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GRADUATE PROGRAM MA IN MARKETING
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**Factors Influencing Consumer Buying Behavior of Locally
Manufactured Tyre: The Case of Horizon Addis Tyre.**

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**Addis Ababa University School of Commerce
Department of Marketing Management
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Addis Ababa, Ethiopia

CERTIFICATION
ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

This is to certify that the thesis prepared by Getahun Tilahun, entitled “**Factors Influencing Consumer Buying Behavior of Locally Manufactured Tyres: The Case Horizon Addis Tyres**” and submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts (Marketing Management) complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Statement of Declaration

I, the undersigned, declare that, this research paper is my original work, has never been presented in this or any other university, and that all resources and materials used herein have been duly acknowledged.

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Date of submission: June, 2022

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Acronyms

COO	Country of Origin
E.C	Ethiopian Calendar
FDRE	Federal Democratic Republic of Ethiopia
HATSC	Horizon Addis Tyre Share Company
PLC	Private Limited Company
G.C	Gregorian calendar
MIG	Midroc Investment Group
OTR	Off the Road

ABSTRACT

The study was focused on factors influencing consumers' buying behavior of locally manufactured tyres: The case of Horizon Addis Tyre. To attain this research objective, quantitative data were collected from 384 respondents who are consumers of tyres. But out of the 384 questionnaires distributed 340 were usable, this represents a response rate of 88.5%. The study used an explanatory research design was applied to identify any causal links between the research variables. This research examined if price, quality, availability, promotion, Brand Awareness, and country of origin have a relationship with consumers' buying decision of locally manufactured tyres. The study used both descriptive and inferential statistics. Purposive and convenience non-probability sampling techniques were used in this study. The statistical Package for the Social Sciences (SPSS) version 25 was used to examine quantitative data. The result of multiple regression analysis shows that price, availability, product quality, and promotion shows have a positive and significant influence on consumers' buying decision of locally manufactured Horizon Addis Tyre. However, Brand Awareness and country of origin have no statistically significant effect on consumers' purchase decisions. The study concludes that manufacturers and retailers of tyre in Addis Ababa should pay more attention to their price, availability, product quality, and promotion are influences on consumer buying decisions. Therefore, it is suggested that the study is expected to provide company stakeholders with a variety of ideas for a better understanding of their consumers, which will help them develop and implement effective strategic plans and marketing strategies. The implications of this research for marketing practitioners are discussed in the article.

KEY WORDS: Price, Product Quality, Availability, Promotion, Brand Awareness, Country of Origin, Consumer Buying Behavior.

CHAPTER ONE

1. Introduction

This chapter constitutes the introduction part of the study. It includes the background, statement of the problem, objectives, significance, scope, and limitation of the study, research questions, and operation of definition of terms presents in the introduction part.

1.1 Background of the Study

The selection, purchasing, and consumption of goods and services by consumers is referred to as consumer buying behavior. Consumer behavior involves a number of different processes. Many elements, specificities, and features determine who a person is and what they buy, as well as the consumer's decision-making process, shopping habits, purchasing behavior, and the brands they buy or the stores they visit (Chandan, 2018).

Consumer behavior research has become critical in today's marketing environment. Consumers are the kings of markets. No business organization can function without consumers, thus all of the company's actions revolve around them and their satisfaction (Sudarshan, 2016). As a result, the ultimate purpose of any firm is to maximize sales by identifying the elements that influence consumers' purchasing decisions (Venkatachalam, et al., 2018).

Consumer behavior refers to the psychological processes that consumers go through when identifying their requirements, determining how to meet those needs, and making purchases. Consumer behavior research seeks to understand not only the subject of purchases, but also the motivations for purchases and the frequency with which they are made. Consumer behavior is the study of how people decide how to spend their available resources (their time and money) on consumption-related products. It entails examining what people buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, and how frequently they use it (Kumar, 2016).

Understanding buyer behavior is not easy because several factors can influence consumer behavior before making a purchase decision. In certain cases, customers spend less time considering whether to buy low-cost or high-cost products because they consider that meeting their needs is more important (Hanaysha, 2018).

Many internal and external factors influence consumer purchasing decisions (Ali, 2018). According to Kotler and Armstrong (2014), there are marketing stimuli and other stimuli in the model of consumer behavior. The four Ps of marketing stimuli are a product, price, place, and promotion. Other stimuli include substantial economic, technological, social, and cultural forces

and events in the buyer's environment. Most of these variables are uncontrollable and beyond the marketers' control, but they must be taken into account while attempting to comprehend the complicated behavior of consumers (Addisu, 2017). This research is more focused on the marketing mix, in which the factors influencing consumer purchasing behavior are controlled by the marketers who enable to keep the company in a competitive business environment by maintaining product quality and choice, producing products that consumers want, offering competitive prices, and providing high-quality services to consumers.

Studying consumer behavior helps marketers understand what factors influence the consumers' Tyre decision process. According to Mashao and Sukdeo (2018), product designers and developers who include a list of influencing factors are more likely to succeed in creating and developing their products. By understanding how the consumers decides on a tyre purchase decision, the manufacturer could fill in the gaps and identified the reasons for buying decisions and forecast the business trends of tyres in the market. This study helped to bridge consumer taste and selection towards locally manufactured tyres and would be an input to the company's strategic plan and marketing strategy to increase the local market share and sale.

Currently, the Tyre market in Ethiopia is increasing along with rising automobile sales and expanding road transport infrastructure. In addition, a quiet boom in the manufacturing, construction, farming, finance, and service sector in Ethiopia is progressing (FDRE, 2020). The tyre market industry has shown progress in the manufacturing of new products of locally manufactured tyres and importing from China, Indonesia, Malaysia, Japan, Europe, and India.

Many Tyres brands are available in the market for consumers. Imported tyres have positioned the Ethiopian market and are dominated by brand, price, performance, all-weather grip, and presence throughout the country. The competition from imported brands is getting higher than locally manufactured Tyres. In addition, the preliminary study conducted that the retailer is the main influence in the purchasing decisions for buying of tyres by briefing and convincing the consumers about the durable products, performance status, weather grip, having a brand, and explaining the country of origin of the tyres where originates from.

Researchers have conducted regarding tyres similar research out of Ethiopia. A study by Karawani (2020) findings revealed that price, perceived quality, brand awareness, and advertising shows to have a greater influence on consumer buying decisions whereby the majority of respondents showed to agree.

A study by Mtengule (2020) revealed that the pricing, quality, and availability of Tyres had an influence on consumers' buying behavior among retail customers in the Dares Salaam region.

Another study by Natarajan, et al. (2016) found that quality, brand image, price, and tyres availability were the major factors of consumer behavior towards the preference for MRF Tires at Chengam. However, no research so far has been done on the factors that influence the consumer buying behavior of locally manufactured tyres in the context of Ethiopia. In addition, this study explores the relationship between such variables such as price, quality, availability, promotion, Brand Awareness, and country of origin which were not examined in one study before. This is important because it informs marketing practitioners as well as marketing scholars which of the mentioned factors are important in influencing consumer buyer behavior and hence should be given more attention. It also helps identify which of the factors are least important or even not important and hence should be given less attention.

Therefore, this study tried to identify factors that determine the consumer's purchase decision of locally manufactured Tyres in the case of Horizon Addis Tyres. It analyses the relationship between independent variables (brand awareness, price, product quality, availability, promotion, and country of origin factors) and the dependent variables (consumers' buying decisions) in the local market context.

1.2 Background of the Company

Horizon Addis Tyre S.C (HATSC) is the oldest and exclusive tyre manufacturing company in Ethiopia. It was first established by the Ethiopian Government and was called Addis Tyre. It turns 47 years since it launched its manufacturing activities in 1973 as "Addis Tyre Factory". Then it created a Joint Venture with Matador (Slovakia) company and was called Matador-Addis Tyre. And in 2011 the company was purchased by a local company, and it was named Horizon Addis Tyre S.C. Since the ownership transfer, the name of the company has changed to Horizon Addis Tyre S. C. Currently, the Horizon Plantation P.L.C owns a 100% share of the company. The company is ISO 9001:2008 certified and the top management is committed to implementing and continuing to maintain a quality management system (Desalegn, 2019).

Currently, the company produces mainly Bias and Radial tires for different types of vehicles including passenger, light trucks, heavy trucks, buses, industrial /forklift/, heavy-duty construction, farm, three-wheeler, and flotation tires. In its expansion and product diversification projects, the company also launched new products such as Bajaj tyre, Farm tyre, OTR tyre, and industry tyre and started delivering them to the local market. Moreover, Flotation tyres which are used by sugar factories are at the development stage. In addition, the Horizon Addis Tyres is working on the introduction of motorcycles, military trucks, and bus radial tyres, and planning

on producing various tyres according to modern car designs and customer demands (Company Source, 2019).

1.3 Statement of the Problem

Studying consumer behavior is necessary for marketers to know what factors influence consumers' purchasing decisions. Understanding how consumers choose a product allows them to fill in the gaps in the market, as well as assess which things are essential and which are outdated (Prabhu, et al., 2020).

One of the most important things a consumer or customer can do is make a purchase decision. Consumers are always considered a variety of elements, which leads to increased benefits. Consumers are much more aware of the products and competitor products these days (Kumar, 2016).

Several researchers have been conducted so far in order to identify and examine factors that influence consumer purchasing behavior. The studies conducted regarding tyres out of Ethiopia showed that different factors affect the consumer buying decision of a Tyre. Karawani (2020) indicates the factors examined that affect consumers' purchasing decisions on tyres products in Tanzania: the case of Superdoll Tyre Company in Dar es Salaam. The finding of the study was the price, perceived quality, and brand awareness. Another study by Mtengule (2020), "Determinants of customers' buying behavior of Yokohama Tyres among retail customers in Dar es Salaam" indicate the factors examined of price, quality, and availability of Yokohama Tyres. According to the researcher, Yokohama Tyre's chances of succeeding in the current market are hampered by a lack of adequate advertising. Natarajan, et al. (2016) "A Study of consumer behavior towards MRF Tyres at Chengam" indicate the factors examined and findings in the study product quality, brand image, price, availability, and other matters related to Tyres significant effect on purchasing decision. However, researchers carried out their research focused on their country's business competition, geographical location, purchasing decisions, behavioral, demographic, socio-cultural, and economic environmental factors.

In our country, many types of research have been conducted on determinants of consumers' buying behavior of different products, even though none of them were on Tyres. Among these studies, one of the studies by Kelilie (2014) indicates the factors examined and finding of the study that product quality, price, availability, advertisement, and brand equity significantly influence the buying behavior of consumers in Addis Ababa with a special focus on FMCGs. The other study Animut (2017) indicates the factors examined and finding of the study that may influence consumers' intention to purchase cultural fashion clothes in Addis Ababa. The other

study by Zerga (2020) indicates the factors examined and the finding of the study influence the behavior of consumers towards Ambassador Garment and its products in Addis Ababa City. The research conducted by Sirahbzu (2019) indicates the factors examined and finding of the study identify factors influencing consumer choice of supermarkets in Ethiopia. As can be looked at above, the previous studies in the area show that many factors affect consumers' buying decisions. To the best of the researcher's knowledge, no research has been conducted in the area of factors influencing consumer buying behavior on locally manufactured tyres in the context of Horizon Addis Tyre in the local market. As a result, this study could be able to fill a gap in the literature and provide valuable information to the industry and marketing practitioners, as well as marketing scholars.

The growing economy of Ethiopia has created to increase the purchasing power of the society, expanding roads, increasing manufacturing, construction, agriculture, and the industrial sector (FDRE, 2020). Due to this, passenger car tyres dominate the market, and increasing demand for light trucks, heavy trucks, busses, heavy duty construction, three-wheeler, flotation, and farm tyres.

Major imported tyres like Bridgestone, Michelin, MRF, Yokohama, Goodyear, Hankook, Appollo, Linglong, and Pirelli are well-known brands and positioned by users for a long time in Ethiopia market, and their image is ranked higher than locally manufactured Horizon Addis Tyre (HATSC). These factors affect the consumer's buying decisions towards locally manufacturing tyres.

An increase in the different car models production in the worldwide and is starting to supplied here for the local car consumers. The type and quality of the tyre required by the users are persistently changing from time to time because of technological advancements and car models. Accordingly, the Horizon Addis Tire SC has installed the new advanced technology machines and commenced the production of the new model's tyres. It has switched the production of old models by the new ones. Due to these changes, it is difficult to find the factors that influence consumer tyre decisions because the products are new models and the future of tyre business is volatile and unpredictable, as well as influenced by technological changes. However, it was needed to investigate what factors strongly affect consumer buying decisions scientifically on the Ethiopian tyre market before the company installed the new machinery for the new variety of tyres. If not carried out scientific study, the manufacturer would gradually exit out of its market, reducing sales, productivity, business expansion, transition of skills, and reducing

investment and technological transfer, which in turn puts pressure on the country's growth, job opportunity and foreign currency.

In order to stay in the competitive business environment and dominate market share in the local market, knowing and identifying those what the factors influencing consumer buying behavior of the locally manufactured tyre is important to formulating strategic plan, craft of marketing strategy and forecast business trends for the manufacturer.

Thus, this study intended to investigate the influence of the major factors of consumer buying behavior in the case of Horizon Addis Tyres specifically. It provides literature evidence by observing the gap and analyzing the determinant relationship between dependent and independent variables for the locally manufactured tyres the case of Horizon Addis Tyres.

1.4 Research Questions:

The General Research Question is:

- ✓ What are the factors influencing the consumer buying behavior of Horizon Addis Tyres?

The Specific Research Questions are:

- ✓ Does the price have a significant influence on consumers' buying behavior of Horizon Addis Tyres goods?
- ✓ Is quality of Horizon Addis Tyres a significant determinant of consumer buying behavior?
- ✓ Does the Brand Awareness of Horizon Addis Tyres have a significant influence on consumers' buying behavior?
- ✓ Does promotion have a significant effect on purchasing decisions of Horizon Addis Tyres goods?
- ✓ Is the availability of Horizon Addis Tyres in the market influence on consumers' buying behavior?
- ✓ Does the country of origin of tyres influence on consumers' buying decision?

1.5 Objectives of the study

1.5.1 General Objective

- ✓ The General objective of this study is to identify factors that influence consumers' buying behavior of the Horizon Addis Tyre.

1.5.2 Specific Objectives

- ✓ To identify the influence of the price of Horizon Addis Tyres goods on consumers' buying behavior.

- ✓ To examines quality of Horizon Addis Tyres on consumers' buying behavior.
- ✓ To examine the effect of Brand Awareness of Horizon Addis Tyres on consumers' buying behavior.
- ✓ To examine the effect of Promotion of Horizon Addis Tyres on consumer buying behavior.
- ✓ To assess the Horizon Addis Tyres availability in the market influence consumers' buying behavior.
- ✓ To assess the influence of country of origin of tyres on consumers' buying decision.

1.6 Significance of the Study

✓ Academic Contribution

This research would explore the factors that affect consumer buying behavior on Horizon Addis Tyres products in the context of the local market which was not explored before. As a consequence, we do not know whether the factors that are examined in this study are equally important or not. Such knowledge helps marketers to understand the factors that are considered important in the purchase of locally manufactured tyres. Though past studies done in the context of Ethiopia have identified the factors affecting buying behavior they did not examine this issue in the context of tyres. For example, the factors affecting consumer buying behavior for FMCG could be different from those tyres. This is because the impact on purchasing decisions varies depending on the nature of the product and the services it provides. As opposed to other goods of buy decision evaluation, the major purchase attributes of tyres for decision making are emphasized around overall performance and parameters such as price, total life, safety and weather grip, ruggedness, style and ride quality, speed rating, and related factors.

The results of this study may be used by other academics and researchers in the search for new information. This study provides a framework that may help to further explore the concept of tyres buying decision process and approaches to individuals and retail stores. Therefore, the findings that get in this study will be a great input for stepping stones for other researchers, professions, and industry experts who intend to undertake the same study.

✓ Practical Relevance

While designing and developing their products, tyre manufacturers can use the findings of this study to have a better understanding of what factors influence consumer purchase decisions. Therefore, this study aids the manufacturer in determining consumer expectations, as well as what motivates consumers to purchase and the roles of retail stores. Based on the findings, they might develop a strategic plan, construct a marketing strategy, plan future investment and

expansion, and forecast future business trends. Furthermore, it helps the company with corrective action and continuous improvement and does more work on the company's brand reputation. This allows them to satisfy and retain their customers and keep the company in a competitive business environment.

1.7 Scope of the Study

This research provides an analysis of the factors that affecting consumer buying behavior to tyres in the context of a Horizon Addis Tyre manufacturing company in the local market context. Geographically the study is bounded within Addis Ababa. The reason for selecting Addis Ababa is most cars are available in Addis Ababa, the distribution outlets, retailers and trading takes place with in it, as well as most of the tyre consumers who can afford to buy found in the city, and the consumers who live in the region usually come to the city to buy the tyre.

Though there are many factors that affect consumer buying decisions of locally manufactured tyres, this study considered only the influence of determinants such as price, product quality, brand awareness, availability, promotion, and country of origin.

1.8 Limitation of the Study

This study has faced limitations and described below are:

The consumer buying behavior is complex and affected by cultural, social, personal, and psychological factors. Other factors like Economic, Technology, and Political factors are also have considerable influence on the consumer buying behavior. Whereas, this research was only focus to investigate the effect of independent variables; price, quality, Brand Awareness, promotion, availability and country of origin factors on the purchase decision locally manufactured tyres. Thus, the research limited to examining few explanatory variables.

This study would be limited to focusing on Tyre consumers and addressed only Horizon Addis Tyres. Therefore, this may not be the overall view of tyre brand consumers in Ethiopia.

It was lack of previous published data or study that has been conducted especially with regard to customer purchase decision making on locally manufacturing of Horizon Addis Tyres. Thus, the study exposed the unavailability of data.

Consequently, finding measurement instruments was very difficult so that the researcher has forced to adopt previous foreign countries studies.

1.9 Operational Definition of Terms:

Price is simply the amount of money that consumers are willing to pay for a product or service (Sulaiman and Masri, 2017).

Product quality is defined as "the product's ability to perform its functions, including the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes," which means a product's ability to demonstrate its function, including overall durability, reliability, accuracy, ease of operation and repair, and other product attributes (Kotler and Armstrong, 2012).

Availability is a central issue for retailers. Retailers may be risking revenue if products are not readily available for their customers (Vojin and Polozani, 2017).

Promotion is a communication process that takes place between a business and its various publics. In order to be effective, businesses need to plan promotional activities with the communication process in mind (Sulaiman and Masri, 2017).

Brand Awareness is the measurement of the accessibility of a brand in the memory of the customer (Shahid, et al., 2017).

Country of origin (COO) is seen as an intangible cue which can influence consumers' product purchase and evaluation process (Kala and Chaubey, 2016).

Consumer buying behavior is a process by which consumers establish their needs, gather information, assess alternatives, and make a buying decision through this process. It is a set of decisions taken by a consumer before to making a purchase that begins once the client has expressed an interest in purchasing (Kumar, 2016).

1.10 Organization of the Study

The research is organized into five chapters. Chapter one covers the introductory chapter that comprises the background of the study, the statement of the problem, basic research questions, objectives of the study, the hypothesis (if any), the definition of terms, the significance of the study, and delimitation/scope of the study. It will introduce and focus upon delivering the reader an overview of the study's development. The second chapter presents the related literature review that covers concepts, theoretical framework, and empirical literature of performance and conceptual framework of the research. Chapter three presents in detail a discussion and explanation of the research methodology. It begins with a discussion of the research design, the population of the study, sampling techniques, sample size, data collection instruments, the data collection procedures and ends with a data analysis approach. Chapter four discussed the data presentation data, analysis, and interpretation of the study. Finally, chapter five presented the findings, conclusions, limitations, and recommendations of the study.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

INTRODUCTION

This chapter comprises a review of related literature which is classified into a theoretical framework, empirical review, and conceptual framework. The theoretical framework includes an overview of the Tyre industry, definition of consumer behavior, consumer buying behavior, Buyer's decision buying behavior, Buyers decision process, and factors affecting consumer buying behavior, the second part of this chapter is the empirical review of previous research and finally, the last part of the chapter is a conceptual framework which is about the basic framework of this study and formulation of hypothesis.

2.1 Theoretical literature review

2.1.1 Overview of Tyre Industry

The first pneumatic tire was patented by Robert William Thomson in 1845. He also applied for a patent in the US, which he received in 1847. John Boyd Dunlop developed a similar but improved pneumatic tire in 1888. The radial tire was patented in 1915 by Arthur Savage. After the expiry of Savage's patent, Michelin patented its radial tire in 1946 and started the sales since the end of the 40s. Radial tires were used in the US only from the 60s (Fragassa and Ippoliti, 2016).

In 1898 Goodyear Tyre and Rubber Company—named after George Goodyear, the discoverer of vulcanized rubber—was formed in America by Frank Seiberling. Then Firestone Tyre & Rubber Company was started by Harvey Firestone in 1900. Thereafter, other tyre makers followed (Gebrehanna, 2018).

For the next fifty years automobile tyres were made up of an inner tube that contained compressed air and an outer casing that protected the inner tube and provided traction. The rubber that made up the casing was reinforced by layers or "Plys" of rubberized fabric cords embedded in the rubber. Michelin first introduced steel-belted radial Tyres in Europe in 1948. Radial tires are so named because the ply cords radiate at a 90-degree angle from the wheel rim, and the casing is strengthened by a belt of steel fabric that runs around the circumference of the Tyre. The advantages of radial Tyres include longer tread life, better steering characteristics, and less rolling resistance, which increases gas mileage (Gebrehanna, 2018).

The automotive industry is in a phase of change, acting on all its sub-industries such as the automotive Tyre industry. The Tyre industry is now characterized as a volatile one, being closely linked to the production of automobiles, but also to other factors such as raw materials, their availability and their unstable prices. The companies currently present in the industry have not only financial and production challenges, but they struggle with the strong wave of new competitors from Asia, respectively China (Chicu and Prioteasa, 2020).

The tire industry is international and driven by competition. The majority of original equipment and replacement tires sold in USA are produced by several large domestic and foreign manufacturers, all operating internationally, including Michelin (France), Goodyear and Cooper all from USA, Bridgestone/Firestone, Toyo, Yokohama and Sumitomo all from Japan, Kumho and Hankook from South Korea, Pirelli (Italy), Continental (Germany). Potentially adding to the competitive mix in the replacement market is the growing number of passenger tires produced by companies in China, Taiwan, India and other industrializing countries (Mtengule, 2020).

There are 102 countries that export various types of Tyres across the globe. A report shows that a ranking of the 10 most valuable Tyre Brands in the World are Bridgestone, Michelin, Continental, Goodyear, Pirelli, Sumitomo, Hankook, Dunlop, Yokohama, and CST in descending order. Each brand has been assigned a brand rating based on a benchmark study of the strength, risk and future potential of a brand relative to its competitor set, as well as a Brand Value- a summary measure of the financial strength of the brand. Currently, the world tire industry is led with nine ultimate parent companies that have annual sales in excess of \$1 billion each. These nine companies account for 80 percent of world tire sales (Ita and Gross, 1995). Four of the nine companies have their headquarters in Japan (Bridgestone Corporation, Sumitomo Rubber Industries Ltd., Yokohama Rubber Co. Ltd., and Toyo Tire and Rubber Co. Ltd.), three are based in Europe (Group Michelin, Continental A.G., and Pirelli), and two are headquartered in the United States (Goodyear and Cooper) (Gebrehanna, 2018).

2.1.2 Definition of Consumer Behavior:

Consumer behavior is defined as a process of decision making and physical activity to obtain, appraise, use, and dispose of goods and services (Shamri, et al., 2021).

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and reality of consumer behavior (Kotler and Keller, 2012).

Consumer behavior is the study of when, why, how, and where people do or do not buy products, it blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups (Aruna and William, 2015).

2.1.3 Consumer Buying Behavior:

According to the definition of Kotler and Armstrong (2014), consumer buyer behavior is the buying behavior of final consumers individuals and households that buy goods and services for personal consumption.

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process, which leads to the act of purchase. Consumer behavior is not only the study of what people consume but also here how often, and under what conditions (Eze and Bello, 2016). In addition, Consumer behavior emphasizes on understanding the purchase decision process of individual consumers and how they utilize their existing resources such as time, money and effort to get a product or service (Hanaysha, 2018).

Qazzafi (2020) stated that the consumer usually makes daily purchase decisions for buying a product and many of the consumers don't know the factors that driving them to make these decisions on a specific product or services or brand.

The concept of marketing mix is an activity that can be done by companies to influence the demand for and supply of a product either products or services. The objective of the marketing mix is continuing to perform actions that affect consumer purchasing decisions and the role of the market itself is to align supply and demand in the market. Multinational companies, they need to know how to adjust your marketing strategy and how they are to adjust elements of the marketing mix in the market for universal. They need to know the need to adapt the product, price, promotion and location to take into account all the variables of marketing mix (Sulaiman and Masri, 2017).

For companies to attain commercial success, it is important that managers understand consumer behavior. An understanding of consumer behavior is essential in planning and programming the marketing system. An organization will continue to survive if it can supply consumer needs and wants with a comprehensive understanding of them. This shows the importance of studying consumer behavior. Consumer behavior indicates how consumer decisions are made, how the goods or services are used (Sunday et al., 2016).

Therefore, understanding the behavior of the consumer is principal for a company that is active on the market; actually it is critical to comprehend the approach that people implement while making purchases and the reasons for it (Derbali, et al., 2018).

2.1.4 Buying Decision Behavior

Kotler and Armstrong (2014) stated that buying behavior differs greatly for a tube of toothpaste, a smartphone, financial services, and a new car. More complex decisions usually involve more buying participants and more buyer deliberation. Figure 1 below shows the types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands.

There are four main types of consumer behavior:

✓ Complex Buying Behavior

Consumers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly expressive.

This buyer will pass through a learning process, first developing beliefs about the product, then developing attitudes, and then making a thoughtful purchase choice. Marketers of high-involvement products must understand the information- fathering and evaluation behavior of high-involvement consumers. They need to help buyers learn about product-class attributes and their relative importance. They need to differentiate their brand's features, perhaps by describing the brand's benefits using print media with long copy. They must motivate store salespeople and the buyer's acquaintances to influence the final brand choice (Kotler and Armstrong, 2014).

✓ Dissonance-Reducing Buying Behavior

Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent or risky purchase, but see little difference among brands. For example, consumers buying carpeting may face a high-involvement decision because carpeting is expensive and self-expressive. Yet buyers may consider most carpet brands in a given price range to be the same. In this case, because perceived brand differences are not large, buyers may shop around to learn what is available, but buy relatively quickly. They may respond primarily to a good price or to purchase convenience. After the purchase, consumers might experience post-purchase dissonance (after sales discomfort) when they notice certain disadvantages of the purchased carpet brand or hear favorable things about brands not purchased. To counter such

dissonance, the marketer's after-sale communications should provide evidence and support to help consumers feel good about their brand choices (Kotler and Armstrong, 2014).

High involvement Low involvement

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

Figure 1: Four Types of Buying Behavior (Source: Adapted from Kotler and Armstrong, 2014)

✓ **Habitual Buying Behavior**

Habitual buying behaviour occurs under conditions of low consumer involvement and little significant brand difference. For Example, take table salt, Consumers have little involvement in this product category- they simply go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumers appear to have low involvement with most low cost, frequently purchased products.

Consumers do not search extensively for information about the brands, evaluate brand characteristics and make weighty decisions about which brands to buy. Because they are not highly involved with the product, consumers may not evaluate the choice, even after purchase. Thus, the buying process involves brand beliefs formed by passive learning, followed by purchase behavior, which may or may not be followed by evaluation. Because buyers are not highly committed to any brands, marketers of low-involvement products with few brand differences often use price and sales promotions to promote buying. Alternatively, they can add product features or enhancements to differentiate their brands from the rest of the pack and raise involvement (Kotler and Armstrong, 2014).

✓ **Variety-Seeking Buying Behavior**

Consumers undertake variety-seeking buying behavior in situations characterized by low consumer involvement, but significant perceived brand differences. In such cases, consumers often do a lot of brand switching.

In such product categories, the marketing strategy may differ for the market leader and minor brands. The market leader will try to encourage habitual buying behavior by dominating shelf space, keeping shelves fully stocked, and running frequent reminder advertising. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free

samples, and advertising that presents reasons for trying something new (Kotler and Armstrong, 2014).

2.1.5 The Buyer Decision Process

According to the principles of marketing (Kotler and Armstrong, 2014), the buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior.

Figure 2 suggests that consumers pass through all five stages with every purchase in a considered way. But buyers may pass quickly or slowly through the buying decision process. And in more routine purchases, consumers often skip or reverse some of the stages. Much depends on the nature of the buyer, the product, and the buying situation (Kotler and Armstrong, 2014).

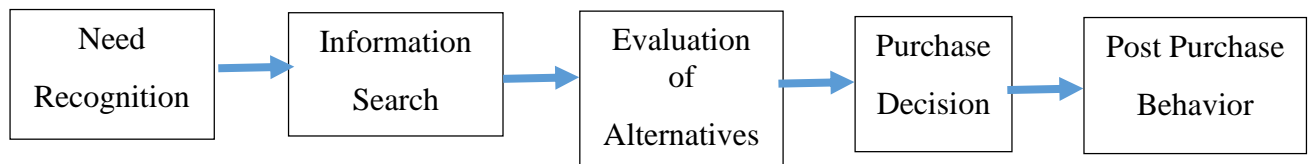


Figure 2: Steps of Buyers Decision Process (Source: Adopted from Kotler and Armstrong, 2014)

✓ **Need Recognition**

The first stage of the buyer decision process is need recognition in which the consumer recognizes a problem or need. The need can be triggered by internal stimuli when one of the person's normal needs— for example, hunger or thirst- raises to a level high enough to become a drive. A need can also be triggered by external stimuli (Kotler and Armstrong, 2014)

✓ **Information Search**

The stage of buyer decision process which is the consumer motivated to search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may simply store the need in memory or undertake an information search related to the need.

Consumer can obtain information from any of several sources. These include personal sources (family, friends, neighbors, and acquaintances), commercial sources (advertising, salespeople, dealer websites, packaging, and displays), public sources (mass media, consumer-rating organizations, online searches and peer reviews), and experiential sources (handling, examining, and using the product). The relative influence of these information sources varies with the product and the buyer.

As more information is obtained, the consumer's awareness and knowledge of the available brands and features increase. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers' sources of information and the importance of each source (Kotler and Armstrong, 2014).

✓ **Evaluation of Alternatives**

The marketer needs to know about alternative evaluation - that is, how the consumer processes information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work. Certain basic concepts help explain consumer evaluation processes are at work.

How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating. Instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, online reviews, or salespeople for buying advice.

Marketers should study buyers to find out how they actually evaluate brand alternatives. If marketer know what evaluative processes go on, they can take steps to influence the buyer's decision (Kotler and Armstrong, 2014).

✓ **Purchase Decision**

In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intension and the purchase decision. The first factor is the attitude of others. The second factor is unexpected situational factors. The consumer may form a purchase intension based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intension (Kotler and Armstrong, 2014).

✓ **Postpurchase Behavior**

The stage of buyer decision process which consumers take further action after purchase based on their satisfaction or dissatisfaction.

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in postpurchase behavior of interest to the marketer. What determines whether the buyer is satisfied or dissatisfied with a purchase? The answer lies in the relationship between the consumer's expectations and the product's perceived performance. If the product falls short of expectations, the consumer is disappointed; if it meets

expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance is the greater the consumer's dissatisfaction. This suggests that the seller should promise only what their brands can deliver so that buyers are satisfied.

Almost all major purchases, however, result in cognitive dissonance, or discomfort caused by postpurchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. However, every purchase involves compromise. So consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some postpurchase dissonance for every purchase.

Why is it so important to satisfy the customer? Customer satisfaction is key to building profitable relationships with consumers to keeping and growing consumers and repeating their customer lifetime value. Satisfied customers buy a product again, pay less attention to competing brands and advertising, and buy other products from the company.

A dissatisfied consumer responds differently. Bad word of mouth often travels farther and faster than good word of mouth. It can quickly damage consumer attitudes about a company and its products. But companies cannot simply wait for dissatisfied customers to volunteer their complaints. Most unhappy customers never tell the company about their problems. Therefore, a company should measure customer satisfaction regularly. It should set up systems that encourage customers to complain. In this way, the company can learn how well it is doing and how it can improve (Kotler and Armstrong, 2014).

2.1.6 Factors Affecting Consumer Buying Behavior

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, price, brands, promotion and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers (Sudarshan, 2016). Accordingly, the researcher focused only on some variables that are more important to the majority of consumers and have been reported in other studies conducted in other countries in this study. These variables are selected because marketers can control of them and take decisive

actions by the manufacturer. Price, product quality, brand awareness, promotion, availability, and country of origin factors are among the variables considered by the researcher.

The following parts are focus the factors that influencing consumer buying behavior in this section are discussed.

2.1.6.1 Price:

According to Kotler and Amstrong (2016), price is the sum of all the values that customers give up to gain the benefits of having or using a product or service. Price has been the major factor affecting consumer buyer choice. Pricing has a direct effect on a company's revenue and consequently its success.

Pricing must be in keeping with the company's marketing strategy, target markets, and brand positioning. When it comes to price, marketers must consider a variety of elements, including the company, the customers, the competitors, and the marketing environment. Consumers make purchasing decisions depending on how they perceive pricing and what they believe the current actual price is (Kotler and Keller, 2012). It plays a crucial role to determine the consumers' interest when making a purchasing decision (Jagannathan and Ravichandran, 2019). As a result, pricing and consumer buying behavior have a positive relationship. Consumers are more willing to buy things because if they get reasonable prices (Al-salamin and Al-Hassan, 2016). Price perception greatly influences a consumer's decision to purchase a product (Safitri, 2018).

2.1.6.2 Product Quality:

According to Kotler and Amstrong (2016), product quality is one of the marketer's major positioning tools. Quality has an impact on the performance of a product or service, and is thus closely linked to customer value and satisfaction. In the narrowest sense, quality can be defined as "no defects". But most marketers go beyond this narrow definition. Instead, they define quality in terms of creating customer value and satisfaction.

Product quality refers to a product's ability to perform its function, which encompasses things like overall durability, reliability, accuracy, ease of use, product repairs, and other attributes (Erdiansyah, 2020). And the product quality is one of the factors that consumers consider before purchasing a product, increasing competition has forced companies to produce higher-quality and more valuable products in order to differentiate themselves from competitor items. (Mulasari, 2019).

As a result, product quality is one of the most important elements influencing consumers' purchase decisions (Sugrova, et. al, 2017).

Moreover, product quality is often considered to be a major contributor to the development of a firm's competitive advantage (Gikonyo, 2020).

2.1.6.3 Brand Awareness:

According to Kotler (2000), A brand, in essence, identifies the seller or manufacturer. A brand, whether it's a name, a trademark, a logo, or another symbol, is essentially a seller's promise to consistently supply a specific set of features, benefits, and services to consumers.

A brand is thus a product or service whose dimensions distinguish it apart from other products or services designed to satisfy the same need. These distinctions may be functional, rational, or tangible, and they could be linked to the brand's product performance. They could also be symbolic, emotional, or intangible, relating to what the brand stands for or implies in a broader sense (Kotler and Keller, 2012). Hence, brand is the factor which has an impact on consumer purchase decision-making process. Brands provide information about products and create associations that affect the mind of the consumer in purchase process (Chovanová, et al., 2015).

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds (Moisescu, 2009).

Therefore, consumer buyer behaviour is positively influenced by brand awareness (Jeyalakshmi, et al., 2020).

2.1.6.4 Promotion:

Khan et al., (2019) stated that promotion is a marketing technique that is used to attract customers in order to temporarily increase a company's sales, attract new customers, and retain existing ones. Promotion is the persuasive communication of encouraging, inviting, urging, persuading, and convincing the consumers (Erdiansyah, 2020).

Modern marketing calls for more than just creating customer value by developing a good product, pricing it attractively, and making it available to target customers. Companies also must clearly and persuasively engage current and prospective consumers and communicate that value to them (Kotler and Armstrong, 2016).

In order to be effective plan, businesses need to plan promotional activities with the communication process in mind (Sulaiman and Masri, 2017). Hence, promotion is a variable that significantly influences purchasing decisions, the more frequently promotional activities are undertaken, then the level of market awareness of the product will increase, and will further stimulate consumers to make purchasing decisions (Imaningsih, 2018).

Therefore, promotion is a communication process that takes place between a business and its various publics. Every business must plan promotional efforts with the communication process in mind in order to make purchasing decisions (Sulaiman and Masri, 2017).

2.1.6.5 Availability

Linda Mtengule (2020) stated that product availability is the amount of quantity a product is available in store. Customer service for retail consumers is manifested by product availability as the fundamental performance indicator of the entire supply chain. Securing the adequate availability level also raises the service quality level in retail stores, which can make a positive impact on customer loyalty and the business performance of retailers and their suppliers (Grubor, et al., 2016). Hence, Product availability has a direct influence on purchase intention, implying that increased product availability will lead to increased purchase behavior (Qisthina, 2020).

2.1.6.6 Country of Origin

Country of origin (COO) refers to the place where the product has originated or was manufactured or the place which is associated by consumers with the product (Munjal, 2014). Country of origin is very important to consumer as it helps in comparing quality of the product. consumer consider country of origin (COO) rather than price or brand while assessing the quality of product (Ghalandari and Norouzi, 2012).

Country of origin perceptions are the mental associations and beliefs triggered by a country. Government officials want to strengthen their country's image to help domestic marketers who export, and to attract foreign firms and investors. Marketers want to use positive country of origin perceptions to sell their products and services (Kotler and Keller, 2012).

Country of origin (COO) is seen as an intangible cue which can influence consumers' product purchase and evaluation process. Accordingly, consumers often use product's COO as an extrinsic information cue when making product evaluations and purchase decision (Kala and Chaubey, 2016).

2.2 Empirical Literature Review

Previous studies over the past years on factors influencing consumer buying behavior have been conducted across the countries and have provided a direct and indirect very rich setting for this study.

A thesis conducted by Mtengule (2020) in Dares Salaam, Determinants of customers' Buying Behavior of Yokohama Tyres among Retail customers, outline that price of tyres, quality of tyres, and availability of tyres in the market are the main factors of effects of the purchasing decision. The results of the empirical study indicated that there was a relationship between the price of tyres, quality of tyres, and availability of tyres factors that affect the buying decision of customers' tyre selection. It is said that these factors have some effects when consumers are making decisions while purchasing. Finding found in this study the quality of Yokohama Tyres is appreciated and acknowledged by customers. Most customers suggested that price and availability are the main factors customers opted for different brands other than Yokohama tyres.

Research conducted by Karawani (2020), focused on the factors that influence consumers' purchasing decisions on tyre production in Tanzania: the case of Superdoll Tyre Company in Dares Salaam. The elements impacting consumers' purchasing decisions on tyre products at Superdoll Company are price, perceived quality, brand awareness, and advertisement, according to this study. In this study, a case study was used, with 150 respondents serving as the sample. This study employed both purposeful and simple random sampling strategies. In this research, questionnaires, interviews, and documentary evaluations were employed to collect data. For qualitative data, data analysis was used, and quantitative data were evaluated using SPSS and Ms-Excel. Price, brand awareness, and perceived qualities are all factors that influence consumer buying decisions, according to the study. As a result, it is suggested that advertising be employed on a regular basis to encourage clients to acquire a product that meets their needs.

The other research conducted by Natarajan, et al. (2016), A Study on Consumer Behavior Towards MRF Tyres at Chengam, stated that price, brand image, quality, and availability are the main factors that affect purchasing decisions of MRF Tyres. The study focused on how and why consumers make decisions on goods and services; consumer's behavior research goes beyond these factors of consumer behavior and considers the uses of consumers in their subsequent evaluations. It is from this research is calculated that the customers are satisfied with the MRF Tyre's performance and special features of the Tyres. But, some important factors have to be made in reducing the price of the MRF. The study showed that other brands like TVS and JUMBO are familiar among the customers and these brands are available by improving

promotional strategies. So MRF Tyres have to come up a long way to attain a good position in the market.

Addisu (2017) conducted the research “consumer buying behavior of domestic assembled private Vehicles in Addis Ababa“. The study aimed was to describe consumers’ buying behavior of domestic assembled private vehicles in the city of Addis Ababa. Brand image, price, after-sales service, information search, and product quality are the primary factors that influence consumer car purchasing behavior in Ethiopia, according to the study. The result is tested by using a descriptive research design together with a mixed research approach to triangulate data to map out the characteristics and perceptions of the respondents and provide an accurate snapshot of the surveyed markets. The findings reveal that local private car buyers are highly involved throughout the information search, and that the influence and engagement of other parties (family members and friends) is substantial in the purchase of private vehicles. The least important car purchase factors were environmental friendliness and convenience.

Almnew (2020) “Factors Affecting Consumers Buying Decision of A TV Brand in Addis Ababa”. This study aims to analyze factors that affect the consumer buying decisions of a TV Brand in Addis Ababa. This study used quantitative data collected from 367 respondents through a self-administered questionnaire living in Addis Ababa. The study used both descriptive and inferential statistics. The data obtained from the sample population, selected using the convenience sampling technique, and was analyzed using the 26th version of Statistical Package for the Social Science (SPSS). The country of origin, brand image, product features, and price have a significant influence on the prediction of consumers’ buying decisions of a TV brand. Though Promotion has a positive effect on consumers’ purchase decisions, it is not statistically significant. To determine whether there is a difference in purchasing decisions of a TV brand based on demographic characteristics (Gender, Age, Education Level, and Monthly Income) of the respondents, T-test and One-Way ANOVA were computed. The result shows all, except monthly income, have no statistically significant relationship with Consumers’ Purchase Decision of a TV brand.

"The Influence of Brand Image, Brand Trust, Product Quality, and Price on Consumers' Buying Decisions of MPV Cars," Amron (2018). The research model included four independent variables: Brand image, brand trust, product quality, and pricing, as well as a dependent variable: buying decision. There were 115 surveys distributed in total. The four independent variables were found to be capable of favorably and significantly affecting consumers' decisions to purchase MPV cars, according to the study.

An empirical study “Factors Influencing Consumer Behavior in the Electrical Appliance Market” is presented by Furaiji, et. al. (2012). It examines the relationship between numerous independent variables in the electric appliance market, such as cultural, social, personal, psychological, and marketing mix aspects, and customer behavior (as the dependent variable). The goal of this research is to figure out what factors influence consumer choices and behavior in Iraq's electric appliance industry. The study's main findings revealed that the entire set of independent variables was only weakly related to the dependent variable. However, the in-depth investigation discovered that social factors, physical characteristics, and marketing mix elements were all substantially linked to Iraqi consumers' purchasing behavior. The data used to evaluate the elements impacting consumers' purchase decision-making processes came from 200 respondents in Basra, a city in southern Iraq, who filled out a questionnaire. The sample methods and methodologies used in the study were not clearly stated.

Based on the empirical review stated above, it is clear that there is no study conducted in the context of tyres in Ethiopia. This is important for the sector, marketing practitioners, and the company to know which factors more strongly affect consumer tyres buying decision and decisions of the investment, new product development, and strategic planning. Thus, this study seeks to examine price, quality, availability, promotion, brand awareness, and country of origin.

2.3 Conceptual Framework and Hypotheses of the Study

2.3.1 Conceptual Framework

A conceptual framework indicates an important process, which embodies the specific direction of the study. According to the study's conceptual framework, pricing, product quality, brand awareness, promotion, availability, and country of origin are independent variables, whereas consumer's Tyre Purchasing Decision are dependent variables.

The study's conceptual framework was adapted from a review of related empirical studies Almnew (2020), Karawani (2020), and Mtengule (2020).

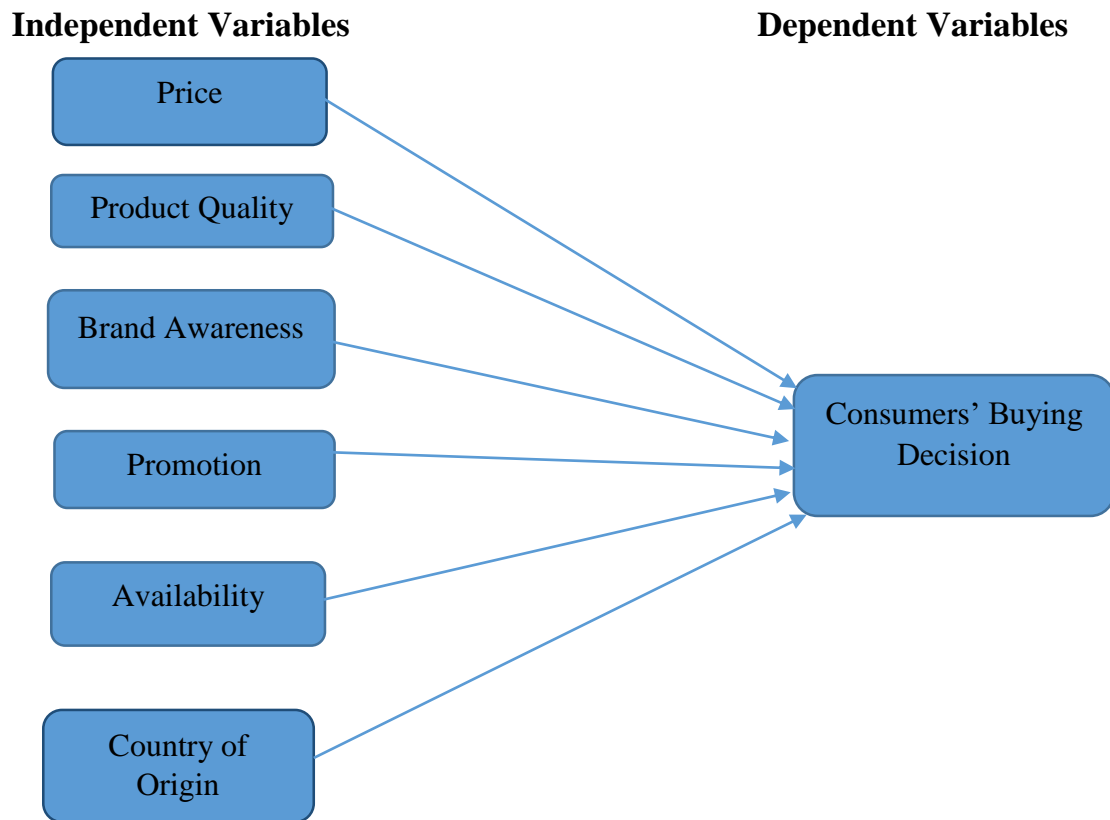


Fig.3 Conceptual Framework of the study.

Source Adapted from Almnew (2020), Karawani (2020), and Mtengule (2020).

2.3.2 Hypotheses of the Study

Price:

Kotler and Keller (2012) defined price as the one element of the marketing mix that produces revenue; the other elements produces costs. Price also communicates with the market the company's intended value positioning of its product or brand. As a result, consumer purchasing decisions are based on how they perceive pricing and what they believe the current actual price is. The price of a product or service is simply the amount of money that customers are willing to pay for it. Companies should estimate customer reactions to possible prices when setting prices (Sulaiman and Masri, 2017).

Therefore, pricing is the only clear factor that produces money and provides the obvious signal of success or failure of products and services. Prices and consumer purchasing behavior have a favorable relationship (suitable prices make consumers more willing to purchase items) (Al-salamin and Al-Hassen, 2016).

H1: There is a positive and significant relationship between price and consumer buyers' purchase decision-making of locally manufactured Tyres.

Product Quality:

According to Kotler and Armstrong (2012), product quality is defined as "the product's ability to perform its functions, including the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes," which means a product's ability to demonstrate its function, including overall durability, reliability, accuracy, ease of operation and repair, and other product attributes. The quality of a product has a considerable impact on its or its service's performance, hence it is linked to the value and satisfaction of a consumer (Sugrova, et al., 2017).

Because product quality is one of the factors that consumers examine before purchasing a product, increasing competition forces companies to produce higher-quality and more valuable products in order to differentiate themselves from competing products (Muliastari, 2019).

As a result, product quality has become one of the most essential and determining factors in customer purchase decisions (Erdiansyah, 2020).

H2: There is a positive and significant relationship between product quality and consumer buyers' purchase decision making of locally manufactured Tyres.

Brand Awareness:

According to Kotler and Armstrong (2014), A brand is a name, term, sign, symbol, design, or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Thus a brand conveys a specific set of features, benefits and services to buyers, and value adds to a product.

A product with greater brand awareness will undoubtedly perform better on the market and help the business in generating profit. As a result, It is concluded that as brand awareness is created customer numbers rise, and the market share and revenues will eventually follow (Shahid, et al., 2017).

Brand awareness has a significant impact on consumer decision-making by influencing the brands that consumers evaluate and the brands they choose from the consideration set. Its usage is a criterion for decision-making and brand awareness affects consumers' decision-making (Perera and Dissanayake, 2013).

Therefore, Brand awareness has a favorable impact on consumer purchasing behavior which ultimately leads to influences purchasing decisions (Jeyalakshmi, et al., 2020).

H3: There is a positive and significant relationship between Brand Awareness and consumer buyers' purchase decision-making of locally manufactured Tyres.

Promotion:

Garaika, et al. (2020) promotion is one of the important marketing activities for companies with efforts to maintain and increase sales. Thus, the role of a product promotion to attract consumers in making purchasing decisions has an important role, because consumers will be more interested in making a purchase decision when getting an incentive in the form of promotion of the product. According to Imaningsih (2018), promotion is a variable that significantly influence purchasing decisions, the more frequently promotional activities undertaken, then the level of market awareness of the product will increase, and will further stimulate consumers to make purchasing decisions.

Therefore, promotion is a communication process that takes place between a business and its various publics. In order to make purchasing decisions, every business needs to plan promotional activities with the communication process in mind (Sulaiman and Masri, 2017).

H4: There is a positive and significant relationship between promotion and consumer buyers' purchase decision-making of locally manufactured Tyres.

Availability:

Mtengule (2020) stated that product availability is the amount of quantity a product is available in store. The study revealed that the availability of Yokohama tires in the store directly impacted consumer purchase decisions. To have a reasonable market share of a product, a company has to make that particular product available in the market and make customers aware of its availability, and then some other factors like quality and price will eventually come into the picture.

Product availability is a central issue for retailers. Retailers may be risking revenue if products are not readily available for their customers. Customers are likely to switch when they cannot find the products that they want and affecting the whole retail supply chain negatively (Vojin and Polozani, 2017).

H5: Availability has a positive and significant impact on consumer buyers' purchase decision-making of locally manufactured Tyres.

Country of Origin:

The influence of the manufacturer's country on a consumer's favorable or negative view of a product is known as country of origin (COO). Consumer perceptions towards product country-of-origin have changed from time to time with new perspectives (Yunus and Rashid, 2016).

Global trade has altered dramatically over the age of market globalization. The country of origin plays an important part in global marketing since it has provided large market prospects for both

businesses and governments all over the world. Many firms are going into international markets in the hopes of gaining a larger market share and reduced product costs; as a result, some companies have included their country of origin on the label of their products so that consumers can see where the items come from (Sevanandee and Damar, 2018).

Customers consider a variety of aspects before making a purchasing decision, including quality, performance, features, and even the country of origin (Jagannathan and Ravichandran, 2019).

As a result, country of origin (COO) is viewed as an intangible cue that can influence a consumer's decision to buy or evaluate a product. It is considered as a potent image determinant that has influenced competitive positioning and success in the global marketplace (Kala and Chaubey, 2016)

H6: Country of Origin has a positive and significant impact on consumer buyers' purchase decision-making of locally manufactured Tyres.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, the researcher describes the research design and technique employed in this study. The study's methodology and design, population and sampling strategy, sample size, data source, data collection methods, data analysis methods, reliability and validity, and ethical considerations are all discussed.

Research methodology is the path by which researchers must perform their research. It demonstrates how these researchers construct their problem and purpose, as well as how they present their findings based on the data collected during the study period. This chapter on research design and technique also explains how the final research result will be obtained in accordance with the objective of the study (Sileyew, 2020).

3.2 Research Approach

Research approaches are research plans and procedures that cover everything from general assumptions to detailed data collecting, analysis, and interpretation methodologies (Creswell, 2018). Hence, this research opted to use quantitative research which is deductive in nature that deals with the use of statistical software and numbers to address research question. This study is focused on the factors influencing consumer buying behavior on locally manufactured Tyres which specifically tried to show the association between a dependent variable (Consumers' buying decision) and independent variables (price, product quality, brand awareness, promotion, availability, and country of origin factors).

Quantitative approach is based on the rationalism philosophy; uses a rigid, structured, and predetermined set of processes to investigate; tries to quantify the level of variation in a phenomenon; emphasizes variable measurement and process objectivity; give weight to the quality and dependability of data; present findings in an analytical and collective manner; draw generalization conclusions (Kumar, 2019).

3.3 Research Design

Research Design is the arranging of settings for data collection and analysis in a way that tries to combine relevance to the research purpose with procedural economy (Kumar, 2019).

Based on the above clarifications, this study has been used an explanatory research design as it aimed to identify any causal links between and among the research variables.

This study attempts to investigate the effect of independent variables on consumer's tyre purchase decision by employing an explanatory research design would be appropriate. An explanatory analysis is also used to test the hypothesis and to analyze the relationship between dependent and independent variables for this study. An explanatory research design is a correlation research approach in which the researcher is interested in the extent to which two or more variables co-vary, that is, when changes in one variable are mirrored in changes in the other (Creswell, 2012).

3.4 Population and Sampling

A sample design is a technique for obtaining a representative sample from a population. Before any data is gathered, a sample design is determined. A researcher has a range of sample designs to pick from (Kothari, 2004).

3.4.1 Population of the Study

The target population of this study was tyres consumers living in Addis Ababa.

3.4.2 Sampling Techniques:

According to Leedy and Ormord (2018), different sampling designs may be more or less appropriate in different situations and for different research questions which fall into two major categories: probability sampling and no probability sampling.

Probability sampling is a technique in which every unit in the population has a chance (non-zero probability) of being selected in the sample, and this chance can be accurately determined. Whereas, Nonprobability sampling is a sampling technique in which some units of the population have zero chance of selection or where the probability of selection cannot be accurately determined (Bhattacharjee, 2012).

This study could not use probability sampling due to a lack of access to get the complete list of the entire population who purchase the tyres, and not clearly knowing the samples and what factors influence tyre buyers. Hence, the researcher used a non-probability sampling (Two-Stage) technique in which purposive and convenience non-probability selection process of the sample size from the targeted population respectively.

A purposive sample is a non-probability sample in which the researchers relies on their judgment of as to who can provide the best information to achieve the objective of their study (Kumar, 2019). Because of this, the sampling method used for this study was based on the researcher's judgment analysis and was used to select the area where most tyre sales, tyre users, tyre retreading, and tyre purchasing decisions are made to carry out in the Addis Ababa.

Once the area was identified, next the researcher used the convenience sampling technique because of its simplicity and more accessibility to select and pick potential individual respondents who were present in the field during the study and who were willing to complete the questionnaire. Convenience sampling is a way samples drawn from the populace might be near hand, simply available, or convenient (Bhattacharjee, 2012).

3.4.3 Sample Size

Sampling is the process of selecting a few (a sample) from a bigger group as the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group (Kumar, 2019).

The population size of this research is not clearly known due to it is very difficult to get when the consumer makes the purchase of a tyre, repetition and the sample what factors influencing tyre buyers, and the samples could not represent all the individuals in the population and did not have equal chances. Hence, this research used non probability equation model.

According to Cochran (1977) formula, the population that are large to yield a representative sample for population which is Valid; where N is a sample size, Z is the Abscissa of the normal curve that cuts off an area “...”at the tails, the tails are (1-) equals the desired confidence level .i.e. 95% “E” denotes the desired level of precision, “P” is the estimated probability of attribute that is present in the population. “q” is 1-P. the value for Z is found in the statistical tables which contain the area under the normal curve the resulting sample in this study was determined as follows:

$$\text{Sample Size } N = \frac{Z^2 * P * q}{e^2}$$

Where,

N -Sample size

Z²- the abscissa of the normal curve that cuts off an area at the tails (1-x equals the desired confidence level).

P- the estimated proportion of (standard Deviation) of an attribute that is represent in the population, and q is 1-p.

e- the desired level of confidence

95% confidence level,5 standard deviation a margin of error(confidence interval) of +/- 5% and Z score (is found in statically tables which contain the area under the normal curve)=1.96.

$$N = \frac{(1.96)^2 * 0.5 * 0.5}{(.05)^2} = 384.16$$

Given the huge population target group, a sample size of 384 was chosen from the target population based on the aforementioned computation.

3.5 Data Sources and Types

This study used both primary and secondary data sources to address the research aims, purposes and questions.

3.5.1 Primary Data Source

Primary data can be collected in a variety of ways(Kumar, 2019). The primary data for this study was collected from a sample of respondents via a survey questionnaire.

3.5.2 Secondary Data Source

Secondary data were gathered for this study from journals, books, and previously published research documents. As a reference point, previous research in the areas of consumer buying behavior in general and factors influencing their purchasing decisions, in particular, were employed.

3.6 Data Collection Instrument

According to Bhattacharjee (2012), The use of structured questionnaires or interviews to collect data about individuals' interests, thoughts, and actions is known as survey research.

Throughout the survey, respondents are asked both broad and particular topics. The generic questions aim to gather personal and demographic information from respondents (Sirahbzu, 2019). Accordingly, this study used questionnaires as the quantitative data collection instrument to gather relevant data from the respondents and helps to cover target groups and reach more respondents in terms of quality and opportunity of respondents than the interview.

The questionnaire data was prepared and adapted from published journals Bahl and chandra (2018), Tekin, et.al. (2016), Kala and Chaubey (2016), and Nugroho and Irena (2017) were checked and approved by the advisor.

The questionnaire had closed-ended questions in it. The questionnaire contains two sections. The first part was related to the demographic & personal data of the respondents. The second section was the main research questions, i.e. price, quality, brand awareness, promotion, availability, and country of origin factors on consumer buying decisions with measurement of the Likert scale. The respondents were asked to rate their level of perception of the variables on a five-point Likert scale.

The questionnaire of this study presented in English and Amharic version. Ten questionnaires were distributed to the consumer's respondents for the pilot testing before distributing to the main respondents. There were some ambiguity and misapprehension in the questionnaire during the pilot testing conducted and it was made revised and rephrased the sentence and translated to Amharic version and got approval by the advisor, which had been disseminated to the main respondents.

3.7 Data Analysis Methods:

In a research endeavor, numerical data can be evaluated quantitatively using statistical methods in two ways: Inferential analysis and descriptive analysis (Bhattacharjee, 2012).

For data analysis for this research, descriptive and inferential statistical analysis (Inferential analysis is often known as statistical analysis) techniques were employed.

Correlation and multiple regressions were utilized as inferential statistics indicators in this study. When the researcher has one dependent variable that is assumed to be a function of two or more independent variables, multiple regression analysis is used. The goal of this analysis is to create a prediction about the dependent variable based on its covariance with all of the independent variables that are relevant (Kothari, 2004).

Quantitative data was analyzed using statistical methods. In order to quantify the result of dependent and independent factors of locally manufactured in Horizon Addis Tyre's, the statistical package for social science (SPSS) version 25 software would be used for data analysis.

3.8 Validity and Reliability of the Study

The accuracy, consistency, and precision of each study's data collection instrument must be checked for reliability and validity (Zerga, 2020).

3.8.1 Validity:

Validity refers to an instrument's ability to measure what it was designed to measure (Kumar, 2019). To prove the validity of their findings, researchers employ a variety of approaches. Depending on the nature of the data and the methodology utilized, different strategies are appropriate in possible situations (Leedy and Ormord, 2018). In order to attain this goal, the researcher took the following steps to ensure the study's validity:

To verify the validity of the results, survey questions were developed based on a review of the previous empirical literature.

The questionnaire data were collected from the published articles from credible sources.

Through feedback from the experts in the field, specifically from responders who have direct experience with factors influencing consumer buying behavior in the locally manufactured Tyres, the researcher has validated the content of the measuring instruments in the questionnaire.

3.8.2 Reliability

It refers to the degree of accuracy or precision with which a research instrument makes measurements. A research instrument's reliability reveals its precision, stability, and predictability: the better the reliability, the higher the accuracy (Kumar, 2019).

Cronbach's Alpha would be used to measure this study's reliability. An instrument's internal consistency is based on the correlation between different items on the same test. This correlation shows if a group of items that are supposed to measure the same construct have similar results. Internal consistency for Cronbach's Alpha, computed correlations between all pairs of items, can range from zero to one. A general rule of thumb is that 0.6-0.7 represents an adequate level of reliability, and 0.8 or more suggests a very good level. Values greater than 0.95, on the other hand, aren't always beneficial because they could indicate redundancy. Although it is preferable for all test questions to measure the same latent variable, Cronbach Alpha can report high values even when the set of items really measures different, independent factors in many scenarios (Ursachi, et al., 2015). As a result, the Cronbach Alpha coefficient was used in this study.

3.9 Ethical Considerations

The moral principles that guide a person's actions are known as ethics. Doing what is morally and legally correct in research is referred to as research ethics.

They are essentially rules of conduct that discriminate between what's right and wrong, as well as what's acceptable and what's not (Parveen and Showkat, 2017). In peer review, researchers should follow the requirements for authorship, copyright, and patenting, as well as policies, data sharing regulations, and confidentiality laws (Akaranga and Makau, 2016)

Prospective participants were given complete information about the research procedures and risks and were required to give their agreement to participate in the survey. This study would be briefed for the respondents that were used for academic research purposes and have not been revealed to the other third party. This study would avoid plagiarism practices and respect the previous studies. The complete information about the previous writers was mentioned both in the text and reference list, according to the Harvard reference system.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This part of the chapter presents analysis and discusses of findings of the study in relation to consumer buying behavior of locally manufactured tyres. The chapter includes the presentation of data, analysis, and finally the discussion part of analyzing data in line with the questions along with the primary objectives of this study.

The data were gathered from respondents through the structured questionnaire and contains closed-ended questions based on the five-point Likert scale. Both descriptive, focusing on the description of the demographic of the sample population and discussion of the findings as well as inferential statistics, which makes inferences about the population based on the data from the population, are presented. Then, the data analysis was undertaken with help of a software statistics Package for Social Sciences (IBM SPSS version 25).

4.2 Response Rate

It was already mentioned in the research methodology part that the questionnaire was used in this study as the primary data collection method. Out of 384 questionnaires were given to the respondents, out of which 340 questionnaires were collected which accounted for 88.54% of the respondents' rate. However, from the total response, 44 responses were invalid questionnaires (i.e. Questionnaires which failed to return and were rejected from analysis). Therefore, the researcher took 340 questionnaires (88.54 % of the total) from individual consumers for the analysis.

4.3 Reliability Analysis of the variables

It is one of the most widely Cronbach's alpha reliability used to measurements of reliability in the organizational and social sciences (Bonett and Wright, 2015). The degree of internal consistency is measured by Cronbach's alpha. It refers to the number of elements in the scale as well as the degree of inter-correlation between them. It represents the proportion of variability that is shared among the factors and ranges from zero to one (Hajjar, 2018). Cronbach's Alpha internal consistency, or computed correlations between all pairs of items, can range from zero to one. A basic rule of thumb is that 0.6-0.7 indicates adequate reliability, whereas 0.8 or greater indicates excellent reliability. Greater than 0.95, on the other hand, is not always a good thing because it can indicate redundancy (Ursachi, et al., 2015)

Composite Reliability Statistics:

Table 1a: Measurement Reliability

Cronbach's Alpha	Number of items
0.857	44

Table 1b: Measurement of Reliability

Code	Variables	No of item	Cronbach's Alpha
BI	Brand awareness	5	0.706
PF	Price Factor	4	0.916
PQ	Quality	4	0.821
P	Promotion	4	0.715
A	Availability	4	0.840
COO	Country of Origin	4	0.702
CBD	Consumer's Buying Decision	4	0.774
	ALL	29	0.838

Source: Own Survey Result, 2022

Cronbach's Alpha for all items (44) is 0.857 as shown in Table 1a, while Cronbach's Alpha for item 1b for all items (29) is 0.838. The greatest scores are for Price Factor (0.916), Quality (0.821), and Availability (0.840), all of which indicate a Very good level. Consumer's Buying Decision (0.774), promotion (0.715), Brand awareness (0.706), and country of origin (0.702) are all at an acceptable level. In general, the six factors in this study's measuring variable are consistent.

4.4 Descriptive Analysis

4.4.1 Demographic Profile of the Respondents

Table 2 presents the gender, age, monthly income, education level, marital status, and occupation of the participants. In terms of gender, from 340 sample respondents, 263 (77.4%) of them were male and 77 (22.60 %) were female. This shows that majority of the respondents are male.

The largest group of the sample population was between age groups ranging from 30-49 years were 200, which is 58.81% of the total respondents, followed by 19-29 years were 128 which is 37.60 % of the total respondents, and from 50-64 years were 12 (3.5%). This shows that the majority of the respondents are between the ages of 30-49.

Table 2: Demographic profile of the respondents

Variables		Frequency	Percent	Valid Percent
Gender	Male	263	77.40	77.40
	Female	77	22.60	22.60
	Total	340	100	100
Age	19-29 Years	128	37.60	37.60
	30-49 Years	200	58.80	58.80
	50-64	12	3.50	3.50
	Total	340	100	100
Monthly Income	Less than 5000	34	10.0	10.0
	5001-10000	176	51.80	51.80
	10001-20000	74	21.80	21.80
	20001-30000	41	12.10	12.10
	>30001	15	4.40	4.40
	Total	340	100	100
Marital Status	Unmarried	109	32.10	32.10
	Married	231	67.90	67.90
	Total	340	100	100
Occupation	Self Employed	229	67.40	67.40
	Government Employed	36	10.60	10.60
	NGO	3	0.90	0.90
	Private Company Employed	70	20.60	20.60
	Pensioned	2	0.6	0.6
	Total	340	100	100
Education Level	No formal Education	4	1.2	1.2
	High Education	61	17.90	17.90
	Diploma	107	31.50	31.50
	Degree	151	44.40	44.40
	Master's Degree	12	3.50	3.50
	Others	5	1.50	1.50
	Total	340	100	100

(Source: Own Survey Result, 2022)

In terms of monthly income, the majority of the respondents earned a monthly income of Birr 5,001-10,000 which is 51.80%, followed by respondents who earned 10,001-20,000 which is 21.80%, from 20,001-30,000 were 12.10 %, and less than 5000 Birr earned held 10%.

In terms of marital status, the majority of respondents were married which is 67.90% of the total respondents, and the rest were unmarried. Regarding the occupation status of respondents, 67.4% were self-employed, 20.6% were private company employed, 10% were government employees,

0.9% were NGO employees, and 0.6% were pensioners. Thus, the majority of the respondents are self-employed.

As to the educational qualification of the participants of the study, 44.40 % of the respondents are degree holders, 31.50% held their diplomas, 17.9 % of the respondents' educational levels were high school, and 3.5 % of the respondents hold master's degrees.

4.4.2. Respondents Tyre Selection:

Table 3 presents the frequency of respondents of tyre selection. The respondents were also asked to respond to which tyre types are preferable. Of these responses, the majority of the respondents 56.47% use both types of tyres (locally and imported), while 25.29% use local tyres and 18.24% foreign imported tyres.

Table 3: Frequency of respondents of tyre Selection

Which Tyre types are more preferable to you?				
		Frequency	Percent	Valid Percent
Valid	Locally	86	25.29	25.29
	Imported	62	18.24	18.24
	Both	192	56.47	56.47
	Total	340	100	100

(Source: Own Survey Result, 2022)

4.4.3 Responses to the effect of the salesperson in influencing the purchasing decision of the respondents: Table 4 presents the frequency of respondents of the effect of sales person in influencing tyre purchasing decisions in retail stores. Of these responses, the majority of 67.90% of the respondents said they would be influenced by their purchasing decision to buy tyres in retail stores by the salesperson.

Table 4: Frequency of respondents who were influenced in their purchasing decision by the salesperson

The salesperson in retail is influenced my purchasing decision of Tyres				
		Frequency	Percent	Valid Percent
Valid	Strongly Agree	69	20.30	20.30
	Agree	162	47.60	47.60
	Neutral	17	5.00	5.00
	Disagree	79	23.20	23.20
	Strongly Disagree	13	3.8	3.8
	Total	340	100	100

(Source: Own Survey Result, 2022)

4.4.4 Descriptive Statistics of the Variables

A descriptive statistic is a type of statistic that is used to describe the fundamental characteristics of data in a study. Simple summaries of the samples and measures are provided. To give quantitative descriptions in a digestible way, the researcher used descriptive statistics. By evenly weighing the mean scores of all the items under each factor, the mean and standard deviation scores for each factor were determined. The mean value of a variable gives you an indication of its central tendency. Standard deviation, on the other hand, indicates the degree to which a variable's value deviates from its mean value. On a five-point Likert scale ranging from 1 indicates the number of strongly disagreed to 5 is indicate the number of strongly agreed, respondents were asked to rate their insight or observation: Brand Awareness, price, product quality, availability, promotion, and country of the origin. The final result is shown below:

4.4.4.1 Brand Awareness

Code	Brand Awareness	N	Minimum	Maximum	Mean	Std. Dev.
BI1	Horizon Addis Tyres Comes to my mind at first whenever Tyres are mentioned.	340	1	5	2.50	1.141
BI2	Horizon Addis Tyres brand is different from other competing brands.	340	1	5	3.16	1.042
BI3	The symbol of the Horizon Addis Tyres brand can build recognition for me.	340	1	5	3.24	1.106
BI4	Use of Horizon Addis Tyres brands can express my personality	340	1	5	2.63	1.209
BI5	The value of this Horizon Addis Tyres brand gives me confidence in its Product	340	1	5	3.11	1.147
	Average	340	1	5	2.929	0.763

Table 5. Descriptive statistics of Brand Awareness
(Source: Own Survey Result, 2022)

One of the independent variables, brand awareness, is expressed by five statements. Of the five statements, a statement that depicts that “The symbol of the Horizon Addis Tyres brand can build recognition for me” got the highest mean (3.24). As shown in above Table 5, “Horizon Addis Tyres Comes to my mind at first whenever Tyres are mentioned.” had the lowest mean value (2.50).

4.4.4.2 Price

Code	Price	N	Minimum	Maximum	Mean	Std. Dev.
PF1	Horizon Addis Tyres product has competitive price.	340	1	5	4.09	1.028
PF2	Horizon Addis Tyre's product is affordable.	340	1	5	4.23	.866
PF3	Horizon Addis Tyre's price is appropriate for its quality.	340	1	5	4.15	1.024
PF3	Horizon Addis Tyre's price is appropriate with the benefits I received	340	1	5	4.17	.955
	Average	340	1	5	4.16	0.868

Table 6. Descriptive statistics of price factor
(Source: Own Survey Result, 2022)

One of the independent variables, price factor, is expressed by four statements. Of the four statements, a statement that depicts that “Horizon Addis Tyre’s product is affordable” got the highest mean (4.23). As shown in above table 6, “Horizon Addis Tyres product has competitive price” had the lowest mean value (4.09).

4.4.4.3 Product Quality

Code	Product Quality	N	Minimum	Maximum	Mean	Std. Dev.
PQ1	I perceive the quality of Horizon Addis Tyres products is durable.	340	1	5	4.17	.986
PQ2	I perceive the quality of Horizon Addis Tyres products as reliable.	340	1	5	4.24	.958
PQ3	Horizon Addis Tyre is able to perform its designated function.	340	1	5	4.07	1.0064
PQ4	Horizon Addis Tyres products have practical designs.	340	1	5	3.99	.1.120
	Average	340	1	5	4.12	0.822

Table 7. Descriptive statistics of quality
(Source: Own Survey Result, 2022)

One of the independent variables, product quality, is expressed by four statements. Of the four statements, a statement that depicts that “I perceive the quality of Horizon Addis Tyres products as reliable.” got the highest mean (4.24). As shown in above Table 7, “Horizon Addis Tyres products have practical designs.” had the lowest mean value (3.99).

4.4.4.4 Promotion

Code	Promotion	N	Minimum	Maximum	Mean	Std. Dev.
P1	Horizon Addis Tyre TV advertisement is interesting helped me in making decisions.	340	1	5	2.44	1.089
P2	Horizon Addis Tyres involvement in charitable donation influences consumers to buy Horizon Addis tyres.	340	1	5	2.89	1.141
P3	The Horizon Addis Tyre often offers discounts, which influenced my decision to buy the product	340	1	5	2.66	1.127
P4	Horizon Addis tyre employees are very helpful in choosing and developing an interest in Horizon Addis Tires	340	1	5	2.93	1.176
	Average	340	1	5	2.73	0.825

Table 8. Descriptive statistics of product quality
(Source: Own Survey Result, 2022)

One of the independent variables, promotion, is expressed by four statements. Of the four statements, a statement that depicts that “Horizon Addis tyre employees are very helpful in choosing and developing an interest in Horizon Addis Tires” got the highest mean (2.93). As shown in the above Table 8, “Horizon Addis Tyre TV advertisement is interesting helped me in making decisions.” had the lowest mean value (2.44).

4.4.4.5 Availability

Code	Availability	N	Minimum	Maximum	Mean	Std. Dev.
A1	I prefer to use Horizon Addis Tyres because they are readily available	340	1	5	3.89	1.109
A2	I do not make extra efforts to search for Horizon Addis Tyres products	340	1	5	3.64	1.287
A3	Horizon Addis Tyres store locations are easy to access so influence my buying decisions	340	1	5	3.97	1.073
A4	Horizon Addis Tyres store location is not far for me so influences my purchasing intention	340	1	5	4.00	1.071
	Average	340	1	5	3.88	0.936

Table 9. Descriptive statistics of availability
(Source: Own Survey Result, 2022)

One of the independent variables, availability, is expressed by four statements. Of the four statements, a statement that depicts that “Horizon Addis Tyres store location is not far for me so influences my purchasing intention” got the highest mean (4.00). As shown in the above Table

9, “I do not make extra efforts to search for Horizon Addis Tyres products” had the lowest mean value (3.64).

4.4.4.6 Country of Origin

Code	Country of Origin	N	Minimum	Maximum	Mean	Std. Devi.
COO1	I find out that a product’s country of origin determines its quality of a product.	340	1	5	3.84	1.166
COO2	I would always prefer to buy Tyre products made in foreign countries.	340	1	5	2.81	1.271
COO3	Tyre Products made in foreign country occupy a very strong competitive position in comparison to locally manufactured Tyre products.	340	1	5	2.62	1.178
COO4	Tyres manufactured locally are generally of lower quality than similar products from foreign countries.	340	1	5	2.68	1.277
	Average	340	1	5	2.99	0.775

Table 10. Descriptive statistics of country of origin

(Source: Own Survey Result, 2022)

The last independent variables country of Origin is expressed by four statements. Of the four statements, a statement that depicts that "I find out that a product’s country of origin determines its quality of a product" got the highest mean (3.84). As shown in above Table 10, “Tyre Products made in foreign country occupy a very strong competitive position in comparison to locally manufactured Tyre products “had the lowest mean value (2.62).

4.4.4.7 Consumer Buying Decision

Code	Consumer Buying Decision	N	Minimum	Maximum	Mean	Std. Deviation
CBD1	It is important to decide to buy Horizon Addis Tyres because of its well-known Tyre brand	340	1	5	2.89	1.238
CBD2	The price of the Horizon Addis Tyres affects my buying decision	340	1	5	4.12	1.026
CBD3	The lack of product availability of Tyres in the market influences my purchase intention to buy the Horizon Addis Tyres	340	1	5	4.10	.905
CBD4	I decide to buy Horizon Addis Tyres because of its product quality and reliability.	340	1	5	4.09	.967
	Average	340	1	5	3.80	0.636

Table 11. Descriptive statistics of consumer buying decision

(Source: Own Survey Result, 2022)

The only dependent variable in the questionnaire is the Consumer buying decision, which is represented by four statements. Of the four the statement that price has been one of the consumers' considerations when making consumers buying decision of locally manufactured tyres got the highest mean. The next would be the statement of availability and quality followed. As shown in above Table 11, "It is important to decide to buy Horizon Addis Tyres because of its well-known tyre brand" got the lowest mean value (2.89).

4.5 Correlation Analysis

The measurement of association, relationship, or correlation between two variables in order to determine whether they are positively or negatively related, or not related at all, is known as correlation. Correlation coefficients are used to represent the degree of association or relationship between variables when measuring association or relationship (Schober and Schwarte, 2018).

Correlation coefficients can be positive or negative, and their magnitude might be high or low (magnitude) (direction). Correlation coefficients range from -1 to +1, with -1 and +1 indicating perfect negative and positive association coefficients, respectively, and 0 indicating no correlation (zero relationship). Furthermore, correlation coefficients less than 0.40 (whether negative or positive 0.40) are considered low, moderate between 0.40 and 0.60, and high above 0.60 (Isaac and Chikweru, 2018). The statistical package for social sciences (SPSS) version 25 was utilized to perform the correction for this study.

Pearson's correlation coefficient (r) was computed to assess the linear relationship between consumers' oriented variables. Based on the test results of correlation analysis in the below Table 12 indicates that the five independent variables ranked them from most to least price, availability, product quality, promotion, and brand awareness have a positive and correlated relationship with consumers' buying decisions.

As a result, the three independent variables of price, availability, and product quality have a moderate relationship with consumer buying decision ($r(340) = 0.543, p < 0.05$; $r(340) = 0.487, p < 0.05$; and $r(340) = 0.468, p < 0.05$) respectively. Whereas, the two independent variables have low relationship with consumer buying decision ($r(340) = 0.150, p < 0.05$; and $r(340) = 0.123, p < 0.05$) respectively.

The Pearson coefficient connection between the variables in the questionnaire is shown in the matching matrix below.

Table 12: Pearson Correlation Analysis

Correlation								
		Consumer Buying Decision	Brand Awareness	Price	Product Quality	Promotion	Availability	Country of Origin
Consumer Buying Decision	Pearson Correlation	1	.123*	.543**	.468**	.150**	.487**	.080
	Sig. (2-tailed)		.023	.000	.000	.005	.000	.142
	N	340	340	340	340	340	340	340
Brand Awareness	Pearson Correlation		1	.000	-.008	.612**	-.095	.190
	Sig. (2-tailed)			.999	.886	.000	.079	.000
	N		340	340	340	340	340	340
Price	Pearson Correlation			1	.615**	-.096	.590**	.068
	Sig. (2-tailed)				.000	.076	.000	.209
	N			340	340	340	340	340
Product Quality	Pearson Correlation				1	.001	.507**	.054
	Sig. (2-tailed)					.978	.000	.324
	N				340	340	340	340
Promotion	Pearson Correlation				.001	1	.030	.287**
	Sig. (2-tailed)				.978		.575	.000
	N				340	340	340	340
Availability	Pearson Correlation					.030	1	.140**
	Sig. (2-tailed)					.575		.010
	N					340	340	340
Country of Origin	Pearson Correlation						.140**	1
	Sig. (2-tailed)						.010	
	N						340	340

(Source: Own Survey Result, 2022)

4.6 Regression Analysis

Regression is a statistical test used to establish and quantify the relationship between variables in a data set (Kumari and Yadav, 2018). Variable assumptions were checked for faults before the regression analysis.

4.6.1. Assumption Testing for Regression Analysis

Most statistical tests make assumptions about the variables that will be utilized in the analysis. When these assumptions are not met, the results may not be reliable, or the significance or effect size may be over or under estimated (Osborne and Waters, 2003). Normality, multicollinearity, homoscedasticity, and linearity tests were performed prior to the regression analysis to verify the influence of Brand Awareness, price, quality, promotion, availability, and country of origin factors on consumer purchasing decisions.

4.6.1.1 Multicollinearity

Multicollinearity is a phenomenon that occurs when two or more predictors are correlated; as a result, the standard error of the coefficients rises (Daoud, 2017). Shrestha (2020) stated that the variance inflation factor (VIF) is used to determine how much the variance of the predicted regression coefficient is inflated if the independent variables are correlated, according to the authors. The lower the tolerance, the more likely the variables are to be multicollinear. $VIF = 1$ denotes that the independent variables are not connected with one another. The VIF result of $1 < VIF < 5$ indicates that the variables are moderately connected to each other. VIF has a difficult value of 5 to 10 since it identifies highly connected variables. Multicollinearity among the predictors in the regression model is present if $VIF \geq 5$ to 10, and $VIF > 10$ implies that the regression coefficients are feebly estimated in the presence of multicollinearity.

Before conducting the regression analysis, it is essential to investigate the effects of the variation inflation factor (VIF) to guarantee that the independent variables do not have any correlation coefficient.

The VIF is below 10, as shown in the table below, ranging from 1.114 to 2.054 based on the assessment. As a result, regression analysis for this particular study is possible.

Table 13: Collinearity Statistics:

	Collinearity Statistics	
	Tolerance	VIF
Brand Awareness	0.586	1.706
Price	0.487	2.054
Product quality	0.587	1.702
Promotion	0.556	1.797
Availability	0.575	1.740
Country of Origin	0.898	1.114

(Source: Own Survey Result, 2022)

4.6.1.2 Homoscedasticity

The variance of mistakes is the same at all levels of the independent variables (IV), which is known as homoscedasticity. Visual inspection of a plot of the standardized residuals (errors) by the regression standardized projected value helps confirm this assumption (Osborne and Waters, 2003). We can use the diagram to see if the residuals are evenly distributed, or if they tend to cluster at particular values and spread out at others. The scatter plot presented in figure 4 below indicates that the data scores are clustered within the rectangle form with few outliers.

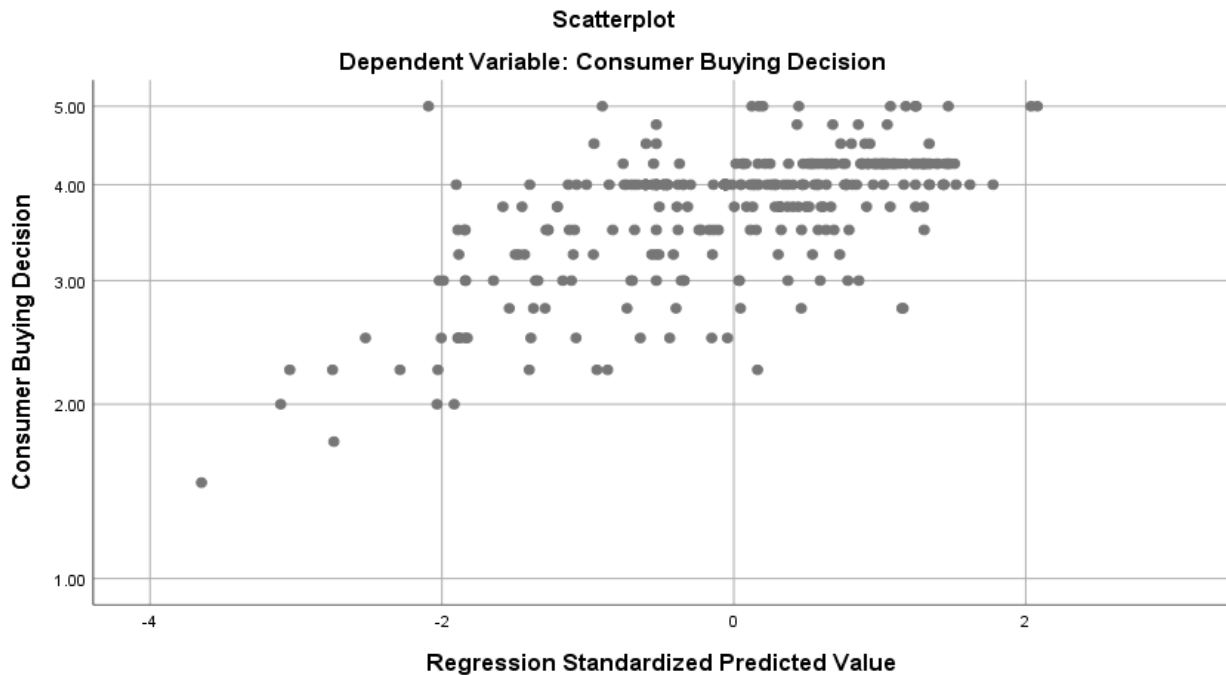


Figure 4: Scatter plot of regression standardized residual

Source: Own Survey Result (2022)

4.6.1.3 Linearity Test

The relationship between dependent and independent variables can only be accurately estimated using standard multiple regression if the relationships are linear (Osborne and Waters, 2003). Consumers' Purchase Decision (dependent variable) is assumed to be linearly related with independent variables (Brand awareness, price, quality, availability, promotion, and country of the origin). The Normal P-P plots presented in figure 5 below show that there was linearity in the relationship between the dependent and independent variables.

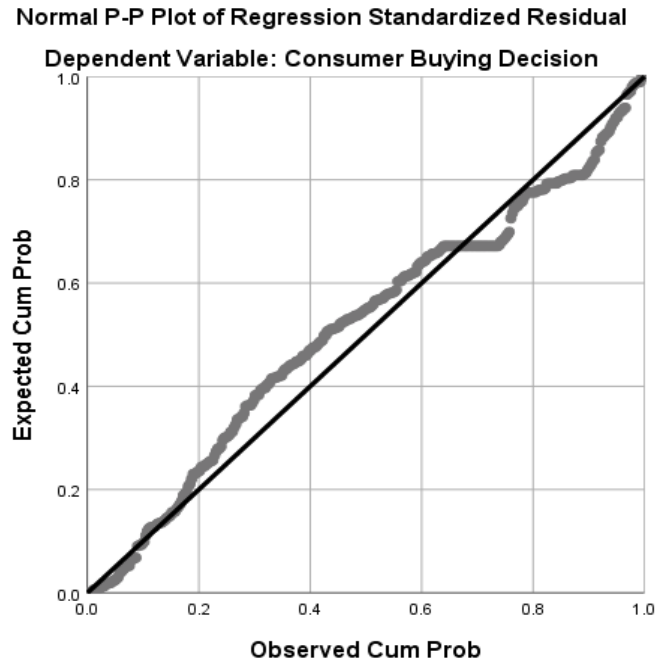


Figure 5: Normal P-P plot of regression standardized residual
(Source: Own Survey Result, 2022)

4.6.1.4 Normality Test

Running descriptive statistics to obtain skewness and kurtosis is a standard test for normality. When the data are normally distributed, skewness and kurtosis should be between the ranges of +2 to -2, according to F.Hair, et al. (2013). Therefore, the table below indicates results have been satisfied.

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std.Error	Statistic	Std.Error
Brand Awareness	340	.233	.132	.098	.264
Price	340	-1.101	.132	1.033	.264
Product quality	340	-.571	.132	-.197	.264
Promotion	340	.541	.132	.492	.264
Availability	340	-.498	.132	-.264	.264
Country of Origin	340	.034	.132	.753	.264
Consumer Buying Decision	340	-.972	.132	.981	.264
Valid N (listwise)	340				

Table 14. Skewness and Kurtosis Result
(Source: Own Survey Result, 2022)

4.6.2 Multiple Regression Analysis

Regression analysis is a statistical method for determining the relationship between variables that have a cause-and-effect relationship. Multilinear regression is a type of regression model that has one dependent variable and multiple independent variables (Uyanık and Güler, 2013).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.623a	.388	.377	.50176	1.777
a. Predictors: (Constant), Brand Awareness, Price, Product quality, Promotion, Availability, and Country of Origin Factors					
b. Dependent Variable: Consumer Buying Decision					

Table 15: Model Summary

(Source: Own Survey Result, 2022)

R– the value of the multiple regression coefficient between the predictors and the outcome, having a range of 0 to 1, with 1 denoting an equation that accurately predicts the observed value (Kumari and Yadav, 2018). The above model summary ($R = .623$) indicates that the linear combination of the six independent variables (Brand Awareness, price, quality, availability, promotion, and country of the origin) can predict the dependent variable (consumers' buyer decision of locally manufactured Tyres).

R Square (R^2) (or coefficient of determination) indicates the degree to which the model explains the observed variation in the dependent variable, relative to the mean. In another word, R^2 is a measure of how much of the variability in the outcome is accounted for by the predictors. The values of R^2 also range from 0 to 1 (Wagschal, 2016). From the above model summary box, when we check the result obtained under the heading R^2 , it tells us how much of the variance in the dependent variable (consumer buying decision) is explained by the model (which includes the independent variables of Brand Awareness, price, quality, availability, promotion, and country of the Origin). In our case, the R^2 value is .388. Expressed as a percentage (when multiplied by 100, by shifting the decimal point two places to the right), this means that our model (which includes the above mentioned independent variables) explains 38.8 percent of the variance in consumer buyer decision of locally manufactured tyres while remaining 61.2% of the variation in consumer buying decision can be attributed to other variables which have not been included in this regression model for this study.

Durbin-Watson: the Durbin–the Watson statistic indicates whether or not the assumption of independent errors is acceptable. As a result, the desired result is when the value is closer to 2, and the value of this data is 1.777, which is so close to 2 that the assumption has been met.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.101	6	8.850	35.153	.000 ^b
	Residual	83.836	333	.252		
	Total	136.937	339			
a. Dependent Variable: Consumer Buying Decision b. Predictors: (Constant), Brand Awareness, Price, Product quality, Promotion, Availability, and Country of Origin Factors						

Table 16. ANOVA

(Source: Own Survey Result, 2022)

From a statistical perspective, the ANOVA table shows the model's overall significance (Uyanik and Güler, 2013). To assess the statistical significance of the result it is necessary to look at the table labeled ANOVA. The model depicts the significance result on the ANOVA table is 0.000, $p < .005$, the regression analysis proved the presence of a good degree of prediction which means the six predictors collectively account for a statistically significant proportion of the variance in the criterion variable.

4.6.2.1 The Regression Coefficients of Independent Variables

Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.341	.203		6.610	.000
	Brand awareness	.050	.047	.060	1.070	.286
	Price	.248	.045	.339	5.519	.000
	Product quality	.118	.043	.153	2.727	.007
	Promotion	.116	.044	.150	2.609	.009
	Availability	.146	.038	.216	3.814	.000
	Country of Origin	-.030	.037	-.036	-.799	.425

Table 17 Regression of Coefficient of variables

Source: Own Survey Result, 2022

Individual parameter significant test shows how strong an independent variable affects the dependent variable. Accordingly, this study aims to identify which of the variables strongly

contributed the most to the prediction of the dependent variable. This analysis was done by Standardized coefficient Beta (β) and Sig. Given a one-standard-deviation increase in the independent variable and all other independent variables held constant, a beta weight for an independent variable indicates the expected increase or decrease in the dependent variable, in standard deviation units (Nathans, et al., 2012). Furthermore, the absolute value of Beta (β) indicates the order of independent variables. The variable with the highest β value is relatively most important independent variables (Uyanık and Güler, 2013).

Based on the results of the multiple linear regression analysis the above in Table 17 showed that price, quality, promotion, and availability factors positively and significantly affect consumer buying decisions on locally manufactured tyres ($p < 0.05$). Also, the “P” value expresses its level of significance. The p-value of four of the independent variables is below 0.05 which implies four independent variables have a significant relationship with the dependent variable (consumer buying decision). Thus, the standardized coefficients Beta of price, product quality, promotion, and availability factors are 0.339, 0.153, 0.150, and 0.216 respectively. However, other independent variables the brand awareness and country of origin did not statistically significant effect on consumer buying decisions because the value of $p > 0.05$ according to the results from multiple regression.

4.6.2.2. Regression Equation

Regression models, according to Wagschal (2016), are described as: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$

Where:

Y= Dependent variable,

α = represents the constant (sometimes called intercept) of the regression model,

β =Coefficients

X= Independent variables and

e = the error terms (or residual)

The regression equation for the consumers buying decision of locally manufactured tyres can be algebraically formulated based on the results of the foregoing regression analysis Table 17 by multiple regressions:

$$CBD = 1.341 + 0.339PF + 0.153PQ + 0.216A + 0.150P + e$$

Where: CBD= Consumers' Buying Decision, PF= Price, PQ= Quality, A= Availability= Promotion, and e = the error terms.

4.7 Hypotheses Testing

This study's major purpose is to identify what factors influence consumer buying behavior when they make a Horizon Addis Tyre purchase decision. By examining the coefficient and p values in Table 17 above.

The β - value on the coefficient table indicates level of effect each variable has on the dependent variable consumer purchasing decision towards locally manufactured tyres. The influence of the independent variables on the dependent variable can be determined in terms of positivity and statistical significance. Standardized coefficient (Beta value) specifies the degree of importance of each consumer oriented variables towards their consumers' decision on locally manufactured tyres; consequently, the variables can be ranked in the following manners on the basis of their significance: price ($\beta=0.339$), availability ($\beta=0.216$), product quality ($\beta=0.153$), and promotion ($\beta= 0.150$).

The researcher develop six hypotheses to answer which factors influence consumer buying behavior of Horizon Addis Tyres and presented the summaries as follows:

Table 18: Summary of Hypotheses Tested

Hypotheses	Tested Hypothesis	Supported
H1: There is a positive and significant relationship between price and consumer buyers' purchase decision-making of locally manufactured Tyres.	Ho: Rejected	No
	H1: Accepted	Yes
H2: There is a positive and significant relationship between product quality and consumer buyers' purchase decision making of locally manufactured Tyres.	Ho: Rejected	No
	H2: Accepted	Yes
H3: There is a positive and significant relationship between brand awareness and consumer buyers' purchase decision-making of locally manufactured Tyres.	Ho: Rejected	Yes
	H3: Accepted	No
H4: There is a positive and significant relationship between promotion and consumer buyers' purchase decision-making of locally manufactured Tyres.	Ho: Rejected	No
	H4: Accepted	Yes
H5: Product availability has a positive and significant impact on consumer buyers' purchase decision-making of locally manufactured Tyres.	Ho: Rejected	No
	H5: Accepted	Yes
H6: Country of Origin has a positive and significant impact on consumer buyers' purchase decision-making of locally manufactured Tyres.	Ho: Rejected	Yes
	H6: Accepted	No

Survey result, 2022

The multiple regression analysis above Table 17 shows that the test results of the research model indicates that the highest β level for the price is $\beta=0.339$. Hypothesis 1 proposed that there is a positive and significant relationship between price and consumer buyers' purchase decision-making of locally manufactured Tyres. Price has a positive and significant effect on consumers' purchase decisions about locally manufactured tyres ($\beta = 0.339, p<.05$), supporting Hypothesis 1. This indicates that the more gives attention for the price, the higher the consumers purchasing of locally manufactured tyres. It is because consumers more rely on price that give them better choice and satisfaction. Therefore, the study found that consumer's more attention to the price to the purchasing decision of locally manufactured tyres.

Hypothesis 2 proposed that there is a positive and significant relationship between product quality and consumer buyers' purchase decision-making of locally manufactured Tyres. Product quality has a positive and significant effect on consumers' purchase decisions about locally manufactured tires. The result depicts that consumers purchasing decisions of locally manufactured tyres were significantly predicted by the product quality ($\beta = 0.153, p<.05$), supporting Hypothesis 2 based on the above Table 17. The more offers quality products, the higher the consumers' buying purchasing decision of locally manufactured tyres.

Hypothesis 4 and 5 predicted availability and promotion have a positive and significant influence consumers' purchasing decision about locally manufactured tyres. The results depicts that they supported the hypotheses with ($\beta = 0.216, p<.05$), and ($\beta = 0.150, p<.05$) respectively.

The coefficient of brand awareness and country of origin are statistically insignificant in influencing consumer purchasing decisions about locally manufactured tyres based on the SPSS software result showed in the Table 17 which is the p value $> .05$.

As shown in the multiple regression analysis above table 17 we can predict the t value and its influence on the consumer by giving a rank. Price has the highest effect on consumer purchasing decisions with a value of 5.519. The next independent variable which has the highest effect is availability with a value of 3.814. The third and fourth independent variable which have effect on the t value is product quality and promotion with the value of 2.727 and 2.609 respectively.

4.8 Discussions of the Result

This study was aimed to examine the effect of price, product quality, availability, promotion, brand awareness, and country of origin factors on consumer's buyer's decision making of locally manufactured tyres. As a result, this section discusses the research's primary findings and compares them to those of past studies in the field.

The finding of the study shown, there is a positive and statistically significant relationship between the price and the consumer buyers' purchase decision-making of locally manufactured Tyres. Previous studies regarding price factors also support the significance of consumers' buying decisions. Previous research conducted Al-salamin and Al-Hassen (2016), found that the findings show that there is a positive relationship between prices and consumer buying behavior. Another research by Karawani (2020) "Assessing the Factor Influencing Consumer Buying Decision on Tyre Production Tanzania", found that price influences consumers as a strong predictor of consumer buying purchasing decisions. It has been proven that an affordable and competitive price for locally manufactured tyres have significant impact on consumer buying behavior for the local market.

According to the test result of this study, the hypothesis product quality has a positive and significant effect on consumer buying decision is supported by the data collected. This finding is supported by previous studies Natarajan, et al. (2016) found that product quality has a strong positive influence on the customers' buying behavior towards MRF Tyres at Chengam. Another study corroborated by prior studies by Mtengule (2020), found that the quality of Yokohama tyres had directly influenced the decisions to purchase Yokohama Tires among retail consumers in Dares Salaam. Furthermore, Addisu (2017) examined that product quality had the strongest and most beneficial relationship to consumer purchasing behavior of locally assembled private vehicles in Addis Ababa. It has been proven that a tyre quality, durability, and designated function have a significant impact on consumer buying behavior.

The evidence gathered supports up the hypothesis; there is a positive and significant relationship between availability and consumer buyer's purchase decision-making of locally manufactured Tyres. Previous research on availability has also supported these findings, Mtengule (2020) stated that other factors are becoming irrelevant if the product is not available. Accordingly, a company has to make that product available in the market and make customers aware of its availability. As a result, product availability has a direct influence on purchase intention, implying that increased product availability will lead to increased purchase behavior (Qisthina, 2020).

According to the result of this study, there is a positive and significant relationship between promotion and consumer buyers' purchase decision-making of locally manufactured Tyres. Gikonyo (2020) findings revealed that there was a significant positive relationship between promotion and consumer buying behavior. Promotion is a variable that significantly influences purchasing decisions, the more frequently promotional activities are undertaken, then the level

of market awareness of the product will increase, and will further stimulate consumers to make purchasing decisions (Imaningsih, 2018). This showed that people are influenced by promotional activities such as marketing, charitable gifts, and discounts that influence consumers' purchasing decisions for locally manufactured tyres.

Several studies have revealed that the two independent variables brand awareness and country of origin have a significant influence on consumers' buying purchase decisions. According to Jeyalakshmi, et al. (2020) indicates that the consumers' buying behaviour is influenced by their brand awareness and the country of origin affects consumer buying behavior (Munjal, 2014). Although this study is expected both the country of origin and brand awareness had a positive and significant influence on a consumer's purchasing decision of locally manufactured tyres, they became unexpected findings based on the output SPSS data in the above Table 17 regression coefficient. This indicates that research further studies to analyze the finding of the results using qualitative research.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

A summary of the findings, conclusion, and recommendations are presented in this chapter of the study. The main purpose of this study was investigated to the influence of brand awareness, price, quality, promotion, availability, and country of origin factors on consumer's buyer's purchase decision of locally manufactured tyres.

5.2 Summaries of Major Findings

Despite the fact that there are several variables that can influence consumer purchasing behavior, the researcher focused only on some variables that are more important to the majority of consumers and have been reported in other studies conducted in other countries in this study. Brand Awareness, price, product quality, promotion, availability, and country of origin factors are among the variables considered by the researcher. Accordingly, this study has investigated the influence of independent variables on consumer's buyer's decision making of locally manufactured tyres. As a result, the following are the research's overall findings:-

The study used quantitative data which were collected from a total of 340 respondents through a self-administered questionnaire. Both descriptive, focusing on the description of the demographic of the sample population, and an explanatory research design were applied to identify any causal links between the research variables. The data obtained from the sample population selected using purposive and convenience sampling techniques were analyzed using the software statistics Package for Social Sciences (IBM SPSS version 25). Both descriptive and inferential statistics were employed in this study.

The reliability of the instrument was checked using Cronbach's alpha and the alpha values for all constructs in the study were greater than 0.7 which is acceptable.

Descriptive analysis result of demographic profile of respondents showed that the majority of the respondents were male (77.40 percent), with 58.80 percent of respondents aged 30 to 49 and 51.80 percent of respondents earning between 5,001 and 10,000 Birr. In regards to marital status, 67.90 percent of respondents were married, 67.40 percent of respondents were self-employed, and 44.40 percent of respondents had a bachelor's degree. Furthermore, the majority of respondents (51.80%) use both of local and imported tyres, and 67.90% of respondents would be influenced by the sales person in their decision purchasing decision to buy tyres in retail stores.

In descriptive statistical analysis frequency, percentages and mean values of variables were computed. In inferential statistics, the data was analyzed using correlation and regression, which was vital in making sense of the data. The analyzed data was presented in the form of tables.

Based on correlation analysis, the five independent variables had significance and positive relationship with consumer's buying purchasing decision of locally manufactured tyres. The result ranked them from most to least (price, availability, product quality, promotion, and Brand Awareness).

The regression analysis reveals that the four independent variables (price, product quality, promotion, and availability factors) all contribute to the variation in the dependent variable (Consumer's buyer purchase decision) and are statistically significant at ($p < 0.05$). Thus, the standardized coefficients of Beta (β) price, availability, product quality, and promotion factors were 0.339, 0.216, 0.153, and 0.150 respectively. The p-value of four of the independent variables is below 0.05 which implies four independent variables have a significant relationship with the dependent variable (consumers' buying decision). However, Brand Awareness and country of origin don't not have a significant impact on the prediction of consumers' buying purchase decision of locally manufactured tyres, which is $p = 0.286$ and 0.425 respectively, which is greater than 0.05. The findings confirm **H1**, **H2**, **H4**, and **H5**, however **H3** and **H6** are rejected in this study. However, the results for the brand awareness and country of origin became unexpected findings. Therefore, they need further research studies to analyze the finding of the results using qualitative research.

5.3 Conclusions

The researcher summarizes the conclusion of factors influencing consumer's buying purchasing decision making Horizon Addis Tyres using the information gleaned from the consumers in Addis Ababa as follows:

The first initial idea of this study was to identify the factors influencing consumers buying behavior while purchasing Horizon Addis tyres because of the advancing design, production, and technological advancements of car models are persistently changing from time to time which influences the tyre industry and affect the demand of the tyre consumers.

Thus, this study examined the influence of independent variables: brand awareness, price, product quality, promotion, availability, and country of origin factor in the consumer buyers' purchase decision making of locally manufactured Horizon Addis Tyre's. Finding this study shows that price, availability, product quality, and promotion are mostly related to the consumer

buying decision and have a positive and significant effect on the consumers' buyer purchasing decision making of locally manufactured Horizon Addis Tyres. The finding supported by previous studies found and proven that the majority of respondents agree and support the data. The study concludes that manufacturers and retailers of tyre in Addis Ababa should pay more attention to their price, availability, product quality, and promotion in order to influences consumer buying decisions.

The study further reveals that the price, availability, product quality, and promotion of locally manufactured Horizon Addis Tyres are appreciated and acknowledged by consumers regarding the significant relationship with purchasing decisions, there is a significant concern about brand awareness and its country of origin in the market. A significant number of consumers preferred the Horizon Addis Tyre products by competitive and affordable prices and agreed with the durability and quality of the product. On the other hand, the tyre has a favorite choice because the manufacturing and distribution center is not far from the consumer's destination. The study found that promotion has a significant effect on consumer purchasing behavior. However, brand awareness and country of origin have not significant in consumer buying purchasing decisions.

It was anticipated that the Brand Awareness and country of origin could influence consumers' buying decisions towards locally manufactured tyres, but the findings did not significantly influence consumer purchasing behavior. Therefore, they need further research studies to analyze the finding of the results using qualitative research.

5.4 Recommendations

Based on the findings of the study and the conclusion drawn the following recommendations are forwarded:

According to the result of the study, the price has the strongest influence on the consumer buyer's purchase decision-making of locally manufactured Horizon Addis Tyres. Price is the key factor to the consumer and recommended the manufacturer keep it and develop pricing strategy to expand its market and increase market share.

It is found that availability was the second factor in influencing the consumer buyer's purchase decision-making of locally manufactured Horizon Addis Tyres. Therefore, it is recommend the manufacturer examine the existing network of channel optimization periodically and retail and distribution outlets in the market. Accordingly, the manufacturer should design channel development and open distribution centers throughout the country.

It is found that the product quality was the third most relevant factor in influencing the consumer buyer's purchase decision making of locally manufactured Horizon Addis Tyres. Therefore, it is recommend the manufacturer continually improve the product quality of Horizon Addis Tyres without pushing its competitive pricing, updating the technology of manufacturing machinery to produce quality products, and establishing a quality excellence center that provides the training and accreditation in the field.

As it is revealed in the study, promotions have a positive and significant influence on the consumer buyer's purchase decision-making of locally manufactured Horizon Addis Tyres. Therefore, it is recommend the manufacturer to participate in digital platforms, television and radio advertising, offer discounts, and induce charitable work organization. Furthermore, incorporating other stakeholders also results in strong, distinct, and beneficial relationships.

The study revealed that brand awareness and country of origin have no significant effect on consumers' buying decisions of locally manufactured Horizon Addis Tyres. Thus, the manufacturer should be prepared a strategic framework to be able to change the consumer's perception, attitude, and related factors. Furthermore, the manufacturers should be able to see further studies by adding additional factors like social, physiological, and personal factors due to the emphasis mentioned above that have not covered in this study.

5.5 Limitations and Direction for future research

As indicated in the model summary table 15, the result of this research R² explains only 38.80% of the variation of the consumers' purchase decision making of Horizon Addis Tyres while remaining 61.2% of the variation in consumer buying decision can be attributed to other variables which have not been included in this regression model for this study. Thus, further research need to be conducted on the other factors which may have significant influence consumers' purchase decision making of Horizon Addis Tyres.

The study revealed that brand awareness and country of origin have no significant effect on consumers' buying decisions of locally manufactured Horizon Addis Tyres. This study used the quantitative research method, and even if use qualitative research with additional variables gets better results.

There could not get a reference of organized and comprehensive scientific research data for the factors that influence consumers' buying behavior of locally manufactured tyres in the case of Horizon Addis Tyres and country. As a result of this, the researcher was forced to take findings from other studies conducted in different countries, each with its own set of social, economic, and environmental factors.

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Appendix 1: Questionnaire (English Version)

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT GRADUATE PROGRAM

Dear Respondents,

The purpose of this questionnaire is to collect primary data for conducting a study on the topic “Factors influencing Consumer buying behavior on locally manufactured Tyres in the case of Horizon Addis Tyres” as a partial fulfillment to the completion of Masters of Art in Marketing Management from Addis Ababa University School of Commerce. This study is purely for academic purpose and the information you provided will only be used for the mentioned purpose and confidentiality will be strictly maintained. Hence your genuine and timely responses are very valuable in determining the success of the study. Therefore, you are kindly requested to extend your cooperation honestly by providing relevant information and filling out the following questionnaires.

Note: You are not required to write your names.

Contact Address: If you have any query, please do not hesitate to contact me and I am available as per your convenience at (Cell phone: +251966122963 or e-mail: engingetahun@gmail.com)

Thank you for your cooperation and timely response in advance!

N.B Please put a „√“ mark to all your responses in the space provided beside to each Question.

Part I: Demographic information

1. Gender Respondent Male Female
2. Age of Respondents Below 18 Years 19-29 Years 30-49 Years
50-64ears > 65 Years
3. Monthly Income (Birr): less than 5,000 5, 0001-10, 0000
10,001 -20,000 20,001 -30,000 >30,001
4. Marital Status: Unmarried Married

5. Your Current occupation: Unemployed Self Employed
 Government Employed NGO Employed
 Private Company Employed Pensioned
6. Your Current Educational Level: No formal education High Education
 Diploma Degree Master's Degree Others
7. Which Tyre types are more preferable to you?
 Locally Imported Both
8. Please indicate your level of agreement or disagreement with the below explanation in relation to the salesperson in retail is influenced your purchasing decision of Tyres.
 I disagree strongly I disagree Neutral I Agree
 I agree strongly

Part II: Factors Influencing Consumer's Buying Behavior

Please indicate the degree to which you agree with the following statements by putting the tick mark (√) on the appropriate cell. Where, 1 =strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Items	Factors	1	2	3	4	5
1	Brand Awareness					
BI1	Horizon Addis Tyres Comes to my mind at first whenever Tyres are mentioned.					
BI2	Horizon Addis Tyres brand is different from other competing brands.					
BI3	The symbol of the Horizon Addis Tyres brand can build recognition for me.					
BI4	Use of Horizon Addis Tyres brands can express my personality.					
BI5	The value of this Horizon Addis Tyres brand gives me confidence in its Product.					
2	Price					
PF1	Horizon Addis Tyre product has competitive price compared to its competitors.					
PF2	Horizon Addis Tyre's product is affordable.					

PF3	Horizon Addis Tyre's price is appropriate for its quality.					
PF4	Horizon Addis Tyre's price is appropriate with the benefits I received.					
3	Product Quality					
PQ1	I perceive the quality of Horizon Addis Tyres products is durable.					
PQ2	I perceive the quality of Horizon Addis Tyres products as reliable.					
PQ3	Horizon Addis Tyre is able to perform its designated function.					
PQ4	Horizon Addis Tyres products have practical designs.					
4	Promotion					
P1	Horizon Addis Tyre TV advertisement is interesting helped me in making decisions.					
P2	Horizon Addis Tyres involvement in charitable donation influences consumers to buy Horizon Addis Tires.					
P3	The Horizon Addis Tyre often offers discounts, which influenced my decision to buy the product.					
P4	Horizon Addis Tyre employees are very helpful in choosing and developing an interest in Horizon Addis Tires.					
5	Availability					
A1	I prefer to use Horizon Addis Tyres because they are readily available.					
A2	I do not make extra efforts to search for Horizon Addis Tyres products.					
A3	Horizon Addis Tyres store locations are easy to access so influence my buying decisions					
A4	Horizon Addis Tyres store location is not far for me so influences my purchasing intention.					
6	Country of the Origin					

COO1	I find out that a product's country of origin determines its quality of a product.					
COO2	I would always prefer to buy Tyre products made in foreign countries.					
COO3	Tyre Products made in foreign country occupy a very strong competitive position in comparison to locally manufactured Tyre products.					
COO4	Tyres manufactured locally are generally of lower quality than similar products from foreign countries.					
7	Consumer Buying Decisions					
CBD1	It is important to decide to buy Horizon Addis Tyres because of its well-known Tyre brand.					
CBD2	The price of the Horizon Addis Tyres affects my buying decision.					
CBD3	The lack of product availability of Tyres in the market influences my purchase intention to buy the Horizon Addis Tyres.					
CBD4	I decide to buy Horizon Addis Tyres because of its product quality and reliability.					

Adapted from Bahl and Chandra (2018), Tekin, et.al. (2016), Kala and Chaubey (2016), and Nugroho and Irena (2017).

Appendix 2: Questionnaire (Amharic Version)

የጥናት መጠይቅ

የተከበራችሁ የጥናቱ ተሳታፊዎች!!!

ይህ መጠይቅ የተዘጋጀው በሀገር ውስጥ የሚመረቱ የተለያዩ የሆራይዘን አዲስ ጎማ ምርቶች የመግዛት ውሳኔ ላይ ተፅእኖ የሚያሳድሩ ምክንያቶች በሚል ርዕስ ለሚደረግ ጥናት መረጃ ለመሰብሰብ ነው። በዚህ መጠይቅ የሚሰበሰብ ማንኛውም መረጃ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት በገበያ አስተዳደር የማስተርስ ዲግሪ መመሪያ ፅሁፍ ለማዘጋጀት የሚጠቅም ነው።

ስለሆነም ከውድ ጊዜዎት ላይ ጥቂት ደቂቃዎችን ወስደው ከዚህ በታች ያሉትን ጥያቄዎች በመሙላት እንዲተባበሩኝ በትህትና እየጠየኩ የሚሰጡት መረጃም በከፍተኛ ሚስጥር የሚያዝ እና ለጥናታዊ ጽሁፍ አላማ ብቻ የሚውል ይሆናል። ለጥናቱ መሳካት ለሚያደርጉት ትብብር በቅድሚያ አመሰግናለሁ። በመጠይቁ ዙሪያ ላለዎት ማንኛውም ጥያቄ በኢሜል አድራሻዬ ማለትም engingetahun@gmail.com ወይም በስልክ ቁጥሩ 0966122963 ሊያደርሱኝ ይችላሉ።

ክፍል 1: የግል መረጃ

እባክዎ ለቀረቡት ጥያቄዎች ትክክለኛውን መልስ በቀረበው ባዶ ቦታ ላይ "✓" ምልክት በማድረግ ይምረጡ።

1. ያታ፤ ወንድ ሴት
2. እድሜ ከ18 ዓመት በታች 19-29 30-49 50-64 +65
3. ወርሃዊ ገቢ (ብር) እስከ 5000 ከ5001-10000 ከ10001-20000
20001-30000 ከ30001በላይ
4. የጋብቻ ሁኔታ ያላገባ ያገባ
5. የስራ ሁኔታ የሌለው የግል ስራ የመንግስት ድርጅት
ለትርፍ ያልተቋቋመ የግል ኩባንያ ጡረታ
6. የትምህርት ሁኔታ አልተማርኩም እስከ ሁለተኛ ደረጃ ዲፕሎማ
ዲግሪ ድህረ ምረቃ ሌላ
7. የትኛውን የጎማ አይነት ገዝተው መጠቀም ይመርጣሉ፡-
የሀገር ውስጥ የውጭ ሁለቱም

8. እባክዎን ከዚህ በታች ካለው ማብራሪያ ጋር ያለዎትን የስምምነት ደረጃ ወይም አለመግባባት በተሰጠው ክፍት ቦታ ላይ የ"√" ምልክት በማስቀመጥ መስማማቱን ያመልክቱ፤ በጎማ ችርጉር በሚሸጥበት ቦታ ላይ የሽያጭ ሠራተኛው/ዋ/ ለተጠቃሚው የጎማ ግዥ እንዲፈጽሙ ተዕዕና ያሳድራሉ።

እጅግ በጣም አልስማማም አልስማማም አልወሰንኩም

እስማማለሁ እጅግ በጣም እስማማለሁ

ክፍል 2:

እባክዎን በሰንጠረዥ ውስጥ ለተቀመጡት ጥያቄዎች ምን ያህል እንደሚስማሙ በተሰጠው ክፍት ቦታ ላይ"√" ምልክት በማስቀመጥ ይመልሱ

ተ.ቁ.	ምክንያቶች	እጅግ በጣም አልስማማም	አልስማማም	አልወሰንኩም	እስማማለሁ	እጅግ በጣም እስማማለሁ
	የደርጅት ስም ታዋቂነት					
BI1	በመጀመሪያ ጎማ በተነሳ ቁጥር የሆራይዘን አዲስ ጎማ ብራንድ ወደ አእምሮዬ ይመጣል።					
BI2	የሆራይዘን አዲስ ጎማ ብራንድ ከሌሎች ተወዳዳሪ ብራንዶች የተለየ ነው።					
BI3	የሆራይዘን አዲስ ጎማ ብራንድ ምልክት ለእኔ እውቅና ሊገነባልኝ ይችላል።					
BI4	የሆራይዘን አዲስ ጎማ ብራንዶችን መጠቀም የእኔን ስብዕና ሊገልጽ ይችላል።					
BI5	የሆራይዘን አዲስ ጎማ ብራንድ ዋጋ በምርቶቹ ላይ እምነት እንዲሰጠኝ አድርጋል።					
	ዋጋ					
PF1	ሀገር ውስጥ የሚመረት የሆራይዘን አዲስ ጎማ መግዛት የምመር ጥበት ምክንያት ምርት ከተወዳዳሪዎቹ በአንፃራዊነት ዋጋቸው ቅናሽ በመሆናቸው ነው።					
PF2	የሆራይዘን አዲስ ጎማ ምርቶች ተመጣጣኝ ዋጋ አላቸው።					
PF3	የሆራይዘን አዲስ ጎማ ዋጋዎች ከምርቱ ጥራት ጋር ተስማሚ ነው።					
PF4	የሆራይዘን አዲስ ጎማ ዋጋ ምርቱ ከሚሰጠኝ ጥቅሞች አንፃር ተስማሚ ነው።					

	የምርት ጥራት					
PQ1	የሆራይዘን አዲስ ጎማ ምርቶች ጥራት ዘላቂ እንደሆነ ተረድቻለሁ።					
PQ2	የሆራይዘን አዲስ ጎማ ምርቶች ጥራት አስተማማኝ እንደሆነ እንዘባለሁ።					
PQ3	ሆራይዘን አዲስ ጎማ ምርቶች ለተባለሉት ተግባር ማከናወን ይችላል።					
PQ4	የሆራይዘን አዲስ ጎማ ምርቶች ተግባራዊን ድፍ አላቸው።					
	ማስታወቂያ					
P1	የሆራይዘን አዲስ ጎማ ቲቪ ማስታወቂያ አስደሳች በመሆኑ የግዥ ውሳኔ እንዳከናወን ረድቶኛል።					
P2	የሆራይዘን አዲስ ጎማ በበጎ አድራጎት ልገሳ ላይ ያለው ተሳትፎ ሽማግሌ የሆራይዘን አዲስ ጎማ እንዲገዙ ተጽዕኖ አሳድሯል።					
P3	ሆራይዘን አዲስ ጎማ ብዙ ጊዜ ቅናሾችን ስለሚያደርግ ምርቱን እንድገዛ ውሳኔ ላይ ተጽዕኖ አሳድሮብኛል።					
P4	የሆራይዘን አዲስ ጎማ ሰራተኞችን በምርቱ ላይ ለመምረጥ እና ፍላጎት እንዲኖረኝ አድርጓል።					
	የምርት አቅርቦት/መገኘት					
A1	ሆራይዘን አዲስ ጎማዎችን መጠቀም እመርጣለሁ ምክንያቱም በገበያ ውስጥ በቀላሉ ስለሚገኙ።					
A2	የሆራይዘን አዲስ ጎማ ምርቶችን ለመፈለግ ተጨማሪ ጥረት አላደርግም።					
A3	የሆራይዘን አዲስ ጎማዎች የሱቅ ቦታዎች በቀላሉ ሊደረስባቸው ስለሚችሉ በገዢ ውሳኔዎቼ ላይ ተጽዕኖ ያሳድራሉ።					
A4	የሆራይዘን አዲስ የጎማ መሸጫ ቦታ ለኔ ሩቅ ባለመሆናቸው የግዥ ፍላጎቴ ላይ ተጽእኖ አሳድሮዋል።					
	የተመረቀበት ሀገር					
COO1	የምርቱ የተመረቀበት ሀገር የምርቶችን ጥራት እንደሚወስን ተረድቻለሁ።					
COO2	ሁል ጊዜ በውጭ አገር የተሰሩ የጎማ ምርቶችን መግዛት እመርጣለሁ።					
COO3	በውጭ አገር የተሰሩ የጎማ ምርቶች ከአገር ውስጥ ከተመረቁ የጎማ					

	ምርቶች ጋር ሲነፃፀሩ በጣም ጠንካራ ተወዳዳሪ ቦታ ይይዛሉ።					
COO4	በአገር ውስጥ የሚመራቱ ጎማዎች በአጠቃላይ ከውጭ አገር ከሚመጡ ተመሳሳይ ምርቶች ያነሰ ጥራት ያላቸው ናቸው።					
	የግዥ ዉሳኔ					
CBD1	የሆራይዘን አዲስ ጎማ ታዋቂ ብራንድ ስላለዉ ለግዢ ውሳኔዬ ላይ ተጽዕኖ አሳድሯል።					
CBD2	የሆራይዘን አዲስ ጎማ ዋጋ ለግዢ ውሳኔዬ ላይ ተጽዕኖ አሳድሯል።					
CBD3	የጎማዎች ምርት በገበያ ላይ አለመገኘቱ የሆራይዘን አዲስ ጎማ ምርቶችን ለመግዛት ተጽዕኖ አሳድሮብኛል።					
CBD4	የሆራይዘን አዲስ ጎማ ለመግዛት የወሰንኩት በምርት ጥራት እና አስተማማኝነት ምክንያት ነው።					

ስለ ቀና ትብብር ክልብ አመሰግናለሁ!!!