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SCHOOL OF COMMERCE

**FACTORS AFFECTING CONSUMERS PURCHASE INTENTION: A CASE OF
COSMETICS CONSUMERS IN ADDIS ABABA**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF MASTER OF ARTS DEGREE IN MARKETING MANAGEMENT**

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**Factors Affecting Consumers Purchase Intention: A Case of Cosmetics Consumers in
Addis Ababa**

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Statement of Certification

This is a research study conducted by Zeleke Alemu on "Factors Influencing Consumer Purchase Intention: The Case of Cosmetics Consumers in Addis Ababa", which is his original work and has been applied for the Master's Degree Award in Marketing Management. Therefore, this is to certify that this work is suitable for submission.

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Statement of Declaration

I, Zeleke Alemu, acknowledge that this thesis, entitled *Factors Influencing Consumer Purchasing Intentions: The Case of Cosmetic Consumers in Addis Ababa*, is entirely the result of my own independent efforts. I also declare that the sources of all materials used in the research are properly cited. I also confirm that this research has not been submitted for the conferment of any title at this university or any other institution.

Declared by: Zeleke Alemu

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List of Acronyms

EFDA- Ethiopian Food and Drug Authority

EKB- Engel, Kollatt, and Blackwell

PBC- Perceived Behavioral Control

SPSS- Statistical Package for Social Science

TPB- Theory of Planned Behavior

ABSTRACT

Cosmetics is among the fastest growing industry globally. The industry is facing a competitive atmosphere as more and more companies entering the market. The swiftly shifting preferences of consumers have created a challenge to the market. To retain current customers and develop new ones, it is vital for companies to know the behavior of their consumers, specifically the different factors that affect their purchase intention. The research was conducted to examine the different factors affecting purchase intention of cosmetics products in Addis Ababa city. With a quantitative research approach, the participant was selected by a convenience sampling method. Three hundred eighty-five self-administered questionnaires were administered to adult consumers in Addis Ababa with only 344 questionnaires were fit for analysis. The correlation analysis demonstrated that purchase intention had significant association with brand awareness, product quality, product price and social influence. Consumers purchase intention was found to have a significant and positive association with brand awareness, and positive association with product quality, and positive association with product price and negative association with social influence respectively. The outcome of the regression analysis showed that only brand awareness has a strong positive effect on purchase intention of cosmetics products. Perceived product quality and perceived product price had no statistically significant effect on cosmetics purchase intention. Social influence has also been found to have a strong effect on purchase intention but in a negative direction. Based on the result of the study, the researcher recommends cosmetic companies to focus on effective brand communication strategies and promote their brand to consumers. This study tried to fill on the existing knowledge gap and divergent discussions around factors affecting purchase intention.

Key words: COSMETICS, PURCHASE INTENTION, BRAND AWARENESS, PERCIVED QUALITY, PERCIVED PRICE

CHAPTER ONE: INTRODUCTION

The first chapter of this study starts by introducing the background of the study, then problem statement, research questions and objectives, significance, scope and limitations of the study. It also defines different terms and describes how the research was organized.

1.1. Background of the study

Customer satisfaction is one of critical elements in marketing. Customer satisfaction does not usually happen randomly. According to Sarangapani (2009) as cited in (Kelilie, 2014) understanding the consumer is important to satisfy them. Therefore, knowing, serving, and influencing consumer's behavior is important for marketers (Peter and Olson, 2010). Consumer behavior is about how a consumer make decisions on their available funds. It is also defined as *“the processes and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires”* (Belch and Belch, 2015 p. 125).

Theoretically, the consumer decision-making process consists of five successive stages- problem identification, information search, evaluation of alternatives, purchase-decision and post-purchase evaluation (Kotler and Keller, 2016). A decision to purchase a product by a consumer is one of the most important moments. Customer decisions are choices that customers make in the marketplace as buyers, and users. These decisions of whether to buy, what, when, from whom to buy, and how to pay for it are the important choices that constitutes customer decisions.

To substantiate the consumer buying behavior, various theories and consumer behavior models have been developed by different scholars. The purpose of these theories and models was to provide structure to marketing thought but that could never be fully accurate or representative of the complexities that come with decision making.

According to the traditional customer buying process, the purchase decision process is theoretically simplified into general five forward-moving stages namely; problem recognition, information search, evaluation of alternatives, purchase decision and post purchase. In the theory of decision-making process, the evaluation of alternatives purchase decision is mostly focused to identify the determinants playing roles in evaluation of alternatives which eventually leads to

purchase decision. The evaluation of alternatives stage is where a person assesses the gathered information and makes a final judgment of the most preferred brand based on endogenous and exogenous variables. This is where simultaneously; a purchase intention is created. And purchase decision stage is the stage when a person commits to execute the purchase intention (Kotler and Keller, 2016).

The other prominent consumer behavior models the Engel, Kollat and Blackwell Model (EKB), like the traditional consumer decision model, this model also involves five sequential steps in which information is processed before making a purchase decision. For EKB, internal factors determine our perception of unmet needs, however, external influences should never be ignored as they can influence and change perceptions of the status quo. Factors such as experience, information, advertising, the existence and availability of complementary goods leads to driving purchases and consumption induce perceived needs. Individuals are also subject to economic and social changes that lead an additional needs and gaps which further promote consumption. After searching for information, consumer get an overview of available alternatives and evaluate them. The evaluation is affected by individual's values, motivations, beliefs, perceptions, and attitudes. Mass media, family, friends, and colleagues can also greatly influence the evaluation of alternatives. Economic situation of the consumer also influences evaluation and decision-making (Tan, 2010; Holland, 2019). After consumption, consumers always rate their choices leading to either satisfaction or dissonance (Tan, 2010).

Theory of Planned Behavior (TPB) deals with attitudes, subjective norms, and perceived behavioral control as pillars is another popular theory around consumer behavior. This theory proves to be useful in explaining easily the different consumer behaviors and attitudes that potential consumers possess towards a product in forming consumer purchase intentions. The TPB theorizes that intentions are the most important determinant of behavior, which can be extrapolated from attitudes, subjective norms and perceived behavioral control.

Psychodynamics theory and social-cognition theories were also used to explain consumer behaviors by different scholars. Psychoanalytic theory suggests that instinctual drives and early childhood impacts are the factors that account for personality advancement (McLeod, 2014). As per this theory personality is established on a tripartite structure of id, ego and superego. The

primitivism of the id and the morality of the superego are adjusted by the conscious ego. The ego considers the cost and benefits of an activity in terms of reality before deciding to act upon or abandon impulses (Shumet, 2020).

Social-cognition theorists contend that most human learning occur through vicarious learning – meaning learning occur through observing or listening to models (living person or symbolic such as television programs) without observable action during learning. Accepting much learning occurs by doing, they claim great deal of learning also occurs by observing but performing what we have learned are dependent on several internal and external factors and reinforcement and belief of forthcoming do affect our performance rather than learning (Dale, 2012).

Consumers' buying decision is not easy measured; hence it is typically measured using purchase intention (Lee, Goh and Mohd Noor, 2019). Purchase intention refers to the likelihood that a consumer is ready to purchase a product in the near future. According to Fishbein and Ajzen (1975), consumers' buying decision is a very vital element when buying a product. Many studies have also shown the extrapolating power of purchase intention on consumer purchase behavior (Al-Hadad et. al., 2020; Bachleda, Fakhar and Hilmi, 2012; Goal and Sharma, 2020; Kittikowit; Lee, Goh and Mohd Noor, 2019; Othman et al., 2022; Suwanabubpa and Sithisomwong, 2018).

With the objective of understanding different factors affecting purchase intention, many studies were undertaken indicating that there are a variety of factors influencing purchase intention. Brand awareness, quality, price, and social influence were cited as major factors affecting purchase intention (Al-Hadad et. al., 2020; Goal and Sharma, 2020; Kittikowit, Suwanabubpa and Sithisomwong, 2018; Lee, Goh and Mohd Noor, 2019; Othman et al., 2022). Unlike the consensus on strong relation between perceived quality, perceived price as main determinants of purchase intention of products or brands, there are, however, some divergent discussions around the influence of brand awareness and social influence (Azzari and Pelissari, 2020).

The consumption history of cosmetics goes back to 6,000 years. In order to enhance appearance, people from all over the world used cosmetics for centuries. Use of cosmetics is one of the most common human behaviors and is present across different cultures. People use cosmetics to mark the culture, class, religion, or other social group to which a person belongs. They also use them

to indicate status, rank, or wealth within a group, as well as other personal information, such as age, gender, or reproductive status (Bilal et al., 2016).

For its large and competitive nature, the cosmetics industry has continuously been of an intrigued to marketers. Global cosmetics consumption expanding. This consumption trend is also growing in developing markets (www.happi.com, n.d.). Africa's cosmetics market is also booming as a result of growing number of youths, urbanization, increasing purchasing power. East African markets including Kenya, Uganda, Ethiopia, Mozambique and Tanzania are among the markets where the rate of development is high (news.africa-business.com, n.d.).

Currently there are many brands of cosmetics products are introduced to the Ethiopian market. Over 200 cosmetics products importers and dozens of local cosmetics manufacturers import huge number of cosmetics brands and competing to each other, in Ethiopia. The locally produced cosmetics are also competing among the renown imported brands (Fortune, n.d.).

This research is therefore attempted to study the effect of brand awareness, perceived product quality, perceived product price, and social factors cosmetics purchase intention of consumers in Addis Ababa.

1.2. Statement of the problem

Currently many cosmetic products sellers and entrepreneurs including service providers such as beauty salons are expanding their business due to the increasing trend in cosmetic consumption, in Ethiopia. Currently, importers and local cosmetics manufacturers are introducing new cosmetic products and brands to provide customers with wider choices (Yismu, 2019). Over 200 cosmetics importers, dozens of local manufacturers and other informal channels import many brands of cosmetics products to the Ethiopian market and compete to each other (Fortune, n.d.).

For marketers, it is becoming a universal truth that studying consumer behavior is one of the most important elements in a successful strategy development. As per Kelilie (2014) purchase intention is a very important factor for a consumer when making buying decisions.

The cosmetics industry is relatively a well-researched sector, in different markets. There are Many studies were undertaken towards purchase intention of cosmetics products (Kittikowit,

Suwanabubpa and Sithisomwong, 2018; Lee, Goh and Mohd Noor, 2019; Othman et al., 2022). The perspectives of brand equity and marketing mix elements are mostly addressed by these studies. Despite their importance, however, family, friends and coworkers were relatively little studied as an important factor affecting purchase intention of cosmetics.

These studies were on a large scale conducted on a in different social, cultural and economic settings in different countries such as Malaysia, Thailand, Indonesia, India and Turkey. Researches such as Gomes and Jive (2018), who studied consumer behaviors comparing samples from two different nations noted on the need of studies in different economic and sociocultural environment. The shortage of similar studies in Ethiopia is one of the main reasons for conducting this study.

So far, only a few studies were undertaken on cosmetic purchase intentions in Ethiopia. These studies were done mainly focusing on personal factors, psychological factors, country of origin and packaging on cosmetics products purchase intention and decision (Seyoum, 2017; Shumet ,2020; Yismu, 2019; Mekonen, 2019). These limited number of studies were also mainly focused on female consumers while significant male cosmetics consumers are on the rise. In fact, this shortage of information coupled with the professional interest of the researcher around cosmetics industry are the main motivators to conduct this study.

Also, not many researches were conducted around the effect of brand awareness, perceived quality perceived price, and social influence on consumers cosmetics purchase-intention in Addis Ababa. Hence, with growing cosmetics sector in Ethiopia and a huge knowledge gap in the area makes this study important and timely.

1.3. Research questions

This study was guided by and attempted to answer the following main and sub-research questions:

1.3.1. Main research question

What are the factors affecting purchase intention of cosmetics products consumers?

1.3.2. Sub research questions

The sub research questions were:

- How does brand awareness affect consumers purchase intention?
- What is the effect of perceived product quality on purchase intention of cosmetics?
- How does perceived product price affect consumers purchase intention of cosmetics?
- Does social influence have an effect on purchase intention of cosmetics?

1.4. Objectives of the study

1.4.1. General objective

The overall aim of this study was to examine factors influencing consumers' cosmetic purchasing intentions in Addis Ababa, Ethiopia.

1.4.2. Specific objectives

The following were specific objectives of the research.

- To determine brand awareness' effect on cosmetics product consumer purchase intention.
- To evaluate the effect of perceived quality on cosmetics product consumer purchase intention.
- To identify the effect of perceived price on cosmetics product consumer purchase intention.
- To assess effects of social factors on cosmetics product consumer purchase intention.

1.5. Significance of the study

Understanding Ethiopian consumer behavior, especially on cosmetics products will help cosmetics manufacturers and marketers to design an effective marketing strategy towards marketing of their cosmetics products. In a competitive market it would be very important the know different factors affecting on customers purchase intention to gain better business performance.

1.6. Scope of the study

- The study was conducted in Addis Ababa
- Study population were only adult consumers during the study period.

- The study focused only on cosmetic products, conceptually. Due to the limited resources and time available and for a more focused result, the researcher considered only brand awareness, perceived product quality, perceived product price and social factors as the only independent variables.
- Methodologically, the researcher purely employed quantitative research approach.

1.7. Limitations of the study

Every research has its own limitations. This research also is not free from limitations. The first limitation of the study was the shortage of sufficient related researches that were directed towards determinants of consumers purchase intention of cosmetics products in Ethiopia specifically leading to unavailability of well-developed measurement instruments that has already been tested in Ethiopian cosmetics consumers. This research was undertaken in Addis Ababa only, and this prohibits generalization of the results, even if Addis Ababa is home to many ethnic groups and demographic backgrounds from different parts of the country. The third limitation was its failure to generalize, as convenience sampling method which is less representative, was employed. The last imitation of the study is other factors such as country of origin which may affect purchase intentions were not covered.

1.8. Definition of terms

1.8.1. Conceptual definition

- **Consumer:** Is a buyer or user of a product or service (Yadin, 2006).
- **Consumer behavior:** It concerns how consumers select, buy, utilize and dispose of products to meet their needs and wants (Keller and Kotler, 2016).
- **Cosmetics:** is any substance intended to come into contact with external parts of the human body for the sole or main purpose of cleansing, perfuming or altering the body, or for modifying appearance good body condition, excluding detergents or products intended for the diagnosis, treatment, mitigation or prevention of human disease, or products intended to affect human anatomy or physiological processes. not. (EFDA, n.d.).
- **Purchase intention:** is the willingness to purchase a product (Lee, Goh and Mohd Noor, 2019).

- **Brand awareness:** is consumers level of brand knowledge (Shahid, Hussain and Zafar, 2017).
- **Perceived product price:** A consumer's evaluation of a price offered by a seller, indicating whether the price is reasonable as compared to other offers (Marlien et al., 2020).
- **Perceived product quality:** is a level of how brand fulfills the expectations of its consumers (Shahid, Hussain and Zafar, 2017).
- **Social influence:** a pressure of significant others on consumers (Zahid and Dastane, 2016).

1.8.2. Operational definition

- **Cosmetics products:** are products generally perceived helpful to meet need of beauty improvement.
- **Purchase intention:** A willingness, possibility and plan to buy cosmetic products.
- **Brand awareness:** Popularity of a brand as it consists of brand recognition, brand recall indicators and positive image about a brand.
- **Perceived product quality:** Consumers overall judgment of the superiority of a product.
- **Perceived product price:** is consumers judgment of appropriateness of product price.

1.9. Organization of the study

The study was organized in five chapters. Chapter one gives an introduction about the study. This includes study background, problem statement, questions, purpose, significance, hypotheses, limitations and scope of the research. Chapter two reviews the relevant literatures, including theoretical and empirical reviews, and the conceptual framework of the study. Chapter three deliberates the research methodology. It also describes the geography of the study, the approach used, the design, and the data types and sources implemented. Sampling procedures and data analysis method of the study is also presented. Last but not least, this chapter contains ethical considerations for the researcher. Chapter four of the study presents data, analysis, interpretation, and research results. The last chapter summarizes the study nut shell, concludes study outcomes and put a recommendation based on the study results.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

According to Creswell and Creswell (2018), a literature review part of a research paper should include a section on the literature on important independent and dependent variables. Chapter two, therefore, briefly describes some of theories and existing empirical literatures, and introduces the basic concepts related to purchase intention and various factors that influence purchase intention. Hypothesis for the study in relation to the empirical literature review is presented here. The chapter also presents the conceptual framework of the research which was formulated based on previous related literatures.

2.2.1. Theoretical literature review

2.2.2. The consumer buying decision process

According to Kotler and Keller (2016), consumers when making a purchase, are expected to go through a classic five-step decision-making process. It is important to note that the consumer does not necessarily go through all five steps. They may skip some or perform in reverse. Such consumer decision model shows that customers typically go through these stages with each purchase. However, for routine purchases such as consumer goods, customers often skip some steps or perform the steps in reverse.

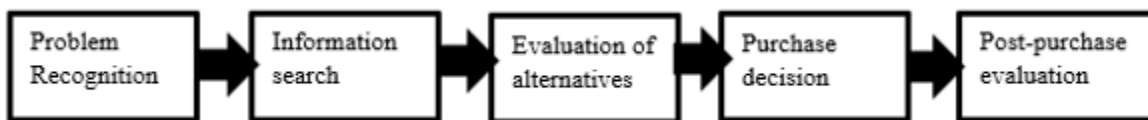


Figure 1: Purchase decision process (Temechewu and Gebremedhin, 2020, p.10)

a. Problem recognition

The purchasing process begins with identifying problems caused by environmental or internal stimuli (Kotler and Keller, 2016). An internal stimulus raises person's normal desires to a certain threshold level. This raise turns into an urge, a strong desire or impulse. Needs are not only aroused by internal stimuli but may also be by an external stimulus, such as watching an advertisement. Buyers characteristically notice problems and needs when they feel a change in

satisfaction. Products that meet a need and are readily available are more likely to make an immediate purchase decision. If not, the search for further information begins again (Belch and Belch, 2015).

b. Information search

The second stage in the consumer decision-making process is a search for information. As soon as a need that can be met by purchasing a product or service is identified, consumers begin searching for information they need to make a purchasing decision (Temechewu and Gebremedhin, 2020).

The search effort often begins by scanning the information stored in memory. Memories from previous experience and knowledge about different alternatives recalled from this memory. Such kind of information recall is called internal information search. For most routines and repetitive purchases like cosmetics products, previously learned information that is stored in memory is adequate to compare alternatives and make a choice. Whenever internal search does not give sufficient clue, then the consumer includes an additional source of information, such as external search from other sources like family members, friends, and co-workers. Also, a consumer might use a marketer-controlled sources such advertising or other public sources like articles, Personal experiences of handling or using a certain product can also be used as a source of additional information.

c. Alternative evaluation

The consumer will move to the next stage once information collected during the search phase of the decision-making process is enough. If so, consumers move on to alternative evaluation, the third step in the decision-making process. A consumer identified a set of products as ones that can satisfy their needs. However, this size of product is different from one consumer to the other.

Once consumers have identified their trigger set and have a list of options, they evaluate different products. This includes comparing alternatives according to certain criteria. A metric is an attribute of a product or service used to compare different options and can be objective or subjective (Belch and Belch, 2015; Temechewu and Gebremedhin, 2020).

According to Kotler and Keller (2016), consumers acquire certain attitudes through experience. A belief refers to an expressive thought that a person has about a subject. A person's ongoing positive or negative evaluations, feelings, and propensity to act towards objects and ideas are also very important factors. Consumers tend to purchase products, including cosmetics, because they want to save time and effort. After forming a set of belief about different attributes, consumers ultimately, reach to a certain level of attitudes towards different products.

d. Purchase decision

During the evaluation phase, consumers form preferences for the brands in the selection set and are likely to purchase the brands they like the most (Kotler and Keller, 2016). A purchase decision is not necessarily the same as an actual purchase. Because once consumers decide on a brand or a product, they have to make another decision. Additional decisions are required such as when and where to buy and how much to spend. The time between a decision actual purchase can be different, for many items with low engagement such as cosmetics. Because, before consumers start shopping at home, they can create a list containing the brands they want to buy (Temechewu and Gebremedhin, 2020),

e. Post-purchase evaluation

Decision-making process doesn't end with purchase. Once consuming the product, consumers evaluate its performance against their expectation. If their expectations are met or exceeded, then satisfaction is usually achieved. In contrast to this, if their expectations are not met, dissatisfaction arises. For use in future purchase evaluation, consumers use the post-purchase review process. A brand is said to have a positive attitude if it stays with the set, it evokes and increases the likelihood of repeat purchases. However, unfavorable results can create bad attitudes towards the brand and make it less likely to be considered for purchase in the future. Another possible outcome of purchases is cognitive dissonance, the psychological tension or post-purchase doubt consumers feel after making a difficult purchasing decision.

Temechewu and Gebremedhin (2020), citing Solomon et al. (2006) describes a five-step process as a one that having an assumption that people rationally analyze, weigh all the pros and cons of the product, and make a logical decision. However, this model is not without criticism. It is

criticized for forgetting that not all customers go through this logical step every time they make a shopping.

2.2.3. The Engel, Kollat and Blackwell Model

Engel et al. (1968) established a consumer purchase decision model which is still considered as one of the core models of consumer behavior (Ashman, Solomon, Wolny, 2015; Holland, 2019). This model attempts to explain how purchasing decisions are made, i.e., decisions in choosing from a list of alternatives. Although this model derives from areas of consumer psychology theory such as Howard's (1963) shopper behavior theory and his Nicosia's (1976) consumer decision-making process theory, it is considering environmental factors as additional variables influencing. This model is considered as one of the most important studies in the field of consumer behavior. (Osei and Abenyin, 2016; Holland, 2019).

The EKB model involves five sequential steps in which information is processed before making a purchase decision. The EKB model begins with the state of unmet needs and wants. Problem is identified when there is a discontent between the perceived and desired state of need. Lifestyle reflects choices at the highest level in the decision-making hierarchy, but the customer's inner motivations, culture, and values reflected in lifestyle determine needs, decisions, and choices. Internal factors determine our perception of unmet needs. However, external influences should never be ignored as they can influence and change perceptions of the status quo. This change can lead to feelings of unmet needs. There are different factors that induce perceived. These factors such as experience, information, advertising, the existence and availability of complementary goods and services, leads to driving purchases and consumption. Individuals are also subject to economic and social changes that lead an additional needs and gaps which further promote consumption.

Consumers browse new sources of information and utilize and get an overview of available alternatives, ideas, and lists of supporting reasons. This new source of information falls into three categories: impersonal, marketing, and personal.

The impersonal sources include common information sources such as mass media. Sources such as face-to-face sales, advertising, and point-of-sale touch points are grouped under the Marketer

Sources. Whereas, the Personal categories include friends, colleagues, and family. Gathering information from non-personal and marketer categories or a recommendation from someone in one's personal group is the first step to finding alternatives. Consumers' own experiences and reviews after previous purchases can also be source of information. If products or services that a consumer have selected and used in the past failed to meet their expectation, they will not be kept in the consideration. Choices between options are measured by consumer values, preferences, beliefs and perceptions. Alternatives are compared against consumers preferences, values, beliefs and perceptions. Once it is determined that sufficient alternatives are available, an evaluation of alternatives will begin. Internal and external factors affect this step. The evaluation step is also affected individual's values, motivations, beliefs, perceptions, and attitudes. Consumers' past shopping practices influence their perception of limited choices. Advice from the mass media, family, friends, and colleagues can also greatly influence the evaluation of alternatives. The consumer's economic situation also influences evaluation and decision-making (Tan, 2010; Holland, 2019).

After consumption, consumers always rate their choices. This leads to either satisfaction or dissonance. Satisfaction occurs when a product or service experience meets or exceeds the expectations expressed at the time of purchase decision. However, when a product or service falls short of expectations and fails to live up to the pre-selection beliefs, dissonance results (Tan, 2010).

In fact, the EKB model is not without criticism. Some scholars consider it too rigid to adequately reflect the diversity of consumer decision-making situations (Osei and Abenyin, 2016).

The EKB model can therefore be used as one of the potential models to capture the interactions between the variables under this study- brand awareness, perceived product quality, perceived product price, social influence and purchase intention.

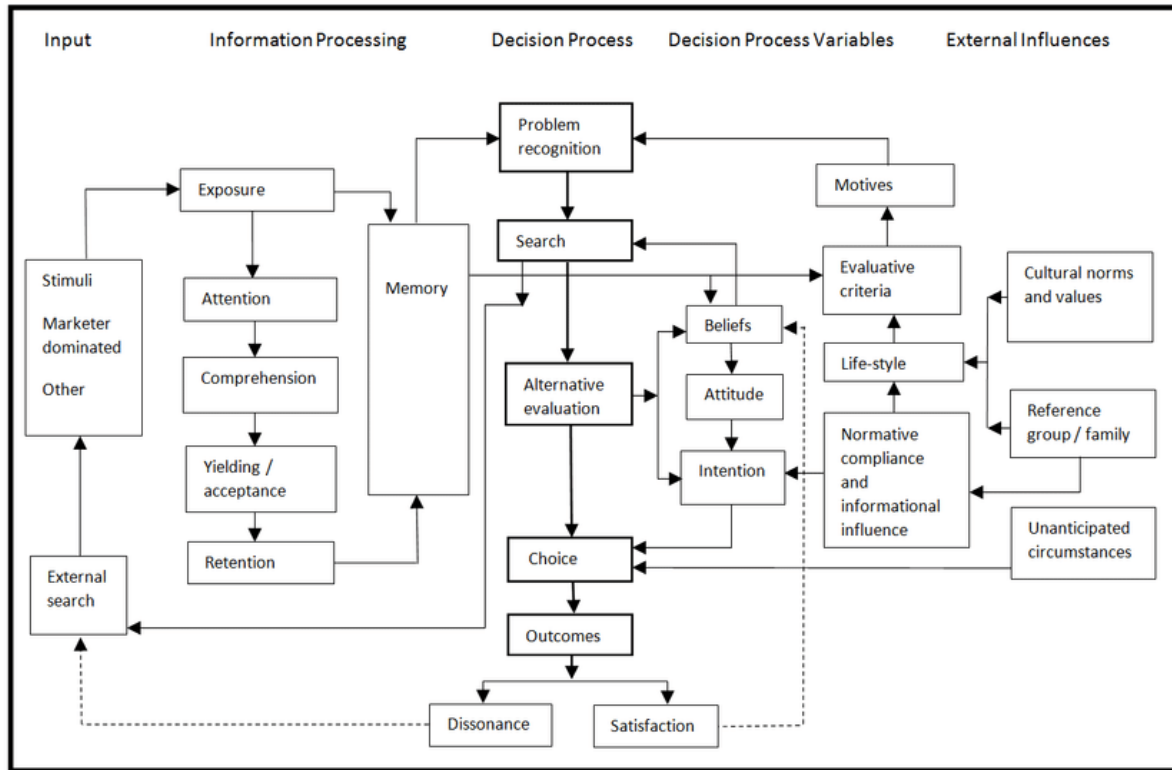


Figure 2: Engel-Kollat-Blackwell complete model (Holland, 2019, p.37)

2.2.4. Theory of Planned Behavior

Theory of planned behavior (TPB) deals with attitudes, subjective norms, and perceived behavioral control as pillars. This theory proves to be useful in explaining easily the different consumer behaviors and attitudes that potential consumers possess towards a product in forming consumer purchase intentions. This theory has been successfully used to predict numerous consumer intentions and behaviors (Ajzen, 1991; Bachleda, Fakhar and Hilmi, 2012) including various cosmetics intentions. The TPB theorizes that intentions are the most important determinant of behavior, which can be extrapolated from attitudes, subjective norms and perceived behavioral control. As per Ajzen (1991) the notion of the TPB is that behavioral intention is strong when there is more positive attitudes, subjective norms and perceived behavioral control.

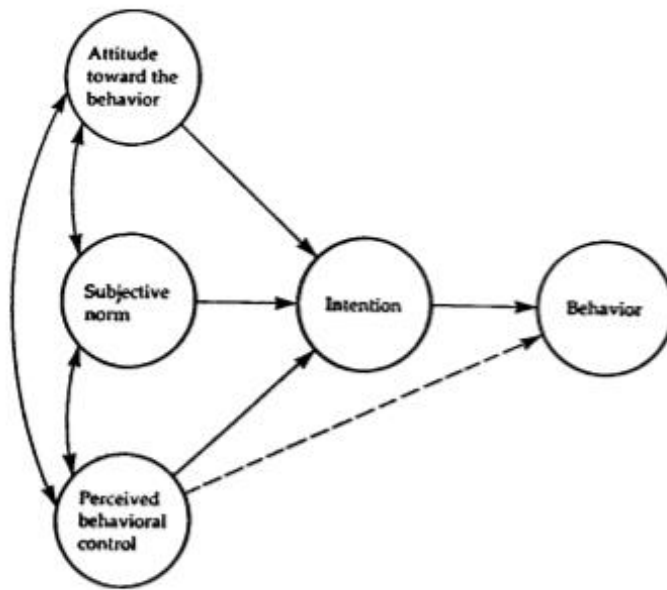


Figure 3: Theory of Planned Behavior (Ajezen, 1991, p.182)

2.2.5. Psychological theories

2.2.5.1. Psychoanalytic theory

In a quest to understand what makes human being, psychologists have proposed some theoretical units with which to explain the sources and development of consistency in behavior patterns and intrapersonal processes and why people behave the way they do (Burger, 2000).

Developed by Sigmund Freud, the psychoanalytic theory suggests that instinctual drives and early childhood impacts are the factors that account for personality advancement (McLeod, 2014). This theory is established on a tripartite structure of id, ego and superego. The id is the fundamental drive of all psychic energy (Cherry, 2013). It is the component of personality that's present from birth and is unconscious (Cherry, 2013). The id works on the pleasure principles; it contains the charisma which requests prompt satisfaction of found and natural wants such as sex and aggression regardless of the results (Schiffman and Kanuk, 2010). The superego is the ethical and moral measurement of the human psychic. "It characterizes what is ethically right and impacts the person to endeavor for perfection instead of joy or reality and, in this sense, serves as a moral constraint on behavior" (Shumet, 2020). The primitivism of the id and the

morality of the superego are adjusted by the conscious ego. The ego considers the cost and benefits of an activity in terms of reality before deciding to act upon or abandon impulses.

2.2.5.2. Social-cognitive Theory

Social cognition theory is developed by Albert Bandura who claimed that previous learning theories which are more concerned with individual person learning but does not explain how pro-social and deviant behaviors are learned in social circumstances. As per Dale, 2012 cited in Seyoum, 2017, social cognition theory assumptions are to understand learning processes and reciprocal interactions among persons, behaviors, and environments; enactive and vicarious learning (i.e., how learning occurs); the distinction between learning and performance; and the role of self-regulation (Dale, 2012). Social cognitive theory supports an agentic view of human activity, portraying people as proactive, intentional initiators of their actions and thoughtful self-reflectors of associated consequences (Seyoum, 2017).

Social cognitive theorists believe that people learn through either actual doing or inactively or through observing a model or vicariously. They argue that learning is an information processing activity in which information about the structure of behavior and about environmental events is transformed into symbolic representations that serve as guides for action. Enactive learning involves learning from the consequences of one's actions. But unlike the operant conditioning, these consequences of actions do not strengthen the learning process, instead these consequences are used as a source of information and motivation. That means consequences inform people the accuracy or appropriateness of behaviors in which people who did a task correctly are rewarded by understanding doing the task appropriately and if they fail a task are punished and try to correct the task (Seyoum, 2017).

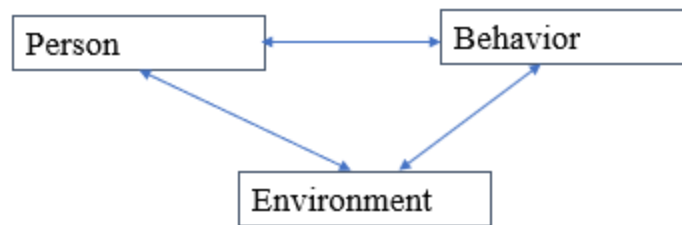


Figure 4: Triadic reciprocity model of causality (Bandura, 1986, p.24)

2.2.6. Purchase intention

While emphasizing the importance of purchase intention, Fishbein and Ajzen (1975) said that the simplest and the most efficient way to know whether the customer intends to perform a given behavior is to ask the customer whether, he intend the behavior. Purchase intention shows the consumer cognitive behavior regarding the intention to purchase a specific product (Islam and Hani, 2021; Nik Mud et al., 2020). He also added that purchase intention is the demonstrable willingness of an individual to purchase a product and is also a key aspect of consumer behavior measurement. Purchase intention according to Marlien et al. (2020) is the choice of consumers to buy a product. Arifani and Haryanto (2018) and Lee, Goh and Mohd Noor (2019) also described it as the tendency of consumers to buy products. Purchase intention, can be used to measure the tendency of a consumer to buy a given product. When customer intends to buy a certain product the higher actual purchase rate than when not intends to buy (Lee, Goh and Mohd Noor, 2019). A consumer with intentions to buy certain product will demonstrate a higher actual buying rates than those who demonstrate that they have no intention of buying (Lee, Goh and Mohd Noor, 2019).

Researchers like Haratua Pandjaitan (2018) also agree that because purchase intention is an important indicator to predict consumer behavior, it is usually based on the agreeableness between purchase motives and the features and characteristics of the product being considered. According to Schiffman, Hansen, and Kanuk (2011), behavioral intention can be measured with a scale. Measuring the probability that consumers will behave in a certain way in the future is a

good indicator of purchase intention. However, intention may not be equated with actual purchase (Kotler and Keller, 2016).

2.2.7. Factors affecting purchase intention

2.2.7.1. Brand awareness

Brand awareness is defined as the potential buyer ability to recognize or remember a certain brand as belonging to a certain product category (Aaker, 1997). It has also been conceptualized by Keller (1993), as cited by Lee, Goh and Mohd Noor (2019) and Azzari and Pelissari (2020) into recognition and recall of a certain brand. Brand awareness refers to the degree to which consumers easily recognize the brand as seen or heard when the brand is referred to. It is used to quantify the memorability of a brand in the consumer's mind and creates all kinds of relationships or anything related to the customer's memory (Shariq, 2018). It helps to quantify the presence of the brand in consumer memory, and it establishes all kinds of relations or anything linked in memory of the customer. It is also seen as as the assessment of the brand's ability to be recalled by customers and (Shariq, 2018; Shahid, Hussain and Zafar, 2017)

Citing Akaria (2009), Haratua Pandjaita (2018) noted that brand awareness is an important and primary constraint in all brand-related searches. It is the ability of a consumer to recognize and recall a brand in diverse circumstances. Abebe (2017) also emphasized it saying brand awareness leads to high levels of purchase primarily because consumers are more likely to purchase familiar brands than unfamiliar brands. When consumer cognizant about a cosmetic product brand, they will consider it for a purchase (Nik Mud et al., 2020). Consumers most of the time believe that they choosing a well-known brands lead to a satisfying purchase. Citing Akaah and Korgaonkar (1988), Razy and Lajevardi (2015) concluded that, for customers, purchasing a well-known brand is one way of lowering a purchase risk.

2.2.7.2. Perceived quality

Consumers frequently evaluate the quality of a product based on some cognitive cues that they associate with the product (Schiffman and Kanuk, 2000). Numerous researchers agree with the idea of product quality saying that the concept of item quality to a great extent depends on the customer's perception. Quality perception influences customers in their choices and purchase and

consumption (De Toni et al., 2021). Quality perception is in the eyes of the consumer increases the intensity of purchases because it gives consumers a strong reason to choose a product or brand. Perceived quality can be defined as the customer's assessment of the overall excellence of the product (Lee, Goh and Mohd Noor, 2019; Marlien et al., 2020).

Aaker (1997) cited in Marlien et al. (2020) stated that the perception of good quality in the eyes of consumers will increase the intensity of purchases. Because this provides a strong reason in the minds of consumers to choose the product or brand. Perceived quality can be defined as customer's evaluation about the product's general excellence (Lee, Goh and Mohd Noor, 2019). It is a consumer's perception of the quality or superiority of a product or service relative to their goals compared to other alternatives. In other words, perceived quality is the consumer's subjective opinion about the superiority of the overall brand (Marlien et al., 2020).

For Rajan et al. (2019) perceived quality is consumer's opinion on product or brand that can meet expectation. Customers' choice of a brand, consumer purchase decision, firms pricing strategy can be affected by perceived quality. Asshidin et al. (2016) cited in Al-Hadad et. al. (2020), posited the value of perceived quality to consumers as it motivates them to purchase and distinguish the a given brand from others. The effect of perceived quality was also well studied by many researchers (Lee, Goh and Mohd Noor, 2019; Islam and Hani, 2021; Rajan et al., 2019).

2.2.7.3. Perceived price

According to Peter and Olson (2010) perceived price can be described as how price information understood by consumers and how the customer put a meaning to it. Nagle and Holden (2002), cited in Engidaw (2020), argued that price perception plays a role in allowing consumers to trade for services or products that sellers offer. For consumers, it is always the most important consideration before making a purchase decision. It is also considered as one of the most important factors in evaluating products on the market (Levrini and Jeffman dos Santos, 2021). Citing Nevine (1980), Mitchell (2010) and Kara, et al. (2009), Levrini and Jeffman dos Santos (2021) mentioned that price is not always considered in a negative way. According to Zeithaml (1988), sometimes price can be considered a good signal of product quality.

Price perception is defined by Marlien et al. (2020) as consumer's evaluation was related to the emotional disposition, whether the seller's price and the price compared to other parties are acceptable and acceptable. Price is considered an external cue. It can also be divided into

objective and psychological. Objective price is the actual amount of money paid to purchase the product while psychological price, in turn, is each consumer's perception of price, which is not actual (Tansil and Tielung, 2014).

Customers believe in the value and benefits they can get from their favorite brands and they evaluate prices against alternative brands before making a any purchase (Keller and Lehmann, 2013). Levrini and Jeffman dos Santos (2021) used facial electromyographs and eye-tracking devices to measure consumer responses to the introduction of price and brand name variables, and compared unconscious and cognitive responses in this way found that the conscious price variable had the greatest impact on purchase.

2.2.7.4. Social influence

Consumers' willingness to buy is influenced not only by personal factors, but also by the social environment. Social factors influence individual decision-making in various ways, such as social pressure from others and collectivist thinking (Zhuang, Luo, Riaz, 2021). Social influence is defined as the ability of specific groups to produce socially validated knowledge, share beliefs about a point of view, hold a particular way of thinking, and perform specific work that they deem appropriate (Spears and Singh, 2004). It was also defined by Aaronson (2004) cited in Engidaw (2020) as the influence that people have on the beliefs or behavior of others.

Tjokrosaputro and Cokki (2020) citing Turner et. al. (1994) characterizes social impact as the blend of the social personality of a specific group's individuals, which encourages them to form the information that's socially approved, to share a conviction around a perspective, to have a certain way of considering, and to take actions that's considered fitting and objective.

When individual's social influence is higher, the individual's intention to buy a product will increase (Tjokrosaputro and Cokki, 2020). Wang and Chuan-Chuan Lin (2011), proposed social influence as an important factor influencing an individual's attitude and intention towards a certain behavior.

2.3. Empirical review

2.3.1. Previous studies on purchase intention

There are numerous variables influencing consumers' intention to buy beauty care products. Past investigations often cited brand awareness, perceived quality, perceived price, and social influence as the major variables to measure factors affecting purchase intention (Kittikowit, Suwanabubpa and Sithisomwong, 2018; Lee, Goh and Mohd Noor, 2019; Marlien et al., 2020; Othman et al., 2022).

2.3.1.1. Brand awareness

Al-Hadad et al. (2020) in their study, which used a quantitative approach to understand the intention of consumers to buy an environmentally friendly product they concluded that brand awareness is one of the variables that has significant and positive effect on purchase intention

Nik Mud et al. (2020) done a survey study to understand the impact of attitude towards local cosmetics, brand awareness, consumer experience, and price on purchasing intentions products. After the study using 226 samples, they posited that factors including brand awareness have a weighty effect on intention toward local cosmetics.

Kittikowit, Suwanabubpa and Sithisomwong (2018), conducted a research with one of objective to identify factors influencing purchase intention towards cosmetics products in Myanmar through information collected from consumers and a business operator; and quantitative data acquired from 315 female consumers of age between 20-60 years concluded that brand awareness, perceived quality, product and social influence have effects on purchase intention towards cosmetics (Kittikowit, Suwanabubpa and Sithisomwong, 2018).

Another study from Malaysia by Othman et al. (2022) investigated the different influencing factors on intention to purchase cosmetic products by collecting data from 139 consumers who have used beauty care products. It was found that there is a correlation between brand image and perceived product price on purchase intention of cosmetics products. However, perceived product price didn't find to be an influencer on intention to purchase cosmetic products.

A survey done with 150 university students who were selected using a convenience sampling technique by Lee, Goh and Mohd Noor (2019) concluded that brand association, awareness, quality and loyalty had positively affected purchase intention towards skincare products. Similar study done by Janany and Shanmugathas (2018) on purchase intention of cosmetics products in Indonesia also poised the importance of brand in influencing purchase intention towards cosmetics.

In contrast to such studies, Azzari and Pelissari (2020), in a study that identified the role of brand awareness in other aspects of consumer-based brand equity and its impact on purchase intentions, found that brand awareness has no strong association with intention to purchase. The researcher wanted to test a hypothesis as follows.

H1. Brand awareness has a significant positive influence on consumers cosmetics purchase intention

2.3.1.2. Perceived quality

The positive effect of quality on purchase intention was recorded by a study run to examine the understand if brand image, perceive product price and perceived quality in Kelang Valley, Malaysia (Othman et al., 2022). Another study aimed at exploring the purchase intention of cosmetics posited that quality perception has a strong effect on purchase intention (Al-Hadad et. al., 2020). A study of skincare product purchase intentions among college students in Malaysia also found that perceived quality was the most important factor influencing purchase intentions (Lee, Goh, Mohd Noor, 2019). Alam (2020), in a study identified that quality is an influential variable that helps customer to select a certain company over the other when they purchase cosmetics.

A study by Rajan et al. (2019) surveyed 141 respondents living in Kuala Lumpur to investigate whether there is a correlation between perceived quality and self-esteem when purchasing luxury brand cosmetics, and whether they influence it. To do so, they used a convenient sampling technique. They found that perceived quality has an effect on consumers' intention of buying branded cosmetics.

Islam and Hani (2021), contrary to the above studies concluded that there is insignificant relationship between perceived quality and willingness to purchase.

Based on the above discussion, a hypothesis is proposed as follows.

H2. Perceived quality has a significant positive influence on consumers cosmetics purchase intention

2.3.1.3. Perceived price

Studies confirm that perceived product prices tend to have a greater impact on cosmetic purchase intentions. The higher the price awareness, the higher the intention to purchase the product (Ayub and Kusumadewi, 2021). A study on understanding factors influencing cosmetic purchase intentions conducted in Yangon, Myanmar, confirmed the impact of price on cosmetic purchase intentions (Kittikowit, Suwanabubpa, & Sithisomwong, 2018).

Another empirical study on factors influencing the cosmetic purchase intentions of Malaysian consumers, targeting customers who have purchased and used cosmetics, found that there was a significant difference between perceived product prices and customers' purchase intentions for cosmetics. A significant positive correlation was shown (Osman et al., 2022).

Nick and Mad et al. al (2020) conducted a study investigating the impact of young consumers' attitudes, awareness, experience, and price on their willingness to purchase when using local cosmetics. The study concludes that these variables have a significant impact on intention to use cosmetics. The same study by Othman et al. (2022) also supported an association between perceived product prices and cosmetic purchase intentions. A third hypothesis is proposed as follows.

H3. Perceived price has a significant positive influence on consumers cosmetics purchase intention

2.3.1.4. Social influence

Kittikowit, Suwanabubpa and Sithisomwong (2018) concluded that social influencers such as family members, friends and coworkers influence the purchase intention of cosmetics. A survey

conducted in Hawassa city, Ethiopia, with the objective of assessing factors affecting consumers' purchase intention of smartphone, acknowledged that social factors have a significant positive effect towards purchase intention (Engidaw, 2020).

Another study by Temechewu and Gebremedhin (2020) also examined over-the-counter drug purchasing decisions from local pharmacies in Ethiopia. However, they concluded that the results were not statistically significant and that the influence of friends and family had a positive impact on consumers' purchasing decisions for these products.

Zahid and Dastane (2016) conducted a study investigating the effects of perceived price, perceived quality, brand awareness, and social influence on smartphone brands on purchase intention. Similar to the study above, they also concluded that there is a positive correlation between social influence and purchase intent. This also proves that social influence is one of the most important factors in driving purchase intent. A fourth hypothesis was proposed as follows.

H4. Social influence has a significant positive influence on consumers cosmetics purchase intention

2.4. Conceptual framework

The relationship among the variables can be easily presented in the conceptual framework. The relationship between aforementioned determinants (Brand Awareness, Perceived Product Quality Perceived Product Price and Social Influence) is described in Figure 4. The independent variables were brand awareness, perceived product quality, perceived produce price and social influence and the dependent variable was purchasing intention.

Independent variables

dependent variable

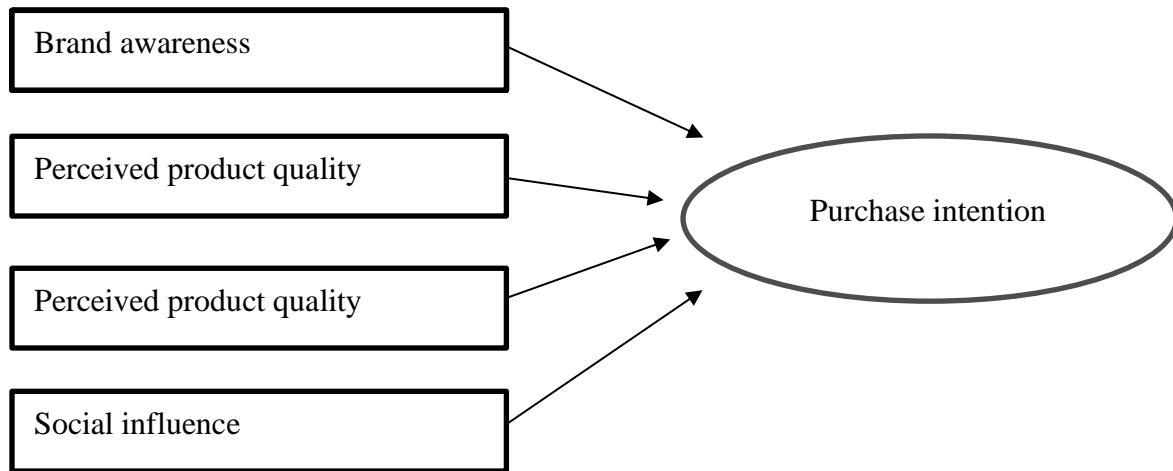


Figure 5: Conceptual framework

Adopted from works of previous researchers (Al-Hadad et. al., 2020; Bilal, 2013; Engidaw, 2020; Kittikowit, Suwanabubpa and Sithisomwong, 2018; Lee, Goh and Mohd Noor, 2019; Othman et al., 2022).

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter describes the research methodology employed to undertake this study and provides details of the procedures and methods employed in the study. It also includes description of the study area, research design, data type and sources, population as well as sampling procedures, analysis methods and considerations taken around ethics.

3.2. Description of the study area

This study was conducted in Addis Ababa. Addis Ababa is the capital and largest city in Ethiopia. The city was established in 1886 G.C. As per the city Mayor's office, the current population of the city is projected to 5,005,524 (cityaddisababa.gov.et, n.d.).

3.3. Research approach

Creswell and Creswell (2018) define a research method as specific procedures that include elements from assumptions to methods of data gathering, analysis and interpretation. This plan contains some decisions that should not be made in the order in which they make sense. The entire decision concerns about what approach should be taken to research the selected topic.

Generally, research approaches are divided in to three- qualitative, quantitative and mixed. The first one, a qualitative approach is applied to explore and understand the meaning that people give to a social or human problem.

The research process includes evolving questions and procedures, data typically collected in the participant's environment, data analysis that is built inductively from details to general themes, and the researcher's explanations of the meaning of the material. In this approach, the structure of the written final report is flexible.

The second approach, a quantitative research approach is one that tests objective theories by examining relationships between variables. These variables can usually be measured with an instrument, so the numbered data can be analyzed using statistical methods. The written final

report has a fixed structure consisting of preface, literature and theory, methods, results and discussion.

The third approach is called mixed approach. It collects both quantitative and qualitative data, integrates the two forms of data, and uses philosophical assumptions and theoretical frameworks as a design (Creswell and Creswell 2018).

Therefore, the researcher preferred a quantitative approach for this specific study as it aimed to analyze the association of the independent variables and the dependent variable.

3.4. Research design

Research design is defined as a plan that provides a structure to provide answers to the research questions, and it contains details of the data collection, measurement, and analysis Cooper and Schindler (2014). Bhattacharjee (2012) divides research into three types, depending on the purpose: exploratory, descriptive, and explanatory. defined research.

For a new enquiry about a situation., where the goals of a study are to understand the magnitude a particular problem, and produce some initial ideas about that problem, or of the researcher wants to test the viability of a certain task or do a deep study regarding that problem, Exploratory research is frequently preferred.

Explanatory research asks for an explanation of an observed phenomenon, problem, or behavior. Descriptive research examines when, where, what, and how a phenomenon occurred, whereas descriptive research seeks answers to the why and how questions. Explanatory attempts to “connect the dots of research” by identifying the causative factors and consequences of the phenomenon of interest (Creswell and Creswell, 2018). The researcher, therefore, based on this. preferred to use an explanatory research design.

3.5. Data types and data sources

There are two common sources for a data, namely, primary and secondary data sources (Malhotra, Nunan and Birks,2017). To solve the research problem, the researchers use primary source of data, a freshly collected data by the researchers. There are variety of data collection

methods. The data collection tool used in this study was a structured questionnaire containing closed-ended and scaled questions.

This research utilized primary data sources. Data was collected from study participants through a questionnaire adopted from the works of previous researchers. On top of this, only for reference purpose, the researcher used secondary data collected from various literatures, research papers, journals and books related to the research field.

3.6. Population of the study

As per Cooper and Schindler (2014) population of the study are those sources that contain the desired information and answers the listed questions for measurement. These sources can be people, events, or records. To study the relationship between factors affecting purchase intention and intention towards cosmetics purchase, the target population of the research were adult cosmetics consumers residing in Addis Ababa during the study period, despite their socio-demographic differences.

3.7. Sampling procedure

According to Creswell and Creswell (2018), the sampling method indicates how many participants involved in the sample and what method is employed to calculate the number. For the purpose of high accuracy in the inference employing a larger sample size is important. It is better to reference bulk volume sampling than small volume. A small sample size provides less accurate inference and the vis versa. The researcher tried to consider this principle.

3.7.1. Sample size

Sample is defined by Cooper and Schindler (2014) unbiasedly drawn population units that can be used to make a conclusion about the entire population under study. It is important that the sample drawn is representative of the entire population. There are two general techniques of sampling namely probability sampling and non-probability sampling (Bhattacharjee, 2012).

Non probability sampling uses elements that are selected based on some non-random measures such as quota or convenience. On-probability sampling leads to sampling bias, as it does not allow estimation of errors due to the bias. Due to this, the acquired information from the sample

may not be fully extrapolated to the study. However, since it is cumbersome to count the whole population for different reasons such as inaccessibility to the general population, time, cost, and resources factors, the researcher used a convenience sampling technique that samples the population which are easily available or convenient (Bhattacharjee, 2012).

The question around sample size is very ambiguous for all non-probabilistic sampling methods, except quota sampling. Also, unlike probabilistic sampling, there are no hard and fast criterion to determine sample size (Saunders, Lewis, & Thornhill, 2019). Abebe (2017). Other studies also used the Cochran (1977) formula of sample size calculation (Seyoum, 2017; Shumet, 2020; Yismu, 2019). Therefore, this study preferred the formula for infinite populations of Cochran (1977) to determine the sample size.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where,

n_0 = sample size

e = margin of error, desired level of precision

p = population proportion

q = (1- p)

Z = value found from Z table

Therefore,

$$n = \frac{(1.96)^2 \times (0.5) \times (0.5)}{(0.05)^2}$$

$n \sim 385$

From the above result the number of subjects for the study was calculated to be 385. The researcher distributed 385 questionnaires to respondents. Unreturned and incomplete responses were eliminated and only 344 responses were analyzed and presented.

3.7.2. Sampling technique

To draw a sample from a population, one can use either a technique- probability and non-probability sampling. The first being random sampling technique that involves selection of sample elements randomly, where every element has a chance of being selected in the sample (Bhattacharjes, 2012). The second sampling technique, however, being non probability, it uses a technique in which elements of the population have no chance of selection or where the probability of selection cannot be accurately determined. As such, for purposes of this study, convenience sampling technique which is a non-probabilistic sampling was used mainly for ease of availability and promptness in gathering of data.

3.8. Data gathering instruments

The survey approach is the most common method of primary data collection in marketing research Malhotra et al. (2007). By studying sample population, a survey design quantitatively describes trends, opinions and attitudes of a population or test a relationship between variables (Creswell and Creswell, 2018).

Structured direct research is a common data collection method. It is the operation of the questionnaire. In a typical survey, most questions are fixed-response, multiple-choice questions that asks study participants to choose from a set of pre-defined answers. To avoid or reduce the variability in results of respondents', researchers use fixed-response questions. Finally, coding, analyzing and interpreting data is relatively easy. The downside is that participants may be unable or unwilling to provide the requested information.

The questionnaire for this study consisted of two parts. Part one was crafted to collect demographic information of respondents such as gender, age, education level and monthly income. Part two is developed to collect background information covering the factors that are important for measuring cosmetic brand and product purchase intention (i.e., brand awareness, perceived product quality, price, etc.) product perception and social influence) and to measure the cosmetic purchase intention of respondents to the products.

In this study only close ended questions were used. The researcher developed a clear, brief and understandable self-administered questions prepared in such a way that it covers the relevant

aspects of the dimensions used. For this purpose, a 23-item questionnaire was used. Among these 4 questions were general sociodemographic questions and the remaining 19 items used to collect specific responses. The instruments were adapted from prior researchers (Dodds et al., 1991; Engidaw, 2020; Islam and Hani, 2021; Lee and Leh, 2011; Temechewu and Gebremedhin, 2020). A Likert scale ranging from 1 to 5 was developed and defined as 1- strongly disagree, 2- disagree, 3- neither agree nor disagree, 4-agree and 5-strongly agree were used. Instrument was tested on 20 different respondents before the actual data collection and found to be clear.

3.9. Data analysis technique

After enough and appropriate data was collected, the researcher used IBM SPSS 26.0 software for data entry and analysis. First and foremost a validity tests were run. Tests for multicollinearity was done using variance inflation factor (VIF). SPSS software was used to analyze the collected data. Both descriptive and inferential statistics methods were employed. To easily describe and summarize the analyzed data in an understandable form, the descriptive method was used and it included frequencies, percentages, mean and standard deviation.

Inferential statistics, as the name suggests, is a method used to generalize on the population from the basis of results found from the sample. It also tests the direction and significance of the correlation between variables. The researcher conducted a linier regression analysis. This analysis helps to examine the link between variables specifically between brand awareness, perceived product quality, perceived product price and social influence and purchase intention.

3.10. Reliability and validity

3.10.1. Validity

There are different approaches to assess the validity. To assess how well theoretical construct ideas translate or are expressed in operational scale, a researcher uses theoretical assessment Bhattacharye (2012). Creswell and Creswell (2018) suggest different ways a researcher use to maintain validity. Avoiding ambiguity on the direction of causality, and taking out duplicate negative questions are ways one can use to maintain the validity of scales. In this study, the questionnaire was reviewed by subject matter experts. Moreover, the researcher conducted content validity of the questionnaire by selecting 20 consumers and adjustments were made

accordingly. The researcher used questionnaire adapted from previous studies. English version questionnaire was also translated into Amharic as an option.

3.10.2. Reliability

Reliability is about how consistent or dependable a measure of a construct is. It measures how consistency is the different between elements of the same construct. When respondents are given a structured scale with multiple items, how well they rate those items reflects internal consistency. Zikmund (2003), cited in Engidaw (2017), states that researchers need to conduct pretests to ensure reliability of questionnaires and to ensure that measurements are error-free and yield consistent results. If the Cronbach coefficient value is at least 0.6, the reliability of the question is satisfied. According to George and Mallery (2003), scales and items typically range in reliability from 0 to 1. A scale above 0.9 is better, above 0.8 is good, above 0.7 is acceptable, above 0.6 is questionable, above 0.5 is bad, and below 0.5 is not acceptable. The researcher used this approve to accept the calculated reliability result of the study.

3.11. Ethical consideration

According to (Bhattacharjee, 2012), Ethics is an adherence to the standards of conduct of a particular profession or group. The researcher implemented different ethical considetion during the overall study process. It starts with the general principle of research ethics, where respondents were requested to provide information only willingly. Consent and confidentiality were taken into account. For this purpose, important information about the research including its objective, were provided to the study participants for confidentiality purpose, participants were informed not to provide their names or any identifiers. Last but not least, all material used as reference in this study were properly cited.

CHAPTER FOUR: DATA ANALYSIS AND RESULTS

4.1 introduction

Generally, this chapter of the study presents data analysis and results. It starts by presenting the reliability test results, response rate and demographic description of the respondents. Next it presents the demographic profile of respondents using frequency and percentage. It also gives a summary of descriptive analysis of variables, specifically using mean and standard deviation. Following to this, it presents the inferential analysis. In the inferential analysis part, it tries to show the correlation analysis, preliminary tests, multiple regression and finally one way ANOVA to evaluate the hypothesis.

4.2 Reliability test

Cronbach's alpha coefficient values were computed for each variable using the items under the diminution i.e., brand awareness, perceived price, perceived quality and social influence.

Table 1. Reliability Coefficient result

Item	Cronbach's Alpha	N
Brand awareness	.860	3
Perceived Product quality	.745	4
Perceived Product price	.756	5
Social influence	.712	4
Purchase intention	.728	3

Source: Own survey result (May, 2023)

As illustrated in Table 1, all Cronbach's Alpha values were in the acceptable range, which is above 0.7.

4.3. Response rate

The researcher distributed 385 questionnaires to respondents, among these questionnaires only 344 were properly responded and returned, 21 of them were not correctly filled and the rest 20

were unreturned. Therefore, only 344 were used for analysis. Due to this, the response rate is 89.3%, which was considered as an acceptable rate, as per Fowler (2013) who claimed that 75% response rate is considered adequate.

4.4 Socio-economy and demography of respondents

With the consideration of respondents of different socioeconomic and demographic profile have different view related to different ideas respondents were requested of their gender, age category, educational level and income.

Table 2. Respondents by Gender

Gender	Frequency	Percentage
Male	112	32.6
Female	232	67.4
Total	344	100.0

Source: Own survey result (May, 2023)

As presented in Table 2, 112 (32.6%) male and 232 (67.4%) female respondents were participated in the study. This shows majority of the respondents were female consumers.

Table 3. Respondents by age category

Age category	Frequency	Percentage
18-25	97	28.2
26-35	177	51.5
36-45	59	17.2
46-55	2	.6
56-65	9	2.6
Total	344	100.0

Source: Own survey result (May, 2023)

Table 3 reveals that there are five categories of age group of respondents. Accordingly, most of respondents were in the second age category 177 (51.5%) which is 26-35, followed by the first category 97 (28.2%) which is 18-25, third categories 59 (17.2%) which indicate 36-45 of the age

group, also 9 (2.6%) were under the age group of 56-65 and 2 (6%) were included in 46-55 age group respectively.

Table 4. Respondents by educational level

Educational level	Frequency	Percentage
Primary Education	50	14.5
High school completed	98	28.5
Diploma graduate	59	17.2
First degree	59	17.2
Master's degree and above	78	22.7
Total	344	100.0

Source: Source: Own survey result (May, 2023)

Table 4 indicates educational levels of respondents. The majority respondents, amounting 98 (28.5%) were high school completed, followed by master's degree holders which accounts 78 (22.7%), 59 (17.2%) of the respondents were both diploma graduate and first-degree holder each. Primary education made up 50 (14.5%) percent of the responses.

Table 5. Respondents by their monthly income

Monthly income in birr	Frequency	Percentage
less than 4,000	12	3.5
4,001-8,000	91	26.5
8,001-14,000	66	19.2
13,001-16,000	84	24.4
16,001-20,000	41	11.9
above 20,000	50	14.5
Total	344	100.0

Source: Survey Result (May, 2023)

Table 5 displays that there were five monthly income categories. That is, less than 4000, birr, 4,001-8000 Birr, 8,001-12,000 Birr, 12,001- 16,000 Birr, and 16,001-20,000 Birr and above 20000 Birr per month. Accordingly, most of the respondents fall under the second category which accounts 91 (26.5%) of the respondents' motherly income 4,001-8,000 Birr, followed by 84 (24.4%) which is 12,001-16,000 Birr, 66 (19.2%) of the respondents earn 8,001-12,000 Birr

per month, 50 (14.5%) respondents' monthly income were above 20,000 Birr, 41 (11.9%) receive 16,001-20,000 birr per month and 12 (3.5%) respondents make less than 4,000 birr per month.

Hence, the demographic characteristics of respondents demonstrate that, the lion share is taken by female respondents. Besides, the large number of respondents who participated in the study has found in the age group of 26-35 and high school completed. Concerning monthly income most of the respondents earn 4,001-8,000 birr per month.

4.5 Descriptive analysis

Murry (2013) utilized a kind of principle to form an interval between the five points in a Likert scale. Based on this rule, a data is scaled from 1 (Strongly Disagree) to 5 (Strongly Agree). All the variables were measured using a five-point Likert scale where 1 stand for Strongly Disagree and 5 stands of Strongly Agree. Therefore, interpretations made using the mean of each variable actually fall between the two ranges. Therefore, when the mean approaches 1, it means that respondents don't agree on the problem or variable being addressed, and agree on whether its value approaches 5. The opposite is true. Information was also analysed using standard deviation. A small standard deviation indicates that the data are close to the mean, and a large standard deviation indicates that the data are far from the mean. However, the mean is a poor fit of the data. Standard deviation is a measure of how well the mean represents the data (Field, 2009).

4.4.1 Brand awareness

Table 6: Brand awareness descriptive Statistics results

	N	Mean	Std. Dev.
I will consider the reputation of a cosmetics brand during purchasing a cosmetics product	344	3.83	.959
I don't have difficulty in imagining my favorite cosmetics brand in my mind.	344	3.80	.962
I can recognize my favorite cosmetics brand among competing brands.	344	3.85	.898
Brand awareness	344	3.8256	.70580

Source: Own survey result (May, 2023)

Table 6 shows how brand awareness affects consumer purchase intention, and most respondents agreed with those questions. The first question in which respondents received a better mean score was the one that asked if respondents recognize the favorite cosmetics choice among the competitors which is with mean of 3.85, and consider the reputation of a cosmetics brand during purchasing a cosmetics product which is the mean of 3.83, have difficulty in visualization of my favorite cosmetics brand in my mind which is the mean score of 3.80, besides the average mean for the brand awareness had a means a score of 3.82. Accordingly, the analysis shows brand awareness had a means score of 3.82, which almost the score of this variable fall in agree level hence, this variable can be a reason for the consumer purchase intention.

4.2.2 Perceived product quality

Table 7. Perceived product quality descriptive statistics results

Descriptive Statistics			
	N	Mean	Std. Deviation
Quality is my concern when purchasing a cosmetics product	344	3.82	.783
Cosmetics products have functional quality	344	3.77	.933
I am not price sensitive if a cosmetics product has a good quality	344	3.37	.938
A cosmetics product should be of very good quality	344	3.49	.972
Product quality	344	3.6126	.50239

Source: Own survey result (May, 2023)

Table 7 demonstrate that how product quality affects consumer purchase intention, therefore, respondents came to consensus with those questions. A question in which respondents gave a higher mean was the one that asked if quality is a concern when purchasing a cosmetics product which recorded a mean of 3.82, cosmetics products have functional quality with a mean score of 3.77, cosmetics product should be of very good quality which is the mean score of 3.49, I am not price sensitive if a cosmetics product has a good quality which accounts 3.37, and the average mean for the product quality had a means a score of 3.61. Therefore, the result revels that product price had a means a score of 3.61, where the score of this variable fall almost in the agree level hence, this variable can be an effect for consumer purchase intention.

4.2.2 Perceived product price

Table 8. Perceived product price descriptive statistics results

	N	Mean	Std. Deviation
Price will be my main consideration when deciding whether to buy a cosmetics product	344	3.49	1.114
I compare prices of other cosmetics brands and before I choose one	344	3.07	.937
I am not willing to buy a cosmetics product if the price is higher	344	3.37	1.016
I am interested in discounts while purchasing cosmetics products	344	3.16	.976
I look carefully to find the best value for money for cosmetics product	344	3.33	.935
Product price	344	3.2849	.58094

Source: Own survey result (May, 2023)

Table 8 demonstrate that how product price affects consumer purchase intention, therefore, respondents were agreed and neutral with those questions. The question in which respondents gave a higher mean score was the one that asked that price will be my main consideration when deciding whether to buy a cosmetics product which is a mean score of 3.49, willing to buy a cosmetics product even though the price is higher which is a mean score of 3.37, and look carefully to find the best value for money for cosmetics product which is the mean score of 3.33, has interested in discounts while purchasing cosmetics products which accounts 3.16, compare prices of other cosmetics brands and before I choose one which is the mean score of 3.07 as well the average mean for the product quality had a means a score of 3.28. Therefore, the analysis shows that product price had a means a score of 3.28, which is almost the score of this variable fall in agree level hence, this variable can be an effect for consumer purchase intention.

4.2.3 Social Influence

Table 9. Social influence descriptive statistics results

	N	Mean	Std. Deviation
I usually survey what others are buying and using regarding cosmetics products to ensure that I make a right decision before I buy	344	3.45	.949
I trust my family, friends, and coworkers about their opinions and advice of cosmetics products	344	3.37	1.010
I achieve a sense of belonging by purchasing the same cosmetics products that my friends' family and coworkers purchase	344	3.16	1.001
I like to know what cosmetics product makes good impressions on my friends, family and coworkers	344	3.59	.824
Social Influence	344	3.3917	.60736

Source: Own survey result (May, 2023)

Table 9 demonstrate that how social influence impacts consumer purchase intention. As a result, most respondents agreed with those questions. A question for which respondents provided a higher mean score, was the one implying that respondents wants to know what cosmetics product makes good impressions on their friends, family and coworkers which is the mean score of 3.59, usually respondents survey what others are buying and using regarding cosmetics products to ensure that they make a right decision before they buy which is the mean score of 3.45, trust family, friends, and coworkers about their opinions and advice of cosmetics products which is the mean score of 3.37, and achieve a sense of belonging by purchasing the same cosmetics products that my friends' family and coworkers purchase which accounts 3.16 and also the average mean for social influence had a means a score of 3.39. As a result, the analysis shows that social influence had a means score of 3.39, the score of this variable fall in agree level hence; this variable has a likelihood to be a factor for consumer purchase intention.

4.2.5 Consumer purchase intention

Table 10. Consumer purchase intention descriptive statistics results

	N	Mean	Std. Deviation
The likelihood of purchasing cosmetics product is very high	344	2.84	1.015
The probability that I would consider buying cosmetics products is very high	344	3.51	.840
My willingness to buy cosmetics product is very high	344	3.23	.961
Purchase Intention	344	3.1928	.65190

Source: Own survey result (May, 2023)

Table 10 demonstrates the consumer purchase intention descriptive statistics results. Most respondents agreed with those points. The first question assumed that had a higher mean score from the respondents were, the probability that the consumer would consider buying cosmetics products is very high which account for 3.51, and willingness to buy cosmetics product is very high which is the mean score of 3.23, the likelihood of purchasing cosmetics product is very high which accounts 2.84, further, the average mean score for consumer purchase intention had a means a score of 3.19 and the score of this variable falls in neutral level. Therefore, the analysis shows that there is problem consumer purchase intention to buy cosmetics products.

4.6 Inferential analysis

4.6.1 Correlation analyses

To check if there is any relationship between each variable, correlation analysis is used on top of the descriptive analysis. A Pearson correlation coefficient was used to determine the relationship between brand awareness, perceived quality, perceived price and social influence and purchase intention of cosmetics products. Pearson correlation coefficient is known for its assumption that there is a linear relationship between the two variables; that the two variables are randomly linked (Kothari, 2004).

According to Ratner (2014) as cited in Temechewu and Gebremedhin (2020), the correlation values either positive or negative in direction between 0 and 0.3 show a weak positive/negative linear relationship, values between 0.3 and 0.7 represent a moderately positive/negative linear relationship, and values between 0.7 and 1.0 indicate a strong positive/negative linear relationship. Therefore, in this study, all correlated results were interpreted according to this rule.

Table 11. Pearson correlation analysis result

		Correlations				
		PI	BA	PQ	PP	SI
PI	Pearson Correlation	1	.944**	.449**	.460**	-.615**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	344	344	344	344	344
BA	Pearson Correlation	.944**	1	.494**	.492**	-.604**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	344	344	344	344	344
PQ	Pearson Correlation	.449**	.494**	1	.819**	-.224**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	344	344	344	344	344
PP	Pearson Correlation	.460**	.492**	.819**	1	-.301**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	344	344	344	344	344
SI	Pearson Correlation	-.615**	-.604**	-.224**	-.301**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	344	344	344	344	344

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

Source: Own survey result (May, 2023)

As shown in table 11, the analysis shows consumers purchase intention had significant association with cosmetics brand awareness, quality, price and social influence. Accordingly, consumers purchase intention had significant ($r = .0.944$, $p = 0.000$) and positive association with brand awareness, ($r = .0.449$, $p = 0.000$) and positive association with product quality, ($r = 0.460$, $p = 0.000$) and positive association with product price and ($r = -.615$, $p = 0.000$) and negative association with social influence respectively.

4.6.2 Regression analysis

Marczyk, DeMatteo and Festinger (2005), as cited in Temechewu and Gebremedhin (2020), linear regression is defined as a technique of predicting the value of a dependent and dependent variables. However, unlike correlations, regression helps for prediction (Field, 2009).

4.6.2.1 Preliminary tests

There are two important conditions to be fulfilled before conducting regression analysis. are the Adequacy of the sample size and free from correlation among the independent variables (Temechewu and Gebremedhin; 2020). It is suggested that the sample size should be at least 20 times more than the number of independent variables. With this rule of thumb, the number of respondents used for this study 344, which is 86 times the number of independent variables. Also, the following assumption tests were checked before regression analysis.

A. Test of multicollinearity

HO (2006) cited in Temechewu and Gebremedhin (2020), diagnosis of collinearity can be done using Tolerance and Variance Inflation Factor (VIF). It is used to check the level of independent variable that is not explained by the other independent variables of the model. The tolerance value is an indication of the percentage of variance in one predictor that cannot be accounted for by the other predictors. A small VIF value less than 0.10 indicates that the coefficient of multiple correlation with other variables is high. This is a good indication absence of multicollinearity. On the other hand, if the VIF value greater than 10, the possibility of a multicollinearity is very high. VIF and tolerance value are inversely related. Due to this, the researcher performed VIF test to verify the presence of multicollinearity problem.

Table 12. Multicollinearity test result

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	BA	.498	2.010
	PQ	.309	3.240
	PP	.313	3.195
	SI	.616	1.624

a. Dependent Variable: PI

Source: Own survey result (May, 2023)

As shown in Table 12, the highest calculated VIF result was 3,240. These shows all variables are within acceptable limits. It indicates the non- existence of multicollinearity.

B. Test of normality

Table 13. Skewness and Kurtosis

Variable	N	Skewness Statistic	Kurtosis Statistic
PI	344	1.263	.273
BA	344	1.209	.113
PQ	344	.179	-.960
PP	344	.085	-1.234
SI	344	-.164	-1.193

Skewness and kurtosis are statistical measures used to describe the shape and distribution of a dataset. Skewness measures the asymmetry of a distribution. A positive skewness value indicates that the tail of the distribution is longer on the right side, meaning there are more extreme values on the right side of the distribution, while a negative skewness value indicates that the tail is longer on the left side. In Table 13, for the Skewness statistics value for the variables (PI 1.263, BA 1.209, PQ 0.179, PP 0.85) indicates a positive skewness. This suggests that the distribution of those variables is positively skewed, with relatively a longer tail towards higher values.

Kurtosis measures the thickness or heaviness of the tails of a distribution compared to a normal distribution. A positive kurtosis value indicates heavier tails than a normal distribution, while a

negative kurtosis value indicates lighter tails. As depicted in Table 13, for the variable PI, the kurtosis statistic is 0.273, which is positive. This suggests that the distribution of PI is, indicating heavier tails compared to a normal distribution. Similarly, for the variable BA, the positive kurtosis value of 0.113 also suggests a heavier tail compared distribution. Also, for the variables PQ and PP, both have negative kurtosis values (-0.960 and -1.234). This suggests that the distributions of PQ and PP are having lighter tails compared to a normal distribution. Finally, for the variable SI, the negative kurtosis statistic of -1.193 implies a lighter tails distribution as well.

Also the residuals of a linear regression model are an application of normality tests. When calculating this, if residuals are not normally distributed, it is an indicative result that there is a functional problem in the variables or essential variables are missing. The Histogram figure (see Appendix 3), shows that all independent variables had normal distribution curve, indicating that data supports to the normality assumption. Also as presented in Appendix 4, a normal P-P plot of regression standardized residual graph, the points usually line in more or less straight diagonal line showing no major deviations from normality.

C. Autocorrelation test

Even if the residuals from the normality tests are normally distributed, there should not also be serial correlation between them. For this reason a Durbin-Watson result calculation is one of the means to test this problem, as shown in Table 14. the Durbin-Watson value is 1.880. When this value is closer to 2, it means there is no issue of autocorrelation.

Table 14. The Durbin-Watson result

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df2	Sig. F Change	
1	.946 ^a	.895	.893	4.09387	.895	719.294	4	33	.000	1.880
a. Predictors: (Constant), SI, PQ, BA, PP										
b. Dependent Variable: PI										

Source: Own survey result (May, 2023)

D. Test of heteroscedasticity

Although there are different ways and techniques to test the existence of variance, but for the purpose of this study, the researcher used the scatter plot test (Appendix 5).

4.6.2.2 Regression analysis

Table 15. Regression analyses result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.638	1.170		1.400	.162
	BA	.904	.025	.910	36.393	.000
	PQ	-.030	.036	-.026	-.823	.411
	PP	.013	.030	.014	.438	.662
	SI	-.054	.018	-.067	-2.973	.003

Source: Own survey result (May, 2023)

The model used is as follows:

$$Y = a + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4 + \dots \beta_n * X_n + e$$

$$Y = .904BA + .030PQ + .013PP + .054SI$$

Based on the data presented in Table 15, it can be observed that consumer purchase intention is influenced positively by brand awareness and product price variables. The statistical analysis reveals that both brand awareness and social influence have a significant impact on consumer purchase intention, with a significance level of 5% ($\beta = .904$; $p = .000 < .05$) and ($\beta = -.054$; $p = .003 < .05$), respectively. Additionally, consumer purchase intention is positively associated with brand awareness and product price. However, there is no significant relationship between consumer purchase intention and product quality or product price ($\beta = -.030$; $p = .411 > .05$) and ($\beta = .013$; $p = .662 > .05$), respectively.

Moreover, the positive coefficients indicate that any changes in the independent factors have a similar effect on consumer purchase intention. This consistency in regression coefficients

suggests that these variables play a crucial role in influencing consumer purchase intention to varying degrees. Furthermore, it can be inferred that some of the independent variables serve as significant predictors of problem occurrence.

4.6.2.3 Hypothesis testing

Table 16. Hypothesis result

Hypothesis tested	Beta value	P value	Relationship	Result
Brand awareness has a significant positive influence on consumers cosmetics on purchase intention	.904	.000	Positive	Accepted
Perceived quality has a significant positive influence on consumers cosmetics purchase intention	-.030	.411	Negative	Rejected
Perceived product price has significant positive influence on consumers cosmetics purchase intention	.013	.662	Positive	Rejected
Social influence has significant positive influence on consumers cosmetics purchase intention	-0.054	.003	Negative	Accepted

H1: Brand awareness has a significant positive influence on consumers cosmetics on purchase intention

H0: Brand awareness does not have a significant positive influence on consumers cosmetics on purchase intention

The first hypothesis of the research aimed to determine the impact of brand awareness on consumers' purchase intention of cosmetics. The study's findings confirmed that brand awareness indeed exerts a significant positive influence on consumers' purchase intention of cosmetics ($\beta = .904$; $p = .000 < .05$). P value is less than 0.05, therefore the null hypothesis, H0 is rejected and consequently, the alternative hypothesis, which stated that brand awareness does have a

significant positive influence on consumers' cosmetics purchase intention is accepted as shown in Table 15.

H1: Perceived quality has a significant positive influence on consumers cosmetics purchase intention

H0: Perceived quality does not have significant positive influence on consumers cosmetics purchase intention.

The second hypothesis focused on examining the impact of product quality on consumers' intention to purchase cosmetics. Based on the regression analysis results, it was found that there exists a relationship between cosmetics purchase intention and product quality. However, the statistical analysis reveals that this relationship is not statistically significant ($\beta = -.030$; $p = .411 > .05$). P value is greater than 0.05. The null hypothesis (H0) is accepted and consequently, the alternative hypothesis (H1) stating that perceived quality has a significant positive influence on consumers' cosmetics purchase intention has been rejected. This result suggests that product quality alone may not be a strong determinant of consumers' intention to purchase cosmetics. Other factors might play a more significant role in influencing their purchasing decisions. Further research and investigation are necessary to explore these additional factors and their impact on consumers' cosmetics purchase intention.

H1: Perceived product price has significant positive influence on consumers cosmetics purchase intention

H0: Perceived product price does not have significant positive influence on consumers cosmetics purchase intention

The third hypothesis aimed to investigate the influence of product price on consumers' cosmetics purchase intention. The regression analysis results indicate that there is indeed a relationship between consumers' cosmetics purchase intention and product price ($\beta = .013$; $p = .662 > .05$). However, this relationship is statistically insignificant.

P value is greater than 0.05. Therefore, the null hypothesis (H0) is accepted. Based on these findings, the third alternative hypothesis, which stated that product price has a significant and positive influence on consumers' cosmetics purchase intention (H1), has been rejected. The

study's conclusion, therefore, is that product price does not have a significant impact on consumers' cosmetics purchase intention. It is important to note that while the statistical analysis did not reveal a significant relationship between product price and purchase intention, there may be other factors at play that influence consumers' decisions regarding cosmetics purchases. Future research could explore these additional factors and their potential influence on consumers' purchase intention, providing a more comprehensive understanding of the dynamics involved in the cosmetics market.

H1: Social influence has significant positive influence on consumers cosmetics purchase intention

H0: Social influence does not have significant positive influence on consumers cosmetics purchase intention

The fourth hypothesis aimed to investigate the impact of social influence on consumers' intention to purchase cosmetics. The results of the regression analysis indicate that there is indeed a relationship between consumers' cosmetics purchase intention and social influence, as evidenced by the coefficient ($\beta = -0.054$; $p = 0.003 < 0.05$). The p value is less than 0.05, therefore, the null hypothesis is rejected and the alternative hypothesis (H1) which stated that social influence has a significant positive influence on consumers' cosmetics purchase intention is accepted. This indicates that social influence does play a significant role in shaping consumers' intentions to purchase cosmetics

These findings highlight the importance of social influence as a factor influencing consumers' decision-making processes when it comes to purchasing cosmetics. It suggests that consumers' intentions to buy cosmetics can be influenced by various social factors, such as recommendations from friends, family, or influencers.

The acceptance of the alternative hypothesis emphasizes the need for marketers and businesses in the cosmetics industry to consider and leverage social influence strategies in their marketing efforts to effectively target and influence consumer purchase intentions. Further research can delve into exploring specific aspects of social influence and its mechanisms in influencing consumers' cosmetics purchase intentions.

4.6.2.4 Model summery

Table 17: Model summery result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.895	.893	4.09387

Source: Own survey result (May, 2023)

Table 17 shows the R Square corrected for value. The relevance of an independent variable, as well as the percentage of variation in error performance, has been explained. The value in this model was 0.893, indicating that the independent variables in the model explain 89.3 % of the variance in the dependent variable. Other factors can potentially account for 10.7% of the difference, according to the model.

Moreover, the high R Square value implies that a substantial portion of the dependent variable's variability can be attributed to the independent variables included in the analysis. However, it is crucial to acknowledge that there are additional factors beyond those considered in the model that could influence the dependent variable. These unaccounted factors may arise from various sources, such as individual differences, external circumstances, or random variations, contributing to the remaining percentage of variation in the dependent variable. To gain a comprehensive understanding of the factors affecting the dependent variable, future research could explore and incorporate these unaccounted variables, thereby providing a more comprehensive and accurate explanation of the variance. By doing so, a stronger model can be developed that captures a higher proportion of the factors influencing the dependent variable, leading to improved analytical accuracy and practical implications.

4.6.2.5 Analysis of Variance

Table 18: Analysis of variance result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48220.944	4	12055.236	719.294	.000 ^b
	Residual	5681.576	339	16.760		
	Total	53902.520	343			
a. Dependent Variable: PI						
b. Predictors: (Constant), SI, PQ, BA, PP						

Source: Own survey result (May, 2023)

ANOVA table shows that the combination of variables significantly predicts the dependent variable (Temechewu and Gebremedhin, 2020). ANOVA tests whether the model can predict outcomes significantly better than using the mean as the best estimate. This result indicates that the chance of a larger F-ratio occurring by chance is less than 0. Therefore, this means that the regression model leads to significantly better predictions of product purchase decisions than using the mean of customer product purchase decisions.

The findings of the ANOVA Regression Analysis are shown in Table 18. If the independent factors are statistically significant for predicting the dependent variable, the p-value designated as "Sig." is calculated in the ANOVA table. Furthermore, if p is less than or equal to 0.05, the model is statistically significant; if p is greater than or equal to 0.05, the model is statistically insignificant. As a result, as seen in the ANOVA table above, the regression model's mode is a good fit for the data. (p=0.000, or less than 0.05)

Based on the ANOVA table, it can be observed that the independent factors included in the regression model are statistically significant predictors of the dependent variable. This conclusion is supported by the p-value, which is calculated as 0.000, indicating a value significantly lower than 0.05. Therefore, the regression model is considered a good fit for the data, as it demonstrates a statistically significant relationship between the independent factors and the dependent variable.

These findings highlight the importance of the independent factors in influencing the dependent variable and provide evidence to support the predictive power of the regression model. The significance of the p-value suggests that the regression model effectively captures and explains the variations in the dependent variable based on the chosen independent factors. These results have implications for further research and practical applications, as they validate the relevance of the independent factors in predicting the outcome variable under investigation.

4.7 Discussion

This study was carried out to answer the researchers' main question- what are the main factors that affect consumers purchase intention of cosmetics products in Addis Ababa. The results of this study generally were found to be in consistence with the results of studies conducted by Kittikowit, Suwanabubpa and Sithisomwong (2018); Lee, Goh and Mohd Noor (2019); Marlien et al. (2020); and Othman et al. (2022) which revealed that purchase intention of cosmetics product is generally affected by brand awareness, perceived quality, perceived price and social influence.

Specifically, result of this study supports the works of, Al-Hadad et. al. (2020), Nik Mud et al. (2020) where brand awareness exerts a significant positive influence on consumers' purchase intention of cosmetics.

Even though, the results of this study indeed showed a strong relationship between consumers' cosmetics purchase intention and social influence (Kittikowit, Suwanabubpa and Sithisomwong, 2018; Engidaw, 2020; Temechewu and Gebremedhin; 2020 and Zahid and Dastane, 2016) unlike the previous researches the direction of relationship between purchase intention and social influence was found to be negative.

The result of this study even if it revealed the existence of positive relationship between purchase intention and perceived product quality, it found that perceived quality has insignificant effect on purchase intention. This result contradicts with the works of Al-Hadad et. al., (2020). Othman et al. (2022); Lee, Goh and Mohd Noor (2019). However, the result of the study is in line with the works of Islam and Hani (2021), which concluded that there is insignificant relationship between perceived quality and purchase intention.

This study, even if it supports the existence of positive relationship between perceived product quality and purchase intention, it contradicts to the studies that confirmed the significant influence perceived product price on intention to purchase cosmetic products (Ayub and Kusumadewi, 202; Kittikowit, Suwanabubpa and Sithisomwong, 2018; Nik Mud et al., 2020).

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

The last chapter of this thesis summarizes the main findings, conclusions, important contributions and recommendations for future researchers of this study.

5.1 Summary of major findings

The purpose of this study was to measure the effect of brand awareness, perceived product quality, perceived product price and social influence on purchase intention of cosmetics products. Data were collected using a self-administered structured questionnaire.

The results of the reliability test show that all the values of Cronbach's alpha are in the acceptable range of greater than 0.6, implying that the items of each dimension are well understood by the respondents and testing the normality of the dependent and independent variables.

Most of the respondents were in the age category of young adults (26-30), Female, educated (high school complete), who had monthly income of between 4001-8,000 Birr. This shows that the young adult population tend to consume cosmetics products. From result of descriptive analysis as it summarized on Table 4.6., the mean value of brand awareness is 3.82, which is found as the highest mean score. While variables, perceived product quality, perceived product price and social influence has showed a mean value of 3.28, 3.61, and 3.39 respectively. Purchase intention showed the lowest with mean score of 3.19.

On top of the descriptive statistics a correlation analysis was used to see if there is any link between each variable. This result revealed that consumers purchase intention had significant correlation with brand awareness, product quality, product price and social influence. Brand awareness has the highest correlation value than others. This shows that consumers were highly concerned of the cosmetics brand than price or quality or social influence. Social influence had the second strong correlation coefficient, however, negatively correlated with purchase intention. Before a regression analysis were conducted preliminary assumption tests were conducted. To check for any existence of multicollinearity problem, a VIF test was conducted. The results of the test indicate the results are all in the acceptable range with the highest VIF is 3.240. A normally test was also run. The residuals form the linier regression are found to be normally

distributed. Even if residuals are normally distributed the researcher conducted an auto correction test, to check if there is any serial correlation. The result of the model summary shows Durbin-Watson value of 1.88, which is closer to 2, and implies that there is insignificant or no autocorrelation.

The study's findings confirmed that brand awareness indeed exerts a significant positive influence on consumers' purchase intention of cosmetics. Based on the regression analysis results, it was found that there exists a relationship between cosmetics purchase intention and product quality.

Multiple regression analysis revealed that the standardized beta value for brand awareness and quality were positive. This shows there is positive influence that these variables have on consumer purchase intention. Perceived quality and social influence affects purchase intention negatively. The analysis reveals that both brand awareness and social influence have a significant impact on consumer purchase intention, with a significance level. However, there is no statistically significant relationship found between consumer purchase intention and product quality or product price.

5.2 Conclusion

As per the finding, brand awareness has a significant and positive effect on consumers' purchase intention of cosmetics products implicating that consumers' purchase intention is mainly determined by the brand awareness than price, quality or social influence. Even if, perceived quality has a positive effect on consumers' purchase decision, it is not found to be statistically significant.

5.3 Recommendations

From the findings of the study and conclusions made, the researcher forwards the following main recommendations.

- Cosmetics products marketers could benefit from promotional activities that can keep consumers aware of and remind of their brands than investing in activities around price and quality.
- Further research on perceived price and perceived quality is recommended, as the results were not statically significant.

- Further research can delve into exploring specific aspects of social influence and its mechanisms in influencing consumers' cosmetics purchase intentions.
- As this study lacks to examine the effects of gender, age, educational level and income of respondents in relation to purchase intention of cosmetics. Further studies around this are recommended.
- This study did not include other factors such as country of origin, as additional variables that affects purchase intention. Therefore; future research can be carried out on these variables.
- As the participants of the study were only adult consumers residing in Addis Ababa, similar studies of the same topic can be conducted in other parts of the country for s more generalizable results
- Last but not least, the sampling technique used was convenient sampling technique and this led the result to be non-generalizable. Thus, future researchers might use other probability sampling techniques

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APPENDIX

Appendix 1- English version questionnaire

English Version Survey Questions

Addis Ababa University School of Commerce

Graduate Studies Marketing Management Program

Greetings!

Dear Respondent,

My name is Zeleke Alemu. I am a graduate student at Addis Ababa University School of Commerce. Currently, I am currently writing a thesis titled "Factors that influence purchasing intentions:". "The Addis Ababa Cosmetics Consumer Case" partially fulfills the Master's Degree in Marketing Management. The purpose of this study is to clarify how brand awareness, product quality, product price, and social impact influence purchase intentions of cosmetics.

The realization of the study objectives considerably depends on your willingness and cooperation to provide necessary data for the research. The information you provide is solely for research and academic purpose.

The questionnaire designed to collect general information and statements that are designed to find out your perceptions about a choice of cosmetic product/brand. It is organized in two parts.

The term cosmetics in this research refers to any form of make-ups, hairstyling products, perfume and cologne, including skin nurturing products like facial and body lotion, anti-aging or whitening cream and lotion; it excludes products used for personal hygiene such as shampoo and soap and toothpaste.

Thanks in advance for making sure that you provide your response accurately. If you find any problem regarding the questions don't hesitate to contact me on my e-mail address zelekealemu@rocketmail.com

Part I: General Information

Note: For the following questions, please choose one answer that describes your current situation and mark it as (√).

1) What is your gender? Male Female

2) Which age category are you? 18-25 26-35 36-45 46-55
56-65 >65

3) Which category describes your educational level?

No Education Elementary Education High School Completed
Diploma First Degree Master's degree and above

4) Monthly Income in Birr, net

< 4,000 4,001- 8,000 8,001- 12,000 12,001- 16,000
16,001- 20,000 >20,000

Part 2: Basic Information

The statements below are designed to give information on brand awareness, perceived product quality, perceived product price, social influence affecting purchase intention. Please encircle on the number in the table under the options given below.

Code	Factors	Strongly disagree	Disagree	Nether agree nor	Agree	Strongly agree
A. Brand Awareness						
BA1	I will consider the reputation of a cosmetics brand during purchasing a cosmetics product	1	2	3	4	5
BA2	I don't have difficulty in imagining my favorite cosmetics brand in my mind.	1	2	3	4	5
BA3	I can recognize my favorite cosmetics brand among competing brands.	1	2	3	4	5
B. Perceived Product Quality						
PQ1	Quality is my concern when purchasing a cosmetics product	1	2	3	4	5
PQ2	Cosmetics products have functional quality	1	2	3	4	5
PQ3	I am not price sensitive if the cosmetics product has a good quality	1	2	3	4	5
PQ4	A cosmetics product should be of very good quality	1	2	3	4	5
C. Perceived Product Price						
PP1	Price will be my main consideration when deciding whether to buy a cosmetics product	1	2	3	4	5
PP2	I compare prices of other cosmetics brands before I choose one	1	2	3	4	5

PP3	I am not willing to buy a cosmetics product if the price is higher	1	2	3	4	5
PP4	I am interested in discounts while purchasing cosmetics products	1	2	3	4	5
PP5	I look carefully to find the best value for money for cosmetics product	1	2	3	4	5
D. Social Influence						
SI1	I usually survey what others are buying and using regarding cosmetics brands, to ensure that I make a right decision before I buy	1	2	3	4	5
SI2	My family, friends and coworkers influence me a lot when I purchase a cosmetics product	1	2	3	4	5
SI3	I achieve a sense of belonging by purchasing the same cosmetics products that my friends purchase	1	2	3	4	5
SI4	I like to know what cosmetics product makes good impression on my friends, family and coworkers	1	2	3	4	5
E. Purchase Intention						
PI1	The likelihood of purchasing cosmetics product is very high	1	2	3	4	5
PI2	The probability that I would consider buying cosmetics products is very high	1	2	3	4	5
PI3	My willingness to buy cosmetics product is very high	1	2	3	4	5

Appendix 2- Amharic version questionnaire

በአማርኛ ቋንቋ የተዘጋጀ የጥናት መጠይቅ

አዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ

የማርኬቲንግ ማኔጅመንት መርሃ ግብር የድህረ ምረቃ ትምህርት

ሠላም!

ውድ መልስ ሰጪ

ስሜ ዘለቀ ዓለሙ ይባላል። በአዲስ አበባ ዩኒቨርሲቲ ስኩል ኦፍ ኮሚርስ የድህረ ምረቃ ተማሪ ነኝ። በአሁኑ ወቅት በማርኬቲንግ ማኔጅመንት የማስተር ኦፍ ኦርጋይዜሽን በከፊል ለማሟላት “የግዢ ፍላጎቶች ላይ ተጽዕኖ ሊፈጥሩ የሚችሉ ሁኔታዎች፡- በአዲስ አበባ ውስጥ የኮሎምቢያ ሽማግሌዎችን በተመለከተ” በሚል ርዕስ ሥር የመመረቂያ ጽሑፌን እያዘጋጀሁ እገኛለሁ። የዚህ ጥናት ዓላማ ስለ ብራንድ ያለ ግንዛቤ፣ ስለ ምርት ጥራት ያለ አመለካከት፣ ስለ ምርት ዋጋ ያለ አመለካከት እና ማህበራዊ ግፊት የኮሎምቢያ ምርቶች ግዢ ላይ የሚፈጥረውን ተጽዕኖ ለማወቅ ነው።

የጥናቱ ዓላማዎችን መሳካት በዋነኝነት እርስዎ ለጥናቱ አስፈላጊ የሆኑ መረጃዎችን ለማቅረብ ባለዎት ፈቃደኝነት እና ትብብር ላይ የተመሠረተ ነው። እርስዎ የሚሰጡት መረጃ ለጥናቱ እና ለማስተማሪያ ዓላማ ብቻ ጥቅም ላይ የሚውል ይሆናል። በዚህ ጥናት ውስጥ የመሳተፍ ግዴታ የሌለብዎ ሲሆን፣ የሚያደርጉት ተሳትፎ ሙሉ በሙሉ በእርስዎ ፈቃድ እና ፍላጎት ላይ የተመሠረተ ነው። በጥናቱ ላይ ባለመሳተፍዎ የሚደርሱብዎ መቀጫ ወይም የሚያጡት ጥቅም የለም። ምንም ዓይነት ምክንያት ማቅረብ ሳያስፈልግዎ በማንኛውም ጊዜ ተሳትፎዎን ለማቋረጥ ይችላሉ።

ከዚህ በታች አጠቃላይ መረጃዎችን ለማሰባሰብ የተዘጋጁ እና የኮሎምቢያ ምርት/ብራንድ ምርጫን በተመለከተ የእርስዎን አመለካከት ለማወቅ የተዘጋጁ መግለጫዎችን የያዙ ሁለት የመጠይቅ ክፍሎችን ያገኛሉ።

በዚህ ጥናት ውስጥ ኮሎምቢያ የሚለው ቃል የፊት እና የገላ ሎቭንን የመሳሰሉ ለቆዳ እንክብካቤ የሚውሉ ምርቶችን እንዲሁም እርጅናን ወይም የፀጉር መሸበትን የሚከላከሉ ክሬምች እና ሎቭኖችን ጨምሮ ማንኛውም ዓይነት ሜካራች፣ የፀጉር ማስዋጊያ ምርቶች፣ ሽቶ እና ኮሎኝ ማለት ሲሆን፣ ለግል ንፅህና አጠባበቅ ጥቅም ላይ የሚውሉ ሻምፑ፣ ሳሙና እና የጥርስ ሳሙናን አያካትትም።

እባክዎን ትክክለኛውን መልስ እንደሚሰጡ እርግጠኛ ይሁኑ። ጥያቄዎቹን በተመለከተ ማንኛውም ዓይነት ችግር ቢያጋጥምዎ እባክዎን በኢሜይል አድራሻዬ

zelekealemu@rocketmail.com እኔን ለማግኘት አያመንቱ።

ክፍል I:- አጠቃላይ መረጃ

ማስታወሻ:- ለሚከተሉት ጥያቄዎች፤ እባክዎን እርስዎ አሁን የሚገኙበትን ሁኔታ የሚገልፀውን መልስ ይምረጡ እና የ (✓) ምልክት ያስቀምጡ።

1. የታዎ ምንድን ነው? ወንድ ሴት
2. በየትኛው የዕድሜ ክልል ውስጥ ነዎት? 18-25 26-35 36-45
- 46-50 51-60 ከ61 በላይ

3. የእርስዎን የትምህርት ደረጃ የሚገልፀው የትኛው ምድብ ነው?
- ያልተማረ የመጀመሪያ ደረጃ ትምህርት ሁለተኛ ደረጃ ያጠናቀቀ
- ዲፕሎማ የመጀመሪያ ዲግሪ ማስተርስ ዲግሪ እና ከዚያ በላይ

4. ወርሃዊ ገቢ በብር የተጠራ
- <4,000 4,001-8,000 8,001-12,000 12,001-16,000 16,001-20,000 ከ20,000 በላይ

ክፍል II:- የተለዩ መረጃዎች

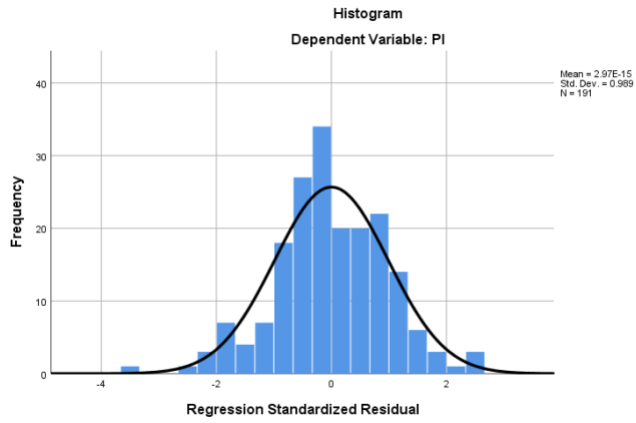
ከዚህ በታች የሰፈሩት መግለጫዎች ስለ ብራንድ ያለ ግንዛቤ፣ ስለ ምርት ጥራት ያለ አስተሳሰብ፣ ስለ ምርት ዋጋ ያለ አስተሳሰብ እና ማህበራዊ ግፊት በግጥ ፍላጎት ላይ የሚፈጥሩትን ተጽእኖ በተመለከተ መረጃ ለማሰባሰብ የተዘጋጁ ናቸው። እባክዎን ከዚህ በታች በሰንጠረዥ ውስጥ ለሰፈሩት አማራጮች የመረጡት ቁጥር ላይ ያክብቡ።

ኮድ	ሁኔታዎች/ምክንያቶች	በጣም አልሰማም	አልሰማም	ገለልተኛ	አስማማለሁ	በጣም እሰማለሁ
U. የብራንድ እውቀት						
ቢኤ1	ኮስሞቲክስ በምገዛበት ወቅት የኮስሞቲክስ ብራንዱ ያለውን	1	2	3	4	5

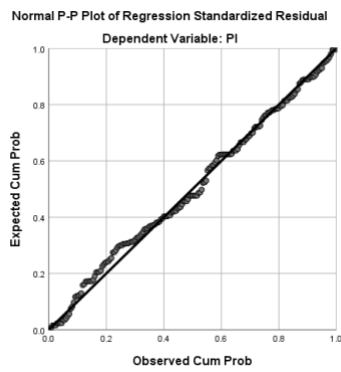
	ተሞክሮ ከግንዛቤ ውስጥ አስገባለሁ።					
ቢኤ2	መግዛት የምፈልገው የማውቀውን የኮስሞቲክስ ብራንድ ነው።	1	2	3	4	5
ቢኤ3	የምፈልገውንና ምርጫዬ የሆነውን ብራንድ በአእምሮዬ ውስጥ ለመሳል ችግር የለብኝም።	1	2	3	4	5
ቢኤ4	ከሌላ ተወዳዳሪ ብራንዶች መካከል ምርጫዬ የሆነውን የኮስሞቲክስ ብራንድ ለይቼ ለማወቅ እችላለሁ።	1	2	3	4	5
ለ. ስለ ምርት ጥራት ያለ አስተሳሰብ						
ፒኪው1	የኮስሞቲክስ ምርቶችን በምገዛበት ወቅት የእኔ ትኩረት ጥራቱ ላይ ነው።	1	2	3	4	5
ፒኪው2	የኮስሞቲክስ ምርቶች ተግባራዊ የጥራት ደረጃ አላቸው።	1	2	3	4	5
ፒኪው3	የኮስሞቲክስ ምርቱ ጥሩ የጥራት ደረጃ ካለው ዋጋው አያሳስበኝም።	1	2	3	4	5
ፒኪው4	የኮስሞቲክስ ምርት ከፍተኛ የጥራት ደረጃ ያለው መሆን አለበት።	1	2	3	4	5
ሐ. ስለ ምርት ዋጋ ያለ አስተሳሰብ						
ፒፒ1	የኮስሞቲክስ ምርት ለመግዛት በምወስንበት ጊዜ በዋነኝነት ከግንዛቤ ውስጥ የማስገባው ዋጋውን ነው።	1	2	3	4	5
ፒፒ2	አንዱን ከመምረጫ በፊት የሌላ ኮስሞቲክስ ብራንዶች ዋጋዎችን አነፃፅራለሁ።	1	2	3	4	5
ፒፒ3	ምንም እንኳን ዋጋቸው ከፍተኛ ቢሆንም የኮስሞቲክስ ምርቶችን ለመግዛት ፈቃደኛ ነኝ።	1	2	3	4	5
ፒፒ4	የኮስሞቲክስ ምርቶችን በምገዛበት ጊዜ የሚደረጉ ቅናሾች ይስቡኛል።	1	2	3	4	5

ፒፒ5	ለኮስሞቲክስ ምርቶች ለማወጣው ገንዘብ የተሻለ እሴት ለማግኘት ጥንቃቄ አደርጋለሁ።	1	2	3	4	5
ሙ. ማህበራዊ ግፊት						
ኤስአይ1	የኮስሞቲክስ ምርቶችን በተመለከተ፤ ከመግዛቴ በፊት ትክክለኛ ምርጫ ማድረግን ለማረጋገጥ አብዛኛውን ጊዜ ሌሎች የሚገዙትን እና የሚጠቀሙበትን አጠናለሁ።	1	2	3	4	5
ኤስአይ2	የኮስሞቲክስ ምርቶችን በተመለከተ የቤተሰብ፣ ጓደኞች እና የሥራ ባልደረቦች አስተያየት እና ምክርን አተማመናለሁ።	1	2	3	4	5
ኤስአይ3	ጓደኞቼ፣ ቤተሰብ እና የሥራ ባልደረቦች የሚገዟቸውን ተመሳሳይ የኮስሞቲክስ ምርቶች በመግዛት ከእነርሱ ጋር አንድ የመሆን ስሜት አገኛለሁ።	1	2	3	4	5
ኤስአይ4	የትኛዎቹ የኮስሞቲክስ ምርቶች በጓደኞቼ ቤተሰብ እና የሥራ ባልደረቦች ላይ ጥሩ ተጽእኖ እንደሚፈጥሩ ለማወቅ እፈልጋለሁ።	1	2	3	4	5
ሠ. የግዢ ፍላጎት						
ፒአይ1	የኮስሞቲክስ ምርቶች የመግዛት ሁኔታዬ ከፍተኛ ነው።	1	2	3	4	5
ፒአይ2	የኮስሞቲክስ ምርቶች ለመግዛት የማሰብ ሁኔታዬ እድሉ በጣም ከፍተኛ ነው።	1	2	3	4	5
ፒአይ3	የኮስሞቲክስ ምርቶችን ለመግዛት ያለኝ ፍላጎት በጣም ከፍተኛ ነው።	1	2	3	4	5

Appendix 3- Histogram regression residual



Appendix 4- PP plot



Appendix 5- Scatter diagram