table 4.2: Gender of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	197	52.1	52.1	52.1
	female	181	47.9	47.9	100.0
	Total	378	100.0	100.0	

Source: Survey, 2024

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school diploma	107	28.3	28.3	28.3
	degree	134	35.4	35.4	63.8
	masters	78	20.6	20.6	84.4
	others	59	15.6	15.6	100.0
	Total	378	100.0	100.0	

Source: Survey, 2024

4.3.3 Income of the Respondents

Of the three hundred and seventy eight participants that responded to the survey, seventy one of them or 18.8% earned below 5000 birr per month, two hundred and five of them or 54.2% earn between 5000 and 15000, sixty one of them or 16.1 % earn between 15000 and 30000 and forty one of them earn above 30000 birr per month. This result implies that most of the participants of this study earn within the range of 5000 to 15000 birr per month.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 5000	71	18.8	18.8	18.8
	5000-15000	205	54.2	54.2	73.0
	15000-30000	61	16.1	16.1	89.2
	above 30000	41	10.8	10.8	100.0
	Total	378	100.0	100.0	

Source: Survey, 2024

4.4 Detailed Data Analysis

This portion of the chapter deals with the presentation and analysis of respondents' responses. Crucial items of the questionnaires regarding product, price, promotion, cultural background, social background and buying behavior were incorporated and presented in a tabular form with detail explanation. In addition for the sake of simplicity the detailed data presentation analyzed and interpreted independently by taking the five independent variables.

4.4.1 Buyer behavior

The factors affecting consumer behavior range between cultural, social, psychological and personal (Rani, n.d.). According to Maslow's theory, human needs fall into five categories, ranging from the most important to the least important: physiologic, safety, social, esteem, and self-actualization needs (Kotler, 1999). According to Maslow, these needs have to be fulfilled in succession as they are arranged from the most basic, vital needs, to the more non-essential ones as it goes from the base of the triangle upwards.

Table 4.5: Buyer Behavior of Respondents

Buyer behavior	1	2	3	4	5	sum	mean	median	mode
I like buying fashion products.	22	70	65	122	99	378	3.542328	4	4
I buy fashion products frequently.	97	76	116	46	43	378	2.634921	3	3
I like buying casual fashion products for everyday use.	94	87	91	63	43	378	2.642857	3	1
I like buying fancy fashion products for occasions.	95	37	87	80	79	378	3.02381	3	1
I make the buying decision of fashion products.	0	9	56	141	172	378	4.259259	4	5

Source: Survey, 2024

In the above responses for the questions for buyer behavior we can see that most of the responses skew positive with 11.3-45.7% of respondents agreeing strongly to be customers of fashion products and only 5.8-25.6% of respondents disagreeing strongly. This shows us that there is in fact a good market for fashion products in Addis Ababa, Ethiopia.

4.4.2 Product

Fashion products are goods that are products of the fashion industry like clothing and accessories.

Table 4.6: Product factor

Product						sum	mean	median	mode
The quality of the materials of the fashion products affects my purchase decision.	0	15	0	136	227	378	4.521164	5	5
The quality of how the products were constructed affects my purchase decision.	0	15	0	132	231	378	4.531746	5	5
The style and variety of the products affects my purchase decision	7	24	50	64	233	378	4.301587	5	5
The uniqueness of fashion products positively affects my purchase decision.	5	16	52	92	213	378	4.285714	5	5

Source: Survey, 2024

In the above responses for the questions for the influence of product, we can see that most of the responses skew positive with 57- 61% of respondents agreeing strongly to valuing highly the quality of the of fashion products in the purchase decisions they make and only 1.8-1.3% of respondents disagreeing strongly, and even those only disagreed about valuing the aspects of the product like uniqueness and variety. It should be noted that these respondents are a very small margin of the total respondents. This shows us that there is a high emphasis among consumers in the value they give to good quality products both in the materials and the construction of the fashion products.

We can see in the subsequent results that the interest for product quality among the responders is the highest in value.

4.4.3 Price

Consumer behavior can be predicted using economic indicators like the consumer's purchasing power and the price of competing products. The economic model of consumer behavior centers on the notion that a consumer's buying pattern is based on the idea of getting the most benefits while minimizing costs (T. K., 2013). According to Saini (2022), the economic model is based on *price*- the lower the price the more the product sells-,

substitution-the lesser the substitutes' price, the more interchangeable the original product- and the customer's *income*- the more the customer earns, the more they have to spend and the more they will buy.

Table 4.7: Price Factor

Price						sum	mean	median	mode
The more expensive the price, the less likely I will buy.	52	17	109	59	141	378	3.582011	4	5
The price of a product is the first thing I look at when buying a product.	44	61	106	78	89	378	3.283069	3	3
The affordability of a product is the first priority when buying a product.	43	42	74	107	112	378	3.534392	4	5
The price of the fashion product is the deciding factor for the purchase of the product	52	76	60	46	144	378	3.407407	4	5

Source: Survey, 2024

In the above responses for the questions for the influence of price, we can see that most of the responses skew positive with 23.5- 38% of respondents agreeing strongly to valuing highly the price of the of fashion products in the purchase decisions they make and 11.3-13.7% of respondents disagreeing strongly. This shows us that there is a considerable emphasis among consumers in the value they give to affordably priced products.

4.4.4 Promotion

Table 4.8: Promotion factors

Promotion						sum	mean	median	mode
If I know about the brand name beforehand, I will likely buy the product.	87	50	126	54	61	378	2.873016	3	3
I will buy fashion products whose advertising I have just seen.	104	119	90	38	27	378	2.373016	2	2
I always prefer a well-known brand over a lesser known brand.	141	62	101	40	34	378	2.375661	2	1
The brand of the fashion product is more important than the quality.	233	67	63	5	10	378	1.661376	1	1

Source: Survey, 2024

In the above responses for the questions for the influence of promotion, we can see that most of the responses skew slightly to the negative with 2.6- 16.1% of respondents agreeing strongly to being responsive to the promotions of the of fashion products in the purchase decisions they make and 23-61.6% of respondents disagreeing strongly. This shows us that there is neutral value given among the participants to the promotion and brand of fashion products.

4.5 Correlation Analysis

Based on adequate theoretical and empirical literature the following hypotheses are proposed in this study below is presented the five hypotheses that are tested in this research.

H1; The product itself significantly affects the buying behavior of fashion products.

H2; The price of the product has an inverse relationship with the buying behavior of fashion products.

H3; Promotion significantly affects the buying behavior of fashion products.

H1: The product itself significantly affects the buying behavior of fashion products.

The Pearson Correlation Coefficients result in the below table shows that the obtained correlation value for product significance is 0.899, which is significant as it is above 0.3. This

means that a significant positive correlation exists between the influence of products and buying behavior of fashion products.

The Pearson Correlation Coefficients result in the below table shows that the obtained correlation value of product with buyer behavior is 89.9%, This means that there is a big positive correlation that exists between product and buyer behavior of fashion products.

Table 4.9: Correlation

Correlation					
		buyer behavior	product	price	promotion
buyer behavior	Pearson Correlation	1	.899**	.867**	.846**
	Sig. (2-tailed)		.000	.000	.000
	N	378	378	378	378
product	Pearson Correlation	.899**	1	.956**	.947**
	Sig. (2-tailed)	.000		.000	.000
	N	378	378	378	378
price	Pearson Correlation	.867**	.956**	1	.929**
	Sig. (2-tailed)	.000	.000		.000
	N	378	378	378	378
promotion	Pearson Correlation	.846**	.947**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	378	378	378	378
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					
Correlation					

Source: Survey, 2024

H2: The price of the product has an inverse relationship with the buying behavior of fashion products.

The Pearson Correlation Coefficients result in the above table shows that the obtained correlation value for product significance is 0.867, which is significant as it is above 0.3. This means that a significant positive correlation exists between the influence of prices and buying behavior of fashion products.

The Pearson Correlation Coefficients result in the above table shows that the obtained correlation value of product with buyer behavior is 86.7%. This means that there is a big positive correlation that exists between lower price and buyer behavior of fashion products.

H3: Promotion significantly affects the buying behavior of fashion products.

The Pearson Correlation Coefficients result in the above table shows that the obtained correlation value for product significance is 0.846, which is significant as it is above 0.3. This means that a significant positive correlation exists between the influence of promotion and buying behavior of fashion products.

The Pearson Correlation Coefficients result in the above table shows that the obtained correlation value of product with buyer behavior is 84.6%. This means that there is a big positive correlation that exists between promotion and buyer behavior of fashion products.

4.6 Assumptions for regression analysis

4.6.1 Normality test

One of the basic assumptions for most parametric tests to be reliable is that the data is approximately normally distributed. Common test for checking normality is skewness and kurtosis. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of the distribution. According to Garson (2012), skewness and kurtosis should be within a range of -2 and +2 for a data to be normally distributed. The below table indicates that the figures for both are within the normal ranges and thus the distribution can be considered normal.

Table 4.10: Normality test

	Skewness		Kertosis	
	Statistic	Std Error	Statistic	Std Error
Product	.689	.125	-.031	.250
Price	.727	.125	-.056	.250
Promotion	.339	.125	-.400	.250

Source: Survey, 2024

Figure 4.1: Product

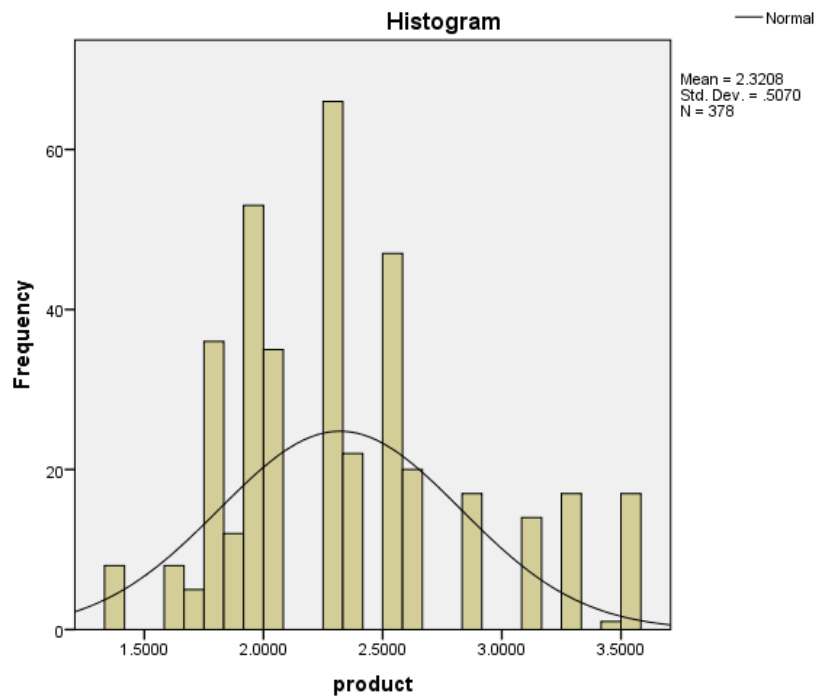


Figure 4.2: Price

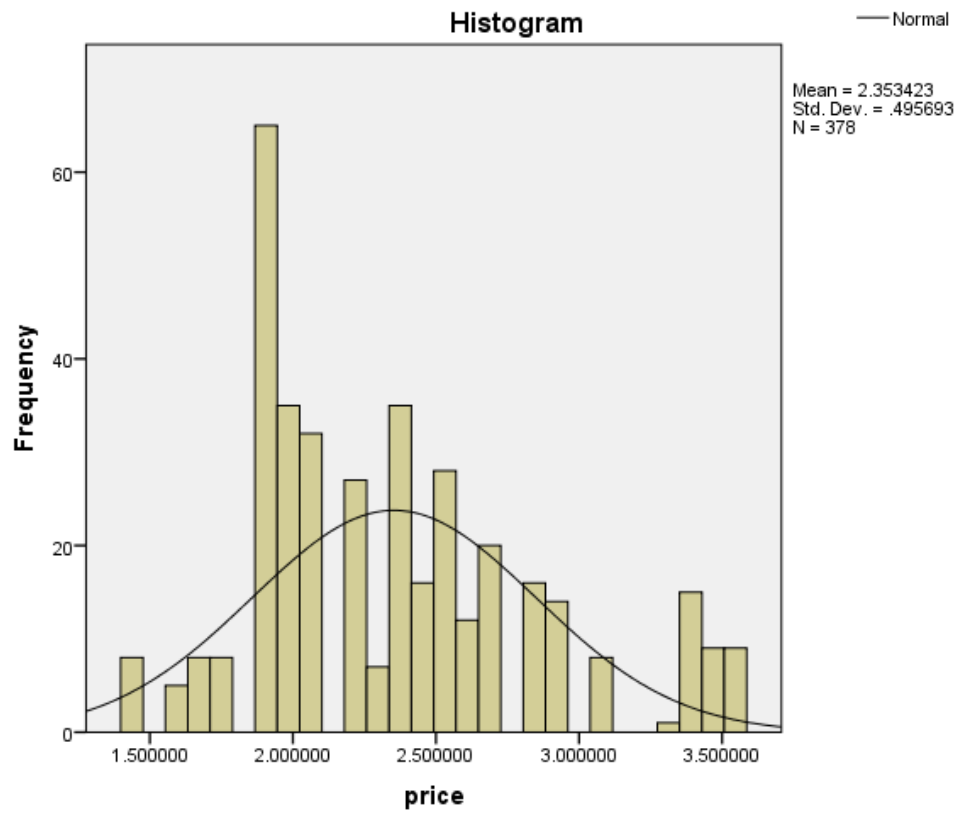
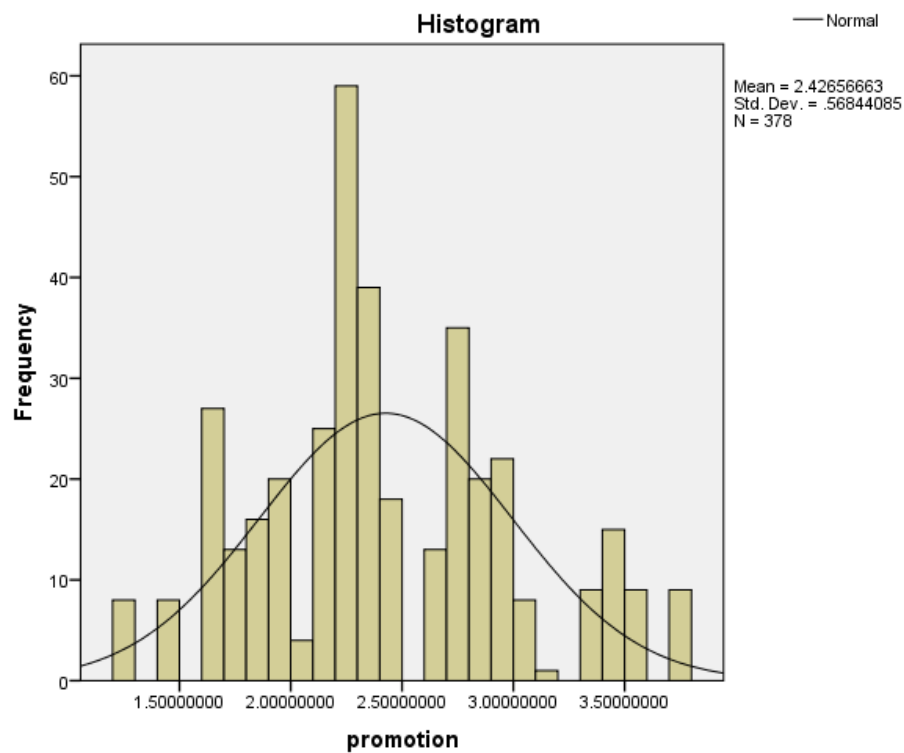


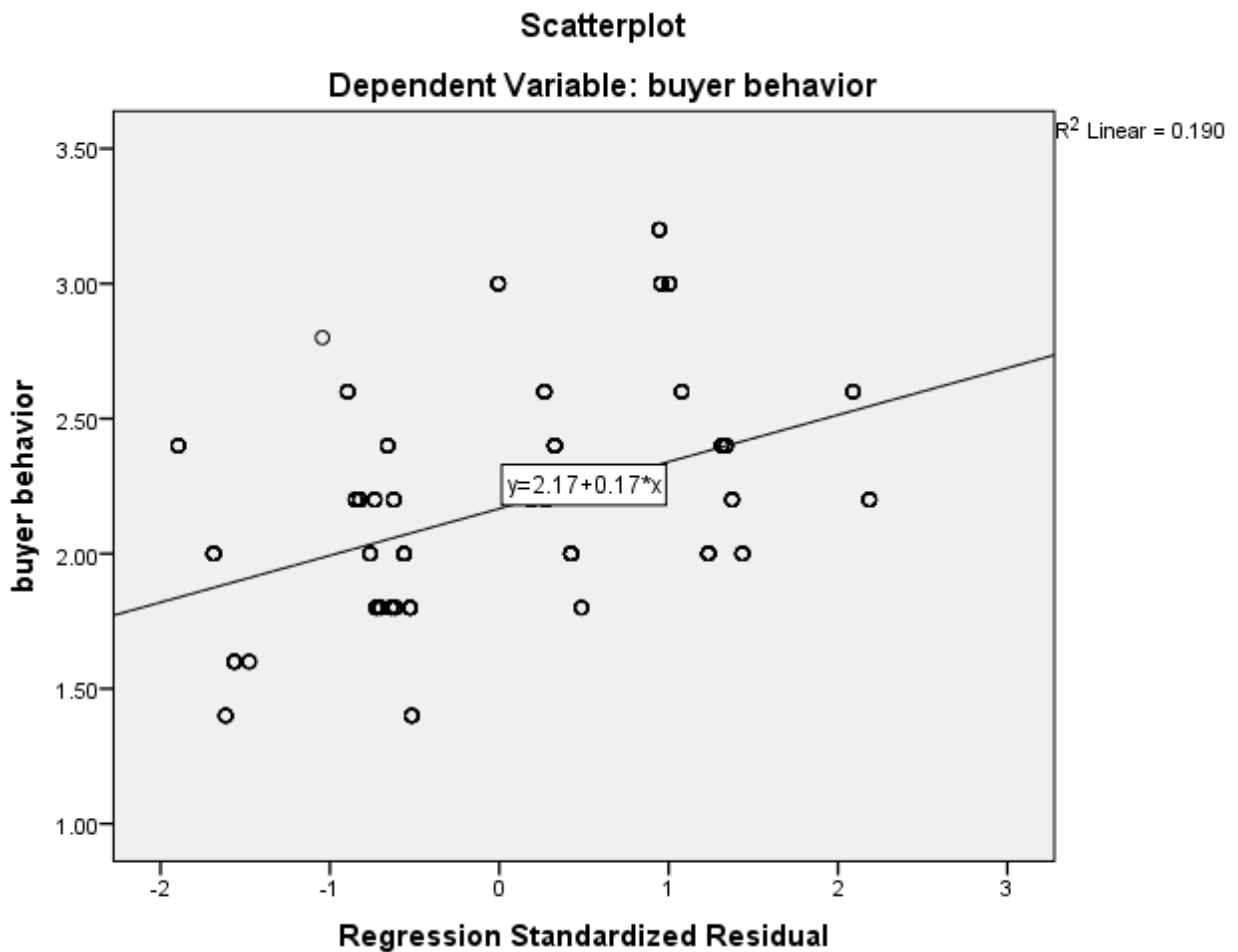
Figure 4.3: Promotion



4.6.2 Homoscedasticity test

Homoscedasticity refers to the conditions whereby the variance of residuals or error terms is constant across the observations. The errors have been shown to be heteroscedastic if they do not have a constant variance (Brooks, 2008). If there is a particular pattern in the SPSS scatter plot graph, such as the points that form a regular pattern, it can be concluded that there has been a problem of heteroscedasticity. In other words, homoscedasticity has been fulfilled.

Figure 4.4: Scatter plot on Buyer Behavior



Based on the above figure, majority of the observations are concentrated around the fit line, indicating presence of homoscedasticity.

4.7 Regression analysis

In this research the regression analysis will be discussed in separate manner with each independent variable with dependent variable. Here the below table will show the regression analysis of product with buyer behavior of fashion products and the other variables will continue respectively.

4.7.1 Product

In this independent variable the significance level is 0.000 which is less than 0.01. This indicates significant multiple linear relationships between product and the dependent variable.

As it is seen on the below table, an 89.9% increases on the product the buyer behavior will be affected by 80.8 percent. Then the buyer behavior will be affected significantly by the improvement of the products.

Table 4.11: Model Summary on Product

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.808	.808	.17373
a. Predictors: (Constant), product				

Source: Survey, 2024

Table 4.12: ANOVA^a on Product

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.883	1	47.883	1586.518	.000 ^b
	Residual	11.348	376	.030		
	Total	59.232	377			
a. Dependent Variable: buyer behavior						
b. Predictors: (Constant), product						

Source: Survey, 2024

The dependent variable (Buyer behavior) was regressed on predicting the variable of Product. The independent variable significantly predicts buyer behavior, $F(1,376) = 1586.518$, $p < .001$, which indicates that the factor under study has a significant impact on buyer behavior. Moreover, the $R^2 = 0.808$ depicts that the model explains 80.8% of the variance of buyer behavior.

Additionally, coefficients were further assessed to ascertain the influence of product on buyer behavior. The results revealed that Product has a significant and positive impact buyer behavior ($B = .703$, $t = 39.831$, $p = .000$). Hence, **H1** is supported.

Table 4.13: Coefficients^a on Product

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.042		12.777	.000
	product	.703	.018	.899	39.831	.000

a. Dependent Variable: buyer behavior

Source: Survey, 2024

The regression equation regarding the proposed hypothesis;

H1: The product itself significantly affects the buying behavior of fashion products.

- $Y = a + b * X$
- $Y = 0.536 + 0.703 * \text{Product}$

The following graph depicts the linear regression of Product against buyer behavior. We can see that there is a significant regression.

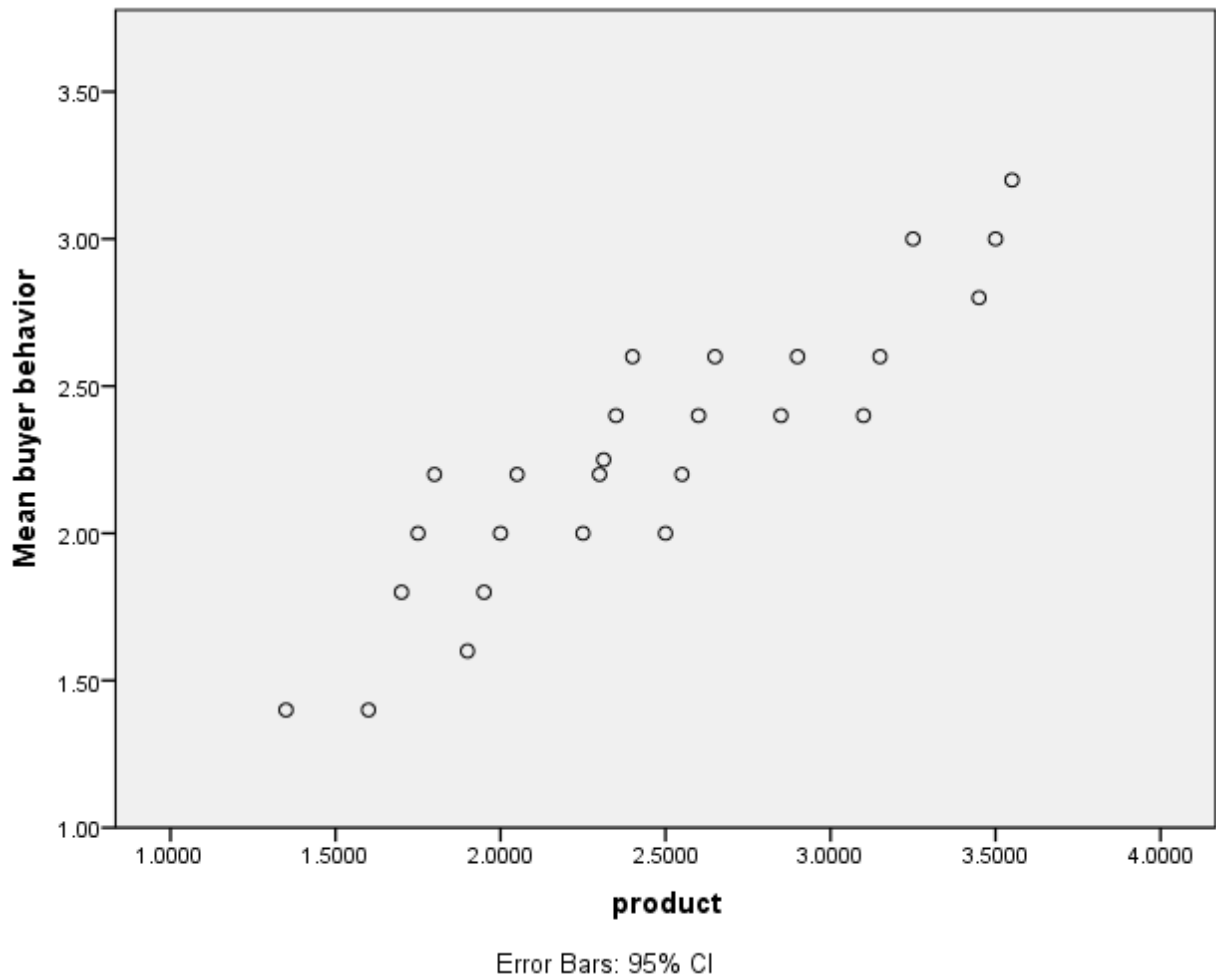


Figure 4.5: Product mean Buyer behavior

4.7.2 Price

In this independent variable the significance level is 0.000 which is less than 0.01. This indicates significant multiple linear relationships between price reduction and the buyer behavior.

As it is seen on the below table, an 86.7% increases on the affordability of the product the buyer behavior will be affected by 75.3 percent. Then the buyer behavior will be affected significantly by the improvement of the affordability of products.

Table 4.14: Model Summary on Price

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.753	.752	.19745

a. Predictors: (Constant), price

Source: Survey, 2024

Table 4.15: ANOVA^a on Price

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.573	1	44.573	1143.324	.000 ^b
	Residual	14.659	376	.039		
	Total	59.232	377			

a. Dependent Variable: buyer behavior

b. Predictors: (Constant), price

Source: Survey, 2024

The dependent variable (Buyer behavior) was regressed on predicting the variable of Price. The independent variable significantly predicts buyer behavior, $F(1,376) = 1143.324$, $p < .001$, which indicates that the factor under study has a significant impact on buyer behavior. Moreover, the $R^2 = 0.753$ depicts that the model explains 75.3% of the variance of buyer behavior.

Additionally, coefficients were further assessed to ascertain the influence of price on buyer behavior. The results revealed that Price reduction has a significant and positive impact on buyer behavior ($B = .694$, $t = 33.813$, $p = .000$). Hence, **H2** is supported.

Table 4.16: Coefficients^a on Price

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.049		10.832	.000
	price	.694	.021	.867	33.813	.000

a. Dependent Variable: buyer behavior

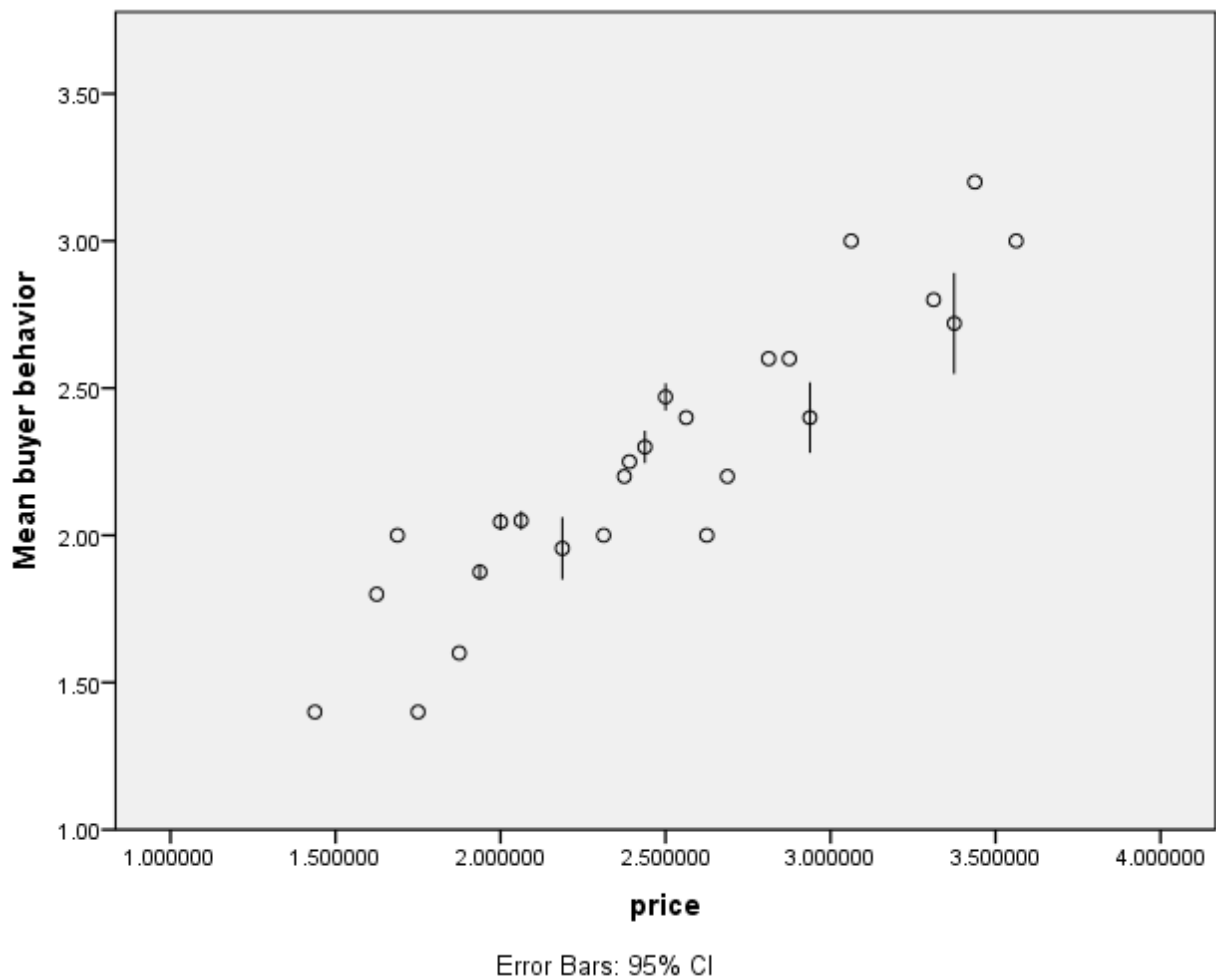
Source: Survey, 2024

The regression equation regarding the proposed hypothesis;

- **H2: The price of the product has an inverse relationship with the buying behavior of fashion products.**
- $Y=a+b*X$
- $Y=0.534+0.694*Price$

The following graph depicts the linear regression of Price against buyer behavior. We can see that there is a significant regression.

Figure 4.6: Price mean buyer behavior



4.7.3 Promotion

In this independent variable the significance level is 0.000 which is less than 0.01. This indicates significant multiple linear relationships between promotion and the buyer behavior. As it is seen on the below table, an 84.6% increases on the promotion of the product the buyer behavior will be affected by 71.5 percent. Then buyer behavior will be affected significantly by the promotion of products.

Table 4.17: Model Summary on Promotion

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.715	.714	.21186

a. Predictors: (Constant), promotion

Source: Survey, 2024

Table 4.18: ANOVA^a on Promotion

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.356	1	42.356	943.687	.000 ^b
	Residual	16.876	376	.045		
	Total	59.232	377			

a. Dependent Variable: buyer behavior

b. Predictors: (Constant), promotion

Source: Survey, 2024

The dependent variable (Buyer behavior) was regressed on predicting the variable of Promotion. The independent variable significantly predicts buyer behavior, $F(1,376) = 943.687, p < .001$, which indicates that the factor under study has a significant impact on buyer behavior. Moreover, the $R^2 = 0.715$ depicts that the model explains 71.5% of the variance of buyer behavior.

Additionally, coefficients were further assessed to ascertain the influence of promotion on buyer behavior. The results revealed that Promotion has a significant and positive impact on buyer behavior ($B = .590, t = 30.719, p = .000$). Hence, **H3** is supported.

Table 4.19: Coefficients^a on Promotion

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.736	.048		15.388	.000
	promotion	.590	.019	.846	30.719	.000

a. Dependent Variable: buyer behavior

Source: Survey, 2024

The regression equation regarding the proposed hypothesis;

H3: Promotion significantly affects the buying behavior of fashion products.

- $Y=a+b*X$
- $Y=0.736+0.590*Promotion$

The following graph depicts the linear regression of Promotion against buyer behavior. We can see that there is a significant regression.

Figure 4.7: Promotion mean buyer behavior

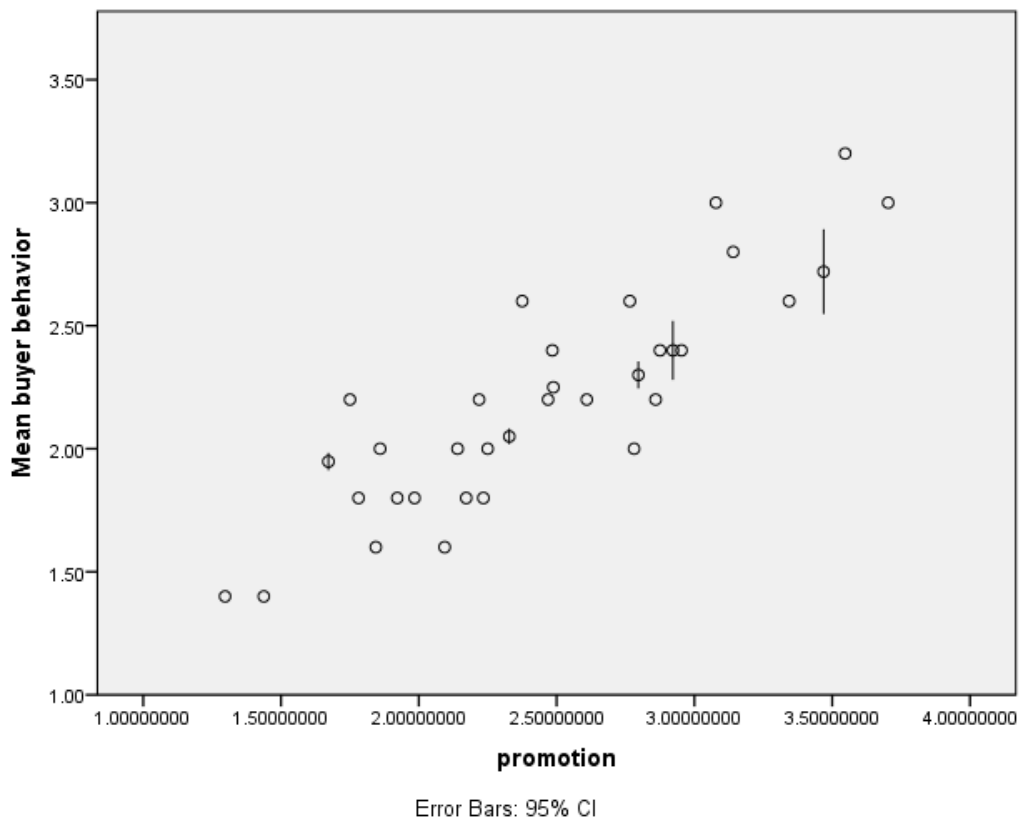


Table 4.20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.900 ^a	.810	.808	.17352
a. Predictors: (Constant), promotion, price, product				

Source: Survey, 2024

The model summary presented in "Table 4.20" provides a comprehensive insight into the factors that influence buying behavior for fashion products in Addis Ababa, Ethiopia. The correlation coefficient (R) of 0.900 indicates a very strong positive relationship between the predictors—promotion, price, and product—and the dependent variable, which is consumer buying behavior. This high correlation suggests that as any of these factors increase, there is a corresponding increase in consumer buying behavior, highlighting the importance of these elements in the purchasing decision process.

The R Square value, which stands at 0.810, signifies that approximately 81% of the variance in buying behavior is accounted for by the three predictors. This is a substantial proportion, indicating that the model explains a significant amount of the variability in consumer purchasing patterns. Such a high R Square value implies that the factors selected for the model are highly relevant and potentially crucial for marketers looking to influence buying behavior in the fashion sector.

Additionally, the Adjusted R Square, reported at 0.808, offers a more nuanced view by adjusting the R Square value based on the number of predictors in the model. The close alignment of the R Square and Adjusted R Square values suggests that the model is well-specified, meaning that it adequately captures the relationship between the predictors and the dependent variable without including unnecessary predictors that could lead to overfitting. This reinforces the reliability of the model's findings, ensuring that the conclusions drawn about the influence of promotion, price, and product are robust.

The Standard Error of the Estimate, recorded at 0.17352, indicates the average distance that the observed values fall from the predicted values on the regression line. A smaller standard error implies that the model's predictions are closely aligned with the actual data, suggesting

that the model provides a good fit for the dataset. This precision is crucial for businesses, as it allows for more accurate forecasting of consumer behavior based on the identified predictors.

In summary, the findings from this model summary underscore the significant impact of promotion, price, and product on consumer buying behavior in the fashion market of Addis Ababa. With a strong correlation and high explanatory power, these factors emerge as critical elements that marketers and businesses should focus on to enhance their strategies and optimize consumer engagement.

Table 4.21: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.971	3	15.990	531.103	.000 ^b
	Residual	11.260	374	.030		
	Total	59.232	377			
a. Dependent Variable: buyer behavior						
b. Predictors: (Constant), promotion, price, product						

Source: Survey, 2024

The ANOVA table presented in "Table 4.21" provides essential insights into the overall significance of the regression model analyzing the factors influencing buyer behavior for fashion products in Addis Ababa, Ethiopia. The regression sum of squares is 47.971, indicating that this model explains a substantial portion of the variability in buyer behavior attributed to the predictors: promotion, price, and product. In contrast, the residual sum of squares is 11.260, reflecting the variability in buyer behavior that remains unexplained by the model. The total sum of squares, at 59.232, represents the overall variance in the dependent variable, demonstrating the model's objective to account for this total variability.

The degrees of freedom for regression, which is 3, corresponds to the number of predictors in the model. The residual degrees of freedom is 374, calculated by subtracting the number of predictors plus one (for the constant) from the total number of observations, which is 377. The mean square for regression is 15.990, while the mean square for residuals is 0.030; these values are crucial for deriving the F-statistic. The F-statistic, reported as 531.103, tests the null hypothesis that all regression coefficients are equal to zero, suggesting that the predictors

do not explain any variance in buyer behavior. The exceptionally high F-value indicates that at least one of the predictors significantly contributes to the model.

Furthermore, the significance level (p-value) is reported as .000, which is well below conventional alpha levels such as 0.05 or 0.01. This result provides strong evidence against the null hypothesis, confirming that the model is statistically significant. Collectively, these findings underscore the effectiveness of the regression model in explaining buyer behavior in the fashion market of Addis Ababa, reinforcing the importance of the predictors—promotion, price, and product—as critical elements that marketers should leverage to enhance consumer purchasing decisions.

Table 4.22: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.516	.044		11.822	.000
	product	.680	.072	.870	9.496	.000
	price	.093	.063	.117	1.475	.141
	promotion	-.061	.051	-.087	-1.201	.231

a. Dependent Variable: buyer behavior

Source: Survey, 2024

The coefficients table in "Table 4.22" provides a detailed analysis of how individual predictors—product, price, and promotion—affect buyer behavior for fashion products in Addis Ababa, Ethiopia.

Analysis of Coefficients

1. **Constant (Intercept):** The constant is valued at 0.516 with a standard error of 0.044. This reflects the baseline level of buyer behavior when all predictors are set to zero. The t-value of 11.822 and a significance level (p-value) of .000 indicate that this constant is highly statistically significant.
2. **Product:** The unstandardized coefficient for product is 0.680, with a standard error of 0.072. This indicates that for every one-unit increase in the product variable, buyer

behavior is expected to increase by 0.680 units, assuming other factors remain constant. The standardized coefficient (Beta) is 0.870, demonstrating a strong positive correlation between product and buyer behavior. The t-value of 9.496 and a p-value of .000 confirm the significance of this relationship, highlighting product as a crucial determinant of buyer behavior.

3. **Price:** The unstandardized coefficient for price is 0.093, with a standard error of 0.063, suggesting a modest positive relationship where a one-unit increase in price results in a 0.093 unit increase in buyer behavior. The standardized coefficient is 0.117, indicating a relatively weak effect. The t-value of 1.475 and a p-value of .141 imply that price is not statistically significant in this context, suggesting its limited impact on influencing buyer behavior.
4. **Promotion:** The unstandardized coefficient for promotion is -0.061, with a standard error of 0.051. This indicates a slight negative relationship, where an increase in promotion may be associated with a decrease in buyer behavior by 0.061 units. The standardized coefficient is -0.087, reinforcing this negative association. The t-value of -1.201 and a p-value of .231 indicate that promotion is not statistically significant, suggesting it does not have a meaningful effect on buyer behavior in this study.

Conclusion

In conclusion, the coefficients table indicates that the product variable has a strong and significant positive influence on buyer behavior, while price and promotion do not show statistically significant effects. These findings emphasize the importance of focusing on product-related factors to enhance consumer purchasing decisions in Addis Ababa's fashion market, while suggesting a need for re-evaluating pricing and promotional strategies to better engage consumers.

4.8 Discussion

This study aims to analyze the effect of Product, Promotion and Price of fashion products towards buyer behavior of fashion products. The findings of this study indicate that the Product, the price of the product and Promotion of the product had significant influence on buyer behavior of fashion products. In the study by Chaerudin and Syafarudin (2021) it was proved that product quality affects the consumer satisfaction and buying behavior for products. Another study conducted by Ackaradejruangsri (2013) found that product attributes were found to have an influence on consumer buying decisions. The results of this study are consistent with this previous finding.

Pricing is thought to have a major impact on consumer purchasing behavior because fewer units are sold at higher prices. As we can see, pricing plays a significant role in consumers' buying behavior, leading researchers Zhao et al. (2021) to advise companies to use pricing strategies to better position their products. In a study conducted by Awunyo-Vitor et al. (2013), it was found that promotion played a big role in the buying behavior of products. The results of this research also show consistency with these previous findings.

The product itself had the largest effect followed by the price and promotion of the product. Overall, the statistical analysis shows that the findings of this study are consistent with prior findings by different studies.

Hypothesis of The Study	Reason	Decision
H1: The product itself significantly affects the buying behavior of fashion products.	$\beta=.703$ T=39.831 P=.000<.05	Supported
H2: The price of the product has an inverse relationship with the buying behavior of fashion products.	$\beta=.694$ T=33.813 P=.000<.05	Supported
H-3: Promotion significantly affects the buying behavior of fashion products.	$\beta=.590$ T=30.719 P=.000<.05	Supported

Source: Survey, 2024

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, an overall summary of results is presented from which conclusions are drawn. Finally, recommendations to current and future restaurant owners are forwarded and possible suggestions for further studies are also included.

5.2 Summary of Key Findings

The primary objective of this study was to investigate the factors affecting consumer behavior of fashion products Addis Ababa, Ethiopia. To do this, three variables were used. These were Product, Price and Promotion. For data collection, an online questionnaire with a five-point Likert Scale for the measurement of items was prepared. The questionnaire was distributed online via Google Docs and in person and data was collected from 384 respondents 378 of which were complete enough to be included. The data was then inserted into SPSS for further descriptive and inferential analysis.

The analysis chapter started with the reliability and validity analysis of the survey instrument. The results were satisfactory and confirmed that the instrument was reliable and valid.

The demography of respondent indicated that:

- Roughly half of the participants were male (52.1%), and 47.9% were female.
- The sample population was largely dominated by the average 26-30 years (37.8%),
- Regarding educational status, 34.5% have first degree and 28.3% have high school diploma
- The majority of the respondents at 54% earn between 5000-15000 birr per month.

Analysis of the collected data shows that Product, Price and Promotion have been tested for reliability with Cronbach's Alpha of 0.932, 0.917, and 0.885, respectively. Similarly, correlation analysis indicates a positive correlation between all the independent variables and the buyer behavior.

The results of the multiple regression analysis show that the relationship between the product, price, promotion and the buyer behavior is strong. Among the three variables Product has

been found to have the strongest contribution at an R^2 of 0.808 or 80.8%. The results also show that the price of the product significantly affects the buyer behavior for fashion products at an R^2 of 0.753 or 75.3%. Furthermore, the promotion of the product was also shown in the results to have a significant effect on the buyer behavior of fashion products at R^2 of 0.715 or 71.5%.

Therefore, according to the results of the study **H1**, **H2** and **H3** are all supported.

5.3 Conclusions

The purpose of this study was to identify the effect of Product, Price and Promotion of the product toward the buyer behavior of fashion products in Addis Ababa, Ethiopia. A total of 378 respondents participated in this study by giving their opinions using a five point Likert scale to comprehend the factors that affect their buying behaviors. The findings of this study indicate that the Product, the price of the product and Promotion of the product had significant influence on buyer behavior of fashion products. In the study by Chaerudin and Syafarudin (2021) it was proved that product quality affects the consumer satisfaction and buying behavior for products. Another study conducted by Ackaradejruangsri (2013) found that product attributes were found to have an influence on consumer buying decisions. The results of this study are consistent with this previous finding.

Pricing is thought to have a major impact on consumer purchasing behavior because fewer units are sold at higher prices. As we can see, pricing plays a significant role in consumers' buying behavior, leading researchers Zhao et al. (2021) to advise companies to use pricing strategies to better position their products. In a study conducted by Awunyo-Vitor et al. (2013), it was found that promotion played a big role in the buying behavior of products. The results of this research also show consistency with these previous findings.

The results of correlation analysis indicated that there is positive effect of variables to the buyer behavior of fashion products in Addis Ababa, Ethiopia. Fashion product customers give high regard towards the quality of the product and the affordability. Fashion product consumers are also influenced by promotions of fashion products, according to this study.

From these results, we can conclude that the quality of the fashion products themselves play a big role in the buying behavior of customers. This shows the amount of attention that should be given to the manufacturing and streamlining of the product before anything else is

considered. The next in line is price. The significance of this variable was as predicted and found to have an inverse relationship with buyer behavior. This is consistent with prior studies done on the topic as well as the reflection of the cost of living crisis that we are living in. The results for the significance of price in buying behavior is high, but not higher than product, which shows us that customers still prioritize the product quality over the price of the fashion product. Therefore, the likely resolution would be to create efficient ways to produce good quality fashion products in every price range. The results of this study also show that there is a significant relationship between the promotion of the product and the buyer behavior. However, we can see from the results that although valued, it is not as valued as the previous two variables. This shows that though Promotion should not be neglected, the priority for consumers lies firmly in the product and price of the product. This is not to say that the promotion is not important, but rather that customers rely more on the previous two factors to make their purchase decisions.

5.4 Recommendations

The main aim of this study was to investigate factors that affect the buying behavior of fashion products in Addis Ababa, Ethiopia. Based on the findings in Chapter Four and the conclusions made thereafter, the researcher recommends the following:

- The quality of the products produced should be the main priority when producing Fashion products as that is the main factor that has the largest effect on buyer behavior. The amount of attention that should be given to the manufacturing and streamlining of the product before anything else is considered.
- The significance of price was as predicted and found to have an inverse relationship with buyer behavior. Pricing plays a significant role in consumers' buying behavior, leading researchers Zhao et al. (2021) to advise companies to use pricing strategies to better position their products. Therefore, the likely resolution would be to create efficient ways to produce good quality fashion products in every price range. The prices of the Products must be as affordable as possible without compromising the quality of the product.
- The promotion of the fashion products must not be neglected. In a study conducted by Awunyo-Vitor et al. (2013), it was found that promotion played a big role in the buying behavior of products. Promotion should be conducted adequately for the

fashion products as it is seen to affect the buyer behavior even though it is not as significant as product and Price.

Finally, it is recommended that future researchers cover the other factors that affect buyer behavior in Addis Ababa, Ethiopia. Future researchers should also look into the relationship between age, income, gender and other such demographic factors in their effect on buyer behavior of fashion products.

Moreover, because the fashion industry is fairly new to this country and the acceptance level will start to change over time. Future researchers can conduct a longitudinal study to compare changes in the factors affecting buyer behavior of fashion products.

Future researchers could also extend this study to other parts of the country that have not been addressed in this study and gain more exact representations of what factors affect buying behavior of fashion products in Ethiopia.

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Appendices: Research questionnaire



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT MASTERS PROGRAM

Consumer Buying Behavior Survey Questionnaire

Dear respondents,

In partial fulfillment of requirements for the degree of Masters of Arts in Marketing Management at the Addis Ababa University School of Commerce, I am carrying out a study which aims at studying factors affecting consumer buying behavior with regards to locally made fashion products in Addis Ababa, Ethiopia. Your experience and opinion are highly valuable and I would be very grateful if you would spare 20 minutes of your invaluable time to take part in this survey by completing the questionnaire below.

This survey is completely anonymous and no information you give can be traced back to you or used against you in any way. If you have any questions, please do not hesitate to contact me.

Thank you so much for your cooperation

For more information I can be reached

at: Tel: +251-962-255-467

Questionnaire

Directions: the following are a list of questions for this survey. Kindly darken the circle next to your answer.

Section one; Participant profile

1) What is your gender?

Female Male

2) What is your educational background?

High school diploma Degree Master's degree

Other

3) What is the range of your income in birr?

Below 5000 5000-15000 15000-30000

Above 30000

4) What is your occupation?

Office job other

Manual job

5) what is your age?

15 - 20 20 - 25 26 -30 31 - 35

36 - 40 40 - 45 46 and above

Section Two: Factors affecting buyer behavior

Directions: the following statements are designed to assess the factors that affect your fashion choices and purchase decisions by using five points Likert scale. Please rate your degree of agreement/disagreement to each statement using a five point Like scale by putting a mark under the column of the Number of your choice. Where (1= Strongly Disagree, 5= Strongly Agree).

No.	Statements	Likert scale				
		1	2	3	4	5
1	Product					
1.1	The quality of the materials of the fashion products affects my purchase decision.					
1.2	The quality of how the products were constructed affects my purchase decision.					
1.3	The style and variety of the products affects my purchase decision					
1.4	The uniqueness of fashion products positively affects my purchase decision.					
2	Price					
2.1	The more expensive the price, the less likely I will buy.					
2.2	The price of a product is the first thing I look at when buying a product.					
2.3	The affordability of a product is the first priority when buying a product.					
2.4	The price of the fashion product is the deciding factor for the purchase of the product					

3	Promotion	1	2	3	4	5
3.1	If I know about the brand name beforehand, I will likely buy the product.					
3.2	I will buy fashion products whose advertising I have just seen.					
3.3	I always prefer a well known brand over a lesser known brand.					
3.4	The brand of the fashion product is more important than the quality.					

Section –III: Buyer Behavior

Directions: The following statements are designed to assess the Buyer behavior in their purchasing decisions of fashion products using five points Likert scale. Please rate your degree of agreement/disagreement to each statement using a five point Like scale by putting a mark under the column of the Number of your choice. Where (1= Strongly Disagree, 5= Strongly Agree).

S.No	Statement	1	2	3	4	5
6.1	I like buying fashion products.					
6.2	I buy fashion products frequently.					
6.3	I like buying casual fashion products for everyday use.					
6.4	I like buying fancy fashion products for occasions.					
6.5	I make the buying decision of fashion products.					