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**DETERMINANTS OF PURCHASE INTENTION OF  
PHARMACEUTICALS BUYERS: A CASE STUDY OF  
ETHIOPIAN PHARMACEUTICAL SUPPLY SERVICE,  
ADDIS ABABA,ETHIOPIA.**

By

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**In partial fulfilment of the requirements for the degree of Master of Arts in  
Logistics and Supply Chain Management, a thesis was submitted to the School  
of Commerce at Addis Ababa University.**

**June 2023**

**Addis Ababa**

## **DECLARATION**

This is to attest that the thesis I submitted met the requirements for the Master of Art degree in the department of logistics in part and management of the supply chain at Addis Abeba University, entitled "Determinants of Purchasing Intention of Pharmaceuticals in EPSS Addis Ababa City," is a copy of my original work, and it has never been submitted to this university or any other to be considered for a degree or certificate. I have expressed my gratitude for the help and encouragement I received during this process.

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By signing below, we attest to having read and evaluated the thesis. "Determinants of Purchasing intension of pharmaceuticals in EPSS Addis Abeba City" prepared by Nuhamin Elias. We suggest accepting the thesis as satisfying the requirements for the degree of "Master of Art in logistics and supply chain Management."

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## **ABSTRACT**

*The aim of this study was to identify the elements affecting buyers' intention to purchase pharmaceuticals in EPSS Addis Ababa. The perceived quality, perceived price, and place of origin were conceptualised based on the literature to determine their impact on purchasing intention. Respondents were the buyers in the EPSS procurement department. At EPSS Addis Ababa, buyers were located using a census method. Through the use of questionnaires, data from primary sources were gathered. 96 percent questionnaires, were actually collected out of the 100 that were distributed for this study. The data were analysed using both descriptive and inferential approaches employing explanatory research procedures. The descriptive analysis made use of the frequency table, percentages, means and standard deviation. On the other hand, inferential analysis was carried out utilising the Pearson correlation and multiple regression data analysis. The result of the adjusted R square is 0.582, which demonstrates that 58.2 percent of purchase intention variation can be explained by the independent variables. Based on the statistical analyses, all variables namely Perceived quality and country of origin image have a positive relationship while perceived price has negative relationship with the buyers' purchase intention. The researcher has drawn the following recommendations. The perceptions of price, quality, and country of origin have a beneficial impact on buyers' intentions to buy. According to this study result, marketing managers should assess how targeted consumers perceive quality, price, and the country of origin of the pharmaceuticals they are selling. They should also be extremely cautious about these perceptions.*

**Key words:** perceived quality, perceived price , country of origin image and purchase intension

## **Acronyms**

- EPSS.....Ethiopian Pharmaceutical Supply Service
- BPI.....Buyer's purchase intention
- PP..... Perceived Price
- PQ..... Percived Quality
- COI.....Country of orgin image
- HCMIS.....Health commodities management information system
- ANOVA.....Analysis of Variance
- SPSS.....Statistical Package for Social Science
- VIF.....Variance Inflation Factor

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Unquestionably, businesses constantly struggle to thrive and expand, and the desire for rapid expansion in a cutthroat economic environment forces businesses to go outside of their home countries for markets (Zarif Sagheb, Ghasemi and Nourbakhsh, 2020). One of the corporate world's most promising market concerns is the pharmaceutical sector. This complicated and fiercely competitive industry demands enormous financial outlays for pharmaceutical product development, manufacture, and marketing (Abraham and Patro, 2014). Such a phenomena necessitates globalization, and businesses should identify and enhance global business success characteristics (Zarif Sagheb, Ghasemi and Nourbakhsh, 2020).

Selling items is one of the most crucial variables in an international business' performance, and it is vital to take the buyer's purchase intention (BPI) into account in order to enhance this factor. In light of this, BPI research is regarded as being crucial to the success of a worldwide company. According to one author, BPI plays a big role in determining whether business is in a recession or a boom. Companies cannot ignore the interests, needs, and desires of their clients in the current competitive market (Zarif Sagheb, Ghasemi and Nourbakhsh, 2020). Hence, the BPI is a crucial variable in determining a company's performance and circulation. The degree to which customers are satisfied with a business is the most crucial factor to consider when assessing it (Dzever and Quester, 1999).

The buyer's perceived worth or benefit of the product is typically what determines the BPI. (Chi *et al.*, 2021) So, understanding the variables impacting BPI aids in designing and implementing marketing strategies, as well as increasing and maintaining market share (Zarif Sagheb, Ghasemi and Nourbakhsh, 2020). Brand image, product quality, and pricing are just a few of the variables that might affect a buyer's intension to buy. Consumers' opinions of a firm based on their own experiences and the experiences of others as reported to them in the form of information are referred to as brand images. Famous or well-known companies are typically more dependable and can influence good attitudes among consumers, pushing them to make purchases. (Chae *et*

*al.*, 2020). The greater the likelihood that a thing will be purchased, though still not necessarily, the higher the willingness to acquire it is. Contrarily, a reduced willingness to acquire a particular product does not necessarily indicate that the client won't purchase it in the future. A consumer's perception of a particular company entity includes their opinions of the product being promoted, its pricing, quality, and performance expectations (Veronica and Kitavi, 2022). Additionally, consumers' perceptions of price are permanently engraved in their minds when it comes to pricing. Instead of constantly remembering a product's price, people encode it as either "costly" or "cheap"(Shi *et al.*, 2020). The perceived price appears to have a relative worth that differs from the sold price because customers' opinions of the value of money vary. As a result, the perceived price is crucial in deciding consumer willingness to make a sacrifice and their intention to buy. (Aschemann-Witzel and Zielke, 2017).

It is interesting that most customers base their purchases on low-priced goods because they are seen as affordable and seen as being of high quality. A consumer would be discouraged from establishing a buy intention for a product if they believed the price to be unjust or unreasonably high, Similar to how the perceived price increases a buyer's propensity to purchase due to the advantages it would provide. (Ayub, Nik Muhammad Naziman and Samat, 2020). By avoiding the error of buying something that is not worthwhile, people always maximize the utility of a certain commodity they purchase. As a result, manufacturer-branded goods with comparatively high pricing are frequently thought to be of excellent quality and minimal risk. In order to assess the quality of a product, the perceived price will always be utilised as a standard. (Jaafar, 2021).

Perceived quality is the other element that has the power to influence a buyer's intention to buy a specific goods. According to the consumer's thinking, dependability, durability, consistency, serviceability, and consistency are the key characteristics of perceived quality (Veronica and Kitavi, 2022). Because customers' perceptions of what quality includes differ and because these differences depend on cultural, economic, social, and technological factors, it is very difficult to meet their expectations for quality (Yıldırım, 2018). The more highly regarded a product is perceived by a consumer, the more likely it is the consumer will buy it. In addition, a product's performance is greatly influenced by its quality, which gives the product a perceived worth in the eyes of the consumer and promotes customer satisfaction (Muljani and Koesworo, 2019). This is the rationale behind why a product's quality is a crucial tool and marketing tactic for product

positioning. Customers are now looking for high-quality products in order to save time and energy. This is due to the fact that there is now intense competition in the market and that consumers have a wide range of purchasing options (Al-Debei, Akroush and Ashouri, 2015). Hence, in order to increase their market share and profitability, businesses are under pressure to better understand consumer attitudes and behaviors as consumer expectations for product quality rise. (Veronica and Kitavi, 2022). This explains why it's crucial for consumers to comprehend the goods before making a purchase. The purchase may not be determined by price (Alghizzawi *et al.*, 2019).

Country of origin image (COI) is another aspect that affects customer behaviour in the global market. It makes reference to the nation of origin symbol, which denotes the location of production or manufacturing. As a result, COI has emerged as one of the most fascinating phenomenon in global business practices and has become an essential part of every major brand. (Degoma, 2014) It reflects the country that people typically connect with the country of origin of a product. After that, associations between images of products, businesses, and countries are created, which have an impact on consumers' perceptions and purchase intentions (Veselá and Zich, 2015). Consumers face a variety of choices while making purchases that are directly tied to the product, such as its characteristics and intended usage. Due to this marketers are increasingly interested in learning how the nation's connection with a product affects consumers' assessments of its quality and their choice to buy it. In several research, it has been shown that the COI is an important factor in the appraisal of a product, particularly in developing nations where consumers place a higher emphasis on social standing and ideals (Alghizzawi *et al.*, 2019).

Ethiopian Pharmaceutical Supply Service (EPSS) is a government organisation under the Federal Ministry of Health's (FMoH) control. At the national level, it is required to sustainably supply all public health facilities with affordable and dependable medications (Negera, Merga and Gudeta, 2021). Additionally, no research has been done on the variables influencing Epss buyers' intention to purchase pharmaceuticals. Therefore, this paper was study determinants of Pharmaceuticals buyers purchase intention and how they can give added value to pharmaceuticals (Alghizzawi *et al.*, 2019).

## 1.2 Statement of the problem

Buyers should examine pharmaceuticals goods using different product cues before making any buying decisions. Researchers agreed that pharmaceuticals is changing peoples' behaviours especially in supply chain however surveys that have been carried out are still insufficient. There is a lack of understandings of the behaviour and consumers' preferences towards pharmaceuticals purchasing. This shown the global market emerged as a result of greater international trade, which also brought new foreign rivals to the fore. Customers now have access to a wider variety of foreign goods, expanding their options. Businesses need to operate in a fiercely competitive climate that is swiftly extending across international borders if they want to grow over the long term and boost their customer base. Though many companies can have better products and yet are sometimes unable to compete in the market due to various factors affecting their product marketing (Levrini and Dos Santos, 2021).

Nowadays the pharmaceutical procurement procedure is an essential component of the pharmaceutical logistics system because it ensures the accessibility of the relevant pharmaceuticals in the appropriate dosages at reasonable prices and in line with established quality standards. The cost of pharmaceuticals is the largest component of healthcare spending in any nation, ranging from 5% to 12% in industrialised nations and up to 40% in impoverished nations. Given the complexity of forecasting systems across various industries, the supply chains of many firms work to acquire an adequate prediction of anticipated demands for sustainable service delivery (Boche, Mulugeta and Gudeta, 2022). Before making any purchases, customers research products using a variety of product signals regarding the product's quality, price, and country of origin image. Purchase intent changes after utilizing a product because there are direct connections between them that have an impact on both increases and declines (Saleem *et al.*, 2015).

Given that Ethiopia has one of the continent's fastest developing economies, a study of this kind is especially warranted there. Africa's GDP is projected to reach \$1.1 trillion by 2019 with an annual growth rate of about 8% and a population of more than 100 million. Ethiopia engages in the worldwide market as a member of the global economy by importing and exporting products and services. In actuality, the country's imports of goods far outweigh its exports. As a result, the

current study is crucial for determining the variables influencing pharmaceutical purchase intentions in the setting of EPSS, Addis Ababa, Ethiopia (Yimer, 2015).

Purchasing pharmaceuticals from EPSS has unique characteristics that distinguish it from other ordinary purchases. But because there isn't a specific, tailored procurement strategy, the service is forced to follow the national public procurement policy, which doesn't take the unique characteristics of pharmaceuticals into account (Levrini and Dos Santos, 2021). In the case of EPSS the quantity, price and country of origin image of each commodity must be assessed after selection and then higher-level decision-makers are subsequently given advice based on the estimation results. (Boche, Mulugeta and Gudeta, 2022).

EPSS imports medicines, medical supplies, chemicals, and medical equipment valued at USD 371,204,792.72 (RDF, Program, and Donations), with its top trading partners being China (15%), Germany (20%), India (32%), and the United States (15%). In the fourth quarter of 2022, EPSS's imports increased from 85,180,605.00 million to 170,818,305.04 million dollars. according to the Ethiopian Pharmaceutical Supply Service report (HCMIS Report 2022).

There has never been a study done on determinants of EPSS pharmaceutical's buyers purchase intention, even though such things have a significant impact on the economy and consumer choices in the country. The findings of this study answers our comprehension of consumer wants and purchasing companies ' practises in international trade. As a result, this study aims to examine to what extent the variables determine the purchase intesion of Pharmaceuticals buyers in the case of EPSS, Addis Ababa, Ethiopia.

### 1.3 Research question

The following issues are looked at in the study:

1. To what extent does perceived pharmaceutical quality affect EPSS consumer's pharmaceuticals purchasing intentions?
2. To what extent does perceived pharmaceutical Price affect EPSS consumer's pharmaceuticals purchasing intentions?
3. To what extent does pharmaceutical country of image affect EPSS consumer's pharmaceuticals purchasing intentions?

## 1.4 Research objective

### 1.4.1. General objective

- The primary goal of this study is to examine the determinants of pharmaceutical purchase intentions in the case of Ethiopian pharmaceutical supply services, in Addis Ababa, Ethiopia.

### 1.4.2. Specific objectives

1. To identify the effect of perceived pharmaceutical quality on the EPSS buyer's purchasing intentions (PI) pharmaceuticals?
2. To determine the effect of perceived pharmaceutical Price on the EPSS buyer's PI of pharmaceuticals?
3. To asses the effect of pharmaceutical country of origin image on the EPSS buyer's PI of pharmaceuticals?

## 1.5 Hypotheses

Based on the main problem of the study and objectives, this study formulated the following hypotheses in a null form:

Ho1: Perceived quality has positive and significant effect on pharmaceutical buyers purchase intension.

Ho2: Perceived price has positive and significant effect on pharmaceutical buyers purchase intension..

Ho3: Country of origin image has positive and significant effect on pharmaceutical buyers purchase intension.

## 1.6 Significance of the Study

Marketers need to fully comprehend how the buyers purchasing intension affected their products because it affects how buyers make purchase decisions. As a result, determining buyers' purchase

intentions of pharmaceuticals in relation to how buyers view their products has become a crucial issue for pharmaceutical businesses. This was based on the perceived quality, perceived price and country of origin image (Darmawan, Samuel and Wijaya, 2021). This has to be done in order for the purchasing firms to develop effective marketing strategies incorporating the aforementioned factors in order to increase the purchase intention and the subsequent procurement of the products in order to boost their market share in Ethiopia.

In light of this, it is thought that any research that examines the connections between these four variables is quite persuasive. The purpose of this study was to examine the determinants of purchase intentions of pharmaceuticals. Perceived Price, Perceived quality and country of origin image (independent variables) were examined in relation to their influence on EPSS buyers' willingness to buy (a dependent variable).

### 1.7 Scope of the Study

Geographically, the scope the study is to investigate determinants of pharmaceutical purchasing intentions in head office procurement department of EPSS in Addis Ababa, Ethiopia. Conceptually, the study was restricted to investigating determinants of pharmaceutical buyers purchasing intentions. Methodologically, the study employed a quantitative research approach. The study used explanatory research design. The study was accomplished within the time frame from Nov 2022 to June 2023.

### 1.8 Definitions of key terms, concepts and variables

**Country of origin image:** Country image is the culmination of consumer perceptions of a particular nation. The governmental structure, degree of economic and technological advancement, and the population all influence how a country is perceived (Bao, Cheng and Zarifis, 2021).

**Perceived quality:** Product quality determines the perceived value that customers will consider when making decisions (Asshidin, Abidin and Borhan, 2016).

**Perceived price:** The amount of money that customers pay for a service or product, or the value they receive, is referred to as the price (Wang and Chen, 2016).

**Purchasing Intention:** the phrase used to characterize consumers' subjective evaluations that come after their overall evaluation of whether to buy a good or service. The literature reviewed previously identifies the following key meanings of purchase intention: Consumers' openness to consider buying, their intentions to make future purchases, and their decision to make repeat purchases (Kowang *et al.*, 2018).

## 1.9 Organization of the Research

The study was organized into five chapters: chapter one: incorporates introduction part and focuses on: background of the research, statement of the problem, research objectives, research questions, significance of the study, hypothesis, scope of the study and organization of the study. Chapter two: incorporates review of literature part and focuses on: theoretical review of determinants of pharmaceutical buyers purchasing intention and empirical review pertinent to this study. Chapter three: incorporates methodology part and focuses on: description of the study area, data type and source, research design, sampling design and sample determination, methods of data analysis and definition and operationalization of variables. Chapter four: incorporates presentation, analysis and interpretation of data. And finally chapter five: incorporates the summary of findings, conclusions and recommendations.

## CHAPTER TWO

### RELATED LITERATURE REVIEW

#### 2.1 Theoretical literature review

##### 2.1.1 Perceived pharmaceutical quality

The perceived quality of a good or service is a representation of its perceivable, sensible, and sensory qualities. It therefore alludes to a global system of evaluation and encourages client pleasure. One author defines a product's or service's "perceived quality" as an evaluation of its general excellence or superiority. Quality is becoming more and more valued by consumers, and they are prepared to spend more money on it. According to a method of gathering and integrating information about goods or services, consumer decisions are based on the quality of the product. The origin of the product actually indicates its quality (Jabarzare and Rasti-Barzoki, 2020).

The "perceived quality" that arises from satisfying customer needs then dictates how consumers react as a result of a good or service's excellence. Perceived quality is the determination of a product's superior quality by a consumer based on their own perceptions. Consumers evaluate perceived quality by contrasting the superiority, experience, and attitude of a brand with those of its competitors. The study came to the conclusion that a product's perceived quality is based on how effectively it satisfies customer requirements. Because it reflects the thoughts and opinions of every customer, this perception is arbitrary (Zhang *et al.*, 2021; Li *et al.*, 2022).

According to some experts, a product's perceived quality is among the most critical variables that significantly and favorably affect a consumer's likelihood to purchase a product. Customers place a significantly greater emphasis on perceived quality when making purchasing decisions and repurchase a product because they think that higher perceived value equates to better perceived quality (Zhang *et al.*, 2021).

Moreover, perceived quality affects a product's purchasing intention more so than perceived price. Perceived product quality positively corresponds with purchase intention, according to past studies. A product's perceived quality will rise along with consumer interest in buying it (Li *et al.*, 2022).

### 2.1.2 Perceived Price

Numerous studies have looked into how perceived prices affect how a nation is seen. Zeithaml defines perceived pricing as the consumer's estimation of what is sacrificed or given up in order to obtain the goods. It is the least amount of money a consumer must spend to purchase anything and benefit from the benefits of product ownership or utilisation. Most customers refer to items as "expensive" or "cheap" without recalling or realizing the exact price. The trade-off between a nominal financial price and non-financial expenses (including time, physical effort, and learning costs) incurred throughout the purchasing process is therefore required of buyers (Zhang *et al.*, 2021).

### 2.1.3 Country of origin image

It has long been debatable whether one's nation of origin matters in the marketing and advertising industries. Some believe that one of the most important factors influencing a product's brand identity is its country of origin (Mehta, 2020). Consumers who appraise a product based on their knowledge of the country of origin experience the "country of origin image" (COI) phenomena. The country of origin image is denoted by the acronym COI (Li *et al.*, 2022). Due to regional disparities in economic, sociocultural, and other aspects, the impact of the country of origin image on consumer behaviour varies from nation to nation. Scholars and marketers are therefore interested in how consumers respond to items from other countries (De Nisco and Oduro, 2022).

The most extensively studied area in recent years in marketing, company, and customer behaviour, according to Kabadayi, has been the effect of COI on buyer intention, appraisal, and perception. Numerous studies have attempted to determine how COI affects product evaluations, attitudes towards products, purchasing intentions, and purchase decisions (Mekonen, 2019). Researchers have shown that the impact of a COI can be as great as that of a brand, price, or quality. Customers can use COI as a clue to assess the performance, quality, and other characteristics of a product. The COI effect is an important component that affects consumer biasness. The precise provenance of a product affects how consumers view it. Customers use COI as an extrinsic cue to predict the quality of goods and services. Buyers construct country images for certain countries in the same way that they do for brands of things (Temechewu,

2020). Through the perception of the nation, they establish a brand image of a nation that influences consumers' preconceived ideas. Consumers frequently rate products based on preconceived notions about the place of origin, such as the notion that German cars are excellent, Italian pizza is excellent, and Japanese electronics are dependable. Many people think that a product's "produced in" designation denotes whether it is "preferred" or "less than" depending on how they view that nation. Consumers may have a bad perception of a country's product, particularly if the image of the manufacturing nation is perceived negatively. As a result, when a buyer makes a purchasing decision, the perception of the country of origin is crucial (Degoma, 2014).

#### 2.1.4 Purchase Intention

Today's market for international trade is very competitive, and there are many new ideas available to attract customers. Customers have many product options in this scenario, but a number of factors also influence how successful a product is and how likely customers are to make a purchase (Filiari *et al.*, 2018).

Instances where clients intend to purchase a good or service in the future are covered by the term purchase intention itself. Anytime a consumer has the means or the desire to make a purchase, purchase intention is present. The likelihood of a consumer's willingness to buy a product is connected to their desire to buy. In light of this, say that a consumer's potential desire to buy anything is referred to as their buying intention (Lee, 2021)

Purchase intention is a very complex concept. Some research identify it as an attitude component connected to the conative dimension. Some view it as a different variable. According to the definition of the term purchase intention, This is the stage of the buying process where the buyer can express his desire for a product based on his information, ideas, and attitudes. A alternate interpretation of the term "purchasing intention" states that it relates to someone's awareness of seeking to buy a specific brand (Shahid, Hussain and Zafar, 2017).

Buy intention, according to academics, describes consumer behavior that is influenced by brands. Moreover, purchasing intention is defined by some academics as "what we anticipate purchasing." Also, a purchase expresses how one feels about or how likely they are to buy the advertised goods, demonstrating their level of commitment to the brand (Yang, 2017). Other

researchers, such, assert key factors connected to buying intention include age, gender, career, and education. Another illustration shows how customer purchase intentions are influenced by views of the nation of origin. The decision to act or physiological response that reflects a person's behaviour in respect to a product is another example of purchase intent (Abraham and Patro, 2014).

Investigating the factors that influence a customer's decision to acquire a product is a form of decision known as intent to purchase. You can clarify your shopping objectives by using methods like anticipating to buy and considering something to buy. Described a specific category of committed buyer, one who purchases items regardless of price and By giving the business glowing recommendations and even investing money in the brand, customers show their commitment (Rana and Paul, 2017).

The degree of industry competitiveness, according to research, also affects customer purchasing decisions. Asserts that purchasers must rely solely on a product's external qualities in these instances. As a result, the consumer's sovereignty depends on financial choices that ensure they can effectively perceive their income in relation to their current and future consumption. The degree of industry competitiveness, according to research, also affects customer purchasing decisions. The definition of a consumer's decision-making style is a mental orientation describing a consumer's method of making decisions (Faith and Edwin, 2014).

## 2.2 Empirical literature review

### 2.2.1 Impact of pharmaceutical price perception on purchase intention

Whether or not pricing perception can affect customers' intentions to buy the items that are presented in market was the subject of a scientific study (Swasty *et al.*, 2021). The study was directed at the general public in Lahore, Pakistan, which frequents a variety of products. In order to investigate the relationship between the independent variable of price perception and the dependent variable of purchase intention, the study used both correlation and regression models. The findings showed that pricing perception significantly increased buying intention. When it comes to people's intentions to buy, the same research findings were highlighted by (Liu and Shiue, 2014). Via an online poll, the study evaluated the opinions of 194 participants. Convenience sampling methods were used to select a sample of the respondents. Using cunning strategies like reducing costs and offering promotions, and matching the price to the product's

quality would make buyers feel that the product's pricing is reasonable and worthwhile, which would encourage them to buy it (Cakici and Tekeli, 2022).

On the other hand, (Salehzadeh and Pool, 2017) were driven to confirm whether or not price perception actually affects consumers' purchase intentions for goods. The study found that customers' purchase intentions for the aforementioned products are really greatly increased by their impression of the price. The findings were congruent with those of (Mirza and Ali, 2017). Regarding the intention to buy, the results similarly agreed with those of (Liu and Shiue, 2014). On the other hand, (Hakim *et al.*, 2020) aimed to determine Brazilian consumers' perceptions. 160 consumers were surveyed online for the study. The likelihood that a customer will buy something from a social commerce website right now or in the near future was used to gauge purchase intention on a Likert scale and, given the chance, would do so. The research's conclusions demonstrated that consumers' intents to purchase goods in the social commerce sector were significantly influenced by competitive prices, a construct of price perception of the impact of competitive pricing on their purchase intentions in the social-commerce sector.

Similar to this, Moslehpour, Aulia and Masarie (2015) highlighted that Indonesian customers' purchase intentions in Taiwan would be increased as a result of their impression of the pricing of bakery products (Jaafar, 2021), who examined if price perception could influence Malaysian consumers' inclination to purchase private label food products and utilised multiple linear regression concluded, (Maia, 2019) and (Moslehpour, Aulia and Masarie, 2015), that price perception is essential for increasing Malaysians' propensity to buy the aforementioned goods.

supervised a research project to ascertain how price perception impacts the intention to purchase goods in the product services market. In order to ascertain how pricing perception affects the intention conducted a study inquiry to buy. Using a postal survey 3,000 customers' primary information was gathered. Regression modeling is the type of model the study examined. The study's findings were able to show that, consumers' perceptions of pricing have a considerable positive impact on their intention to purchase goods. The conclusions also agreed with the study's observations (Veronica and Kitavi, 2022).

Articles created by (Moslehpour, Aulia and Masarie, 2015; Mirza and Ali, 2017; Shahid, Hussain and Zafar, 2017; Maia, 2019) and (Liu and Shiue, 2014). It's noteworthy that the study discovered that disparities in consumers' assessments of their perceived pricing and purchase

intentions were significantly explained by age, service experience, and gender. Intriguingly, (Swasty *et al.*, 2021) confirmed that Tehran consumers' intentions to purchase Bono brand tiles were not significantly influenced by price perception. The results did not match what other researchers had found because they had found that customers' purchasing intentions are significantly increased by price perception.

The results of this research are confirmed by the fact that the cost of brand product is quite expensive, it discourages buyers from purchasing the product. Observed, however, that online hotel reservations appear to be competitively priced and have a high perceived value, increasing the likelihood that prospective guests will pay for the hotel's services. Given how expensive brand products are, the study's conclusions were reinforced by this, preventing consumers from indicating that they are interested in buying the products (El Haddad, Hallak and Assaker, 2015).

based on the studies looked at. According to a study on the variables influencing Hawassa city customers' inclination to buy products, Even when numerous products perform nearly identical functions, people are nevertheless prepared to pay a premium for a well-known brand with the least expensive price and the lowest overall mean score (3.7697) (Engidaw, 2020). The causation study also yielded the observation that there are four predicting factors. In other words, social media, situational changes, product pricing, and product availability all showed statistical significance, with a P value of ( $P < 0.05$ ) and an R2 coefficient of 0.627 for each. presently, in light of the findings we reviewed. There was still space available for a research to be conducted in the setting of Ethiopia's Addis Ababa County to determine if perceptions of price can affect the intention to buy pharmaceuticals. This study's motivation was to fill the knowledge gap that already existed.

### 2.2.2 Impact of pharmaceuticals perceived quality on purchase intention

To ascertain the effect that the product quality has on the general population in Lahore, Pakistan and regarding their inclination to purchase, coffee shops conducted studies among this community (Mirza and Ali, 2017). According to the study's findings, clients' purchase intentions are greatly increased by the level of product provided by coffee company. Every consumer has an ideal expectation for the level of quality they want to receive when they visit a particular company. As a result, when a product offers dependable and accommodating services that satisfy

or exceed consumers' expectations. The client will believe the product provided are of the highest caliber, and they won't think twice about buying the restaurant's goods in the future (Veronica and Kitavi, 2022).

Moreover, (Chi *et al.*, 2020) found that customers' intentions to buy products, the products' quality would significantly increase purchases. (Wang and Tsai, 2014) concentrated on determining Perhaps consumer perceptions of the perceived quality of the products offered by the mutual fund industry have an impact on their decision to buy. This referred to Taiwan specifically. For analysis, the study used the Pearson correlation model and modelling using structural equations. Consumers' greater purchase intentions were reflected by the research were their opinions about the quality of mutual fund products have a big impact. The findings corroborated what (Mirza and Ali, 2017) and (Wang and Tsai, 2014), who were interested in understanding Observable perceived quality of the items provided by the mutual fund industry.

Whenever a customer enjoys using a product, they are more likely to recommend it, I intend to buy it once more in the future and recommend it to others for purchase. However, if buyers are unhappy with the product's quality, they will grow to dislike the company and be less likely to purchase its products in the future (Chen, 2019).

Undertook a study to identify the relationship between product quality and purchase intent in the Malaysian setting. Aesthetics, serviceability, features, durability, dependability, conformity, performance, and customer perception all played a role in determining the product's quality. Intriguingly, the outcomes support the notion that buyers' purchase intentions are unaffected by product quality. The outcomes varied from what was previously established. Analysing the relationship between product quality and Malaysian consumers' desire to purchase motorcycles or scooters, (Kowang *et al.*, 2018) oversaw a research investigation. Aesthetics, use, features, durability, dependability, compliance, performance, and consumer perception of quality were all considered when evaluating product quality. Interesting studies showed that customer purchase intentions are not much influenced by product quality. The outcomes were different from what had been established by (Wang and Tsai, 2014; Mirza and Ali, 2017; Veronica and Kitavi, 2022). Since they had come to the conclusion that consumer purchasing intentions are momentarily increased by perceived product quality. The results of the research showed that

consumers are interested in traits other than the eight criteria for product excellence in order to make a buy intention that only they are aware of (Kowang *et al.*, 2018).

According to prior studies (Wang and Tsai, 2014; Mirza and Ali, 2017; Veronica and Kitavi, 2022), (Jayadi and Ariyanti, 2019) research study found that perceived quality greatly improves Saudi Arabian women's purchasing intention for brands product. Similarly, (Mehta, 2020) also proven that consumers' perceptions of a product's quality influence their propensity to buy in Pakistan. The products' performance will enhance as they undergo daily improvements to improve them and provide for client needs, and customers are aware of these advancements, then it is highly likely that they will buy the product soon.

As a result of the examined research projects (Wang and Tsai, 2014; Mirza and Ali, 2017; Kowang *et al.*, 2018; Jayadi and Ariyanti, 2019; Mehta, 2020) there had been hardly any study conducted at Addis Ababa country, Ethiopia to determine how pharmaceutical purchasing intentions were affected by perceived quality. This gave this study the freedom to explore how perceptions of quality affected pharmaceutical consumers' intentions to buy in Addis ababa, Ethiopia.

### 2.2.3 The effect of pharmaceuticals contry of origin image on purchase intention

In today's highly competitive global commerce market, there are numerous novel ideas available to attract customers. Buyers in this circumstance have a large selection of product possibilities, but a number of factors also influence how successful a product is and how likely customers are to make a purchase. Previous studies have established that perceptions of the country of origin have a considerable impact on buyers' inclinations to buy products. It is well known that the country of origin plays out as a signal, allowing consumers to make a decision immediately. (Tamiru, 2019).

Buy intention, according to academics, describes how customers act that is influenced by brands. Furthermore, some academics claim that our expectations about what we will purchase are included in our buying intention. Furthermore, by expressing how one feels or how likely they are to make a purchase of the advertised goods, a purchase illustrates the level of loyalty to a product (Mukherjee, Das and Chakraborty, 2023). Age, gender, occupation, and education are among the demographic factors that other researchers claim are connected to purchase intention

(Paul and Rana, 2012). Another example demonstrates how client purchasing intentions are affected by views of the country of origin. Additionally, a person's behaviour towards a product might be revealed by a decision to act or physiological response, which is known as purchase intent (Yunus and Rashid, 2016).

A type of choice called intent to purchase involves researching the reasons why a customer chooses a particular brand. Using tools like "considering something to buy" and "anticipating to buy" can help define your shopping intentions. The study described a certain kind of devoted consumer, one that makes purchases regardless of price and demonstrates their allegiance by making favorable recommendations for the company and even investing money in the brand (Desta, 2021).

According to the level of industry competitiveness also affects customer purchasing decisions. claims that in these situations, buyers must only rely on a product's exterior attributes. The consumer's sovereignty is therefore dependent on financial decisions that enable them to accurately estimate their income in connection to their current and future consumption. To accomplish this, buyers must adhere to the buying patterns they have honed over time for a particular product category (which might include brand loyalty or compulsive shopping). The definition of a consumer's decision-making style is a mental orientation that outlines how a consumer approaches making decisions (De Nisco and Oduro, 2022).

## 2.3 Conceptual framework of the study

### 2.3.1 The association between price and buyers' purchase intentions

Purchase intent is directly impacted by perceived price (Wang and Chen, 2016). For a study on Samsung smartphones in Ethiopia, perceived price is a factor that influences buyers' desire to buy (Manorek, 2016). Price has a beneficial impact on shoppers' propensity to buy at pharmacies (Temechewu, 2020). Yet, some research contends that pricing has little bearing on consumers' intentions to buy (Mirabi, Akbariyeh and Tahmasebifard, 2015).

H1: Price of pharmaceuticals has a positive and considerable impact on the willingness of buyers to purchase.

### 3.3.2 The association between quality and buyers' purchase intention

A product's quality is determined by how well it satisfies user needs, which may involve a variety of characteristics and improve the functionality of the product. Based to a study, it's crucial to comprehend and gauge consumer needs in order to assess product quality. The consumer's evaluation of the product following consumption determines their purchase intentions (Catalán *et al.*, 2019). According to (Catalán *et al.*, 2019), The degree to which a product satisfies consumer desires, which may involve a number of factors, determines its quality. This enhances the usefulness of the product. The behaviour is considered to be essential for predicting both the intentions and the purchasing behaviours of consumers (Wang *et al.*, 2014).

According to a study by (Vuong, Nam and Giao, 2019), although consumers choose one good, their ultimate choice is determined by their aim. Perceived quality, according to (Ibrahim and Saleem, 2015), predicts the overall product quality level. Prior studies found that customer satisfaction mediated the link between perceived product quality and purchase intentions (An, 2018; Ho, Liu and Chen, 2022). A study by (Desta, 2021) shown that the ability to understand and assess the needs of the consumer is a sign of a high-quality product. Customers' post-use evaluations of the product determine their purchase intentions.

H2: Quality pharmaceuticals has a positive and considerable impact on the willingness of buyers to purchase.

### 3.3.3 The association between country of origin image and Purchase Intention

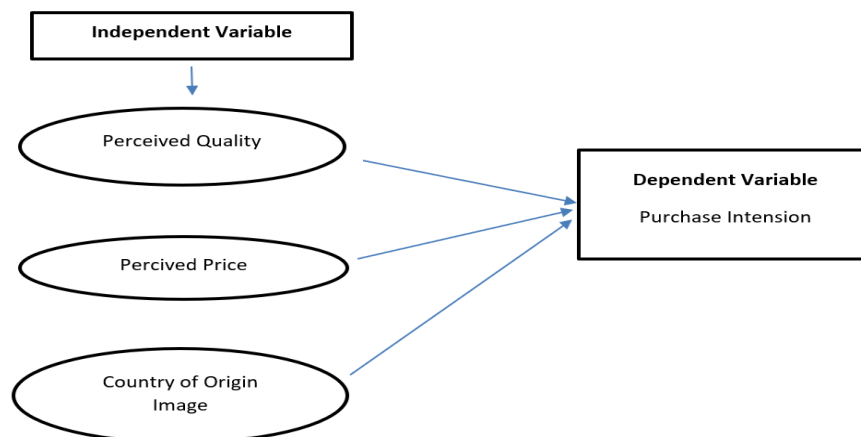
People's impressions of a company are founded on how they perceive other brands, which is known as brand image. Consumer trust in a brand, according to brand image. Both pleasant and unfavourable images of brands can be created in the minds of consumers. In this instance, the brand's reputation is being utilised to gauge consumer opinion, which could result in purchase intentions (Ogunnaike *et al.*, 2017). Positive consumer impressions and opinions about a brand can, of course, influence consumers' intent to buy. the company can get a competitive advantage in a sustainable way and grow its market share when it has a positive brand image in the community. The findings (Muljani and Koesworo, 2019)demonstrate that brand image has a

favourable and significant impact on the choice of products. Based on the description above, a hypothesis can be arranged:

H3: country of origin image pharmaceuticals has a positive and considerable impact on the willingness of buyers to purchase.

An explanation of how a phenomena works and how it relates to its component pieces is provided by a conceptual framework, which is a group of related assumptions. The link between the independent variables and the dependent variable is looked at using the conceptual framework. That is the claim made in the aforementioned research and problem statement, which is supported by the arguments made in the literature review section that comes before it.

Determiners elements that affect buyers' purchasing intentions for pharmaceuticals in EPSS were discovered by the researcher. This study compared determinant elements with dependent variable, which is the purchase intension of EPSS's buyers, to construct the conceptual framework. The determinants of purchasing intentions for pharmaceuticals were the independent variables (perceived quality, perceived price, and country of origin image). The conceptual framework of the study is as follows:



Source:Adopted from (Engidaw, 2020; Desta, 2021)

## CHAPTER THREE

### RESEARCH METHODOLOGY

The study dimension, the design of the study, study approach, data sources, population to be studied, sample size estimation, sampling procedures, data collection techniques, method of data analysis, and ethical consideration are all covered in this chapter. The information is provided below.

#### 3.1 Research design

The study is mainly an explanatory research since it tries to examine the effect of buyer oriented variables (Perceived Price and Perceived quality) on buyers' purchase intentions of the Pharmaceuticals. The study used primary quantitative data which was collected through survey using self-administered questionnaire. Survey is popular since it allows the collection of a large amount of data from a sizeable population in a highly economical way (Habash and Al-Dmour, 2020).

In order to review the literature in the topic field, the study also relies on secondary sources of information, including various research articles, books, and other publications. The close-ended questionnaires were administered to pharmaceuticals buyers simultaneously since it is less costly and less time consuming than other measuring instruments. The primary data was collected through questionnaires with close-ended questions having a five-point Likert-scale where; strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N) = 3, Disagree (D) = 2 and Strongly Disagree (SD) = 1. The Likert - scale is easier for respondents to answer the question simply. It used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. The questionnaire had two sections. Section one of the questionnaire consisted of biography data and section two covered information about independent variables like; perceived quality, Perceived price and country-of-origin image factors and dependent variables that are pharmaceuticals buyers purchase intention.

## 3.2 Research approach

This particular study used a quantitative approach; because it allows the researcher to reach a higher sample size, collect information quickly from respondents and relatively easy to analyze the collected data. Quantitative research also used to test the numerical analysis of a variable's cause and effect relationship and see how much the independent variable influenced the dependent variable as a result, it makes use of quantitative procedures such as regression analysis, correlation analysis, and hypothesis testing. This study investigated how variations in the independent factors impact variance in the dependent variable without the researcher's involvement.

Since all of the data for this study was gathered at once, the research was a cross-sectional survey. The survey method was chosen for this study because it may be used to target extremely specific communities and identify population characteristics from a small sample of people; Because participants must abide by standardised criteria, the simplicity with which survey data may be quantified and subject to different types of regression analysis helps to raise the precision of standardised question measurement. It is intended that by using the survey approach, the results from the sample of buyers can be applied to a sizable target audience (Desta, 2021).

## 3.3 Population, sampling and sampling techniques

### 3.3.1 Target population of the study

The study was conducted in EPSS, Addis Ababa, Ethiopia. which was located at Adis Ketam kifele kitema in front of Paulos Hospital and by selecting a trustworthy sample of them, We broadly used the study's findings. The EPSA head office procurement department in Addis Ababa, Ethiopia, were the study's target demographic and contacted in order to obtain the data for this study. this study intended to apply the study's conclusions broadly from EPSS who were more actively involved in the product procurement process, so this study assessed the determinants of purchase intentions of pharmaceuticals buyers on EPSS head office staffs because they were more involved in the pharmaceuticals procurement process.

### 3.3.2 Sampling technique and sample size of the study

Determining the sample size is generally quite a complex procedure and the size of a sample depends on the basic characteristic of the population, the type of information required for the survey and the costs involved. This study used census method because data for tiny areas may be available, If appropriate response rates are obtained in this project, data for sub-populations may also be accessible. A selection of the personnel from the procurement department was received the initial questionnaire to ensure the validity of the survey instrument to evaluate the accuracy of the information, the clarity of its significance, and its relevance to the goals of the study (Taherdoost, 2019). The questionnaire was pilot tested using 10% of the entire sample size, which is thought to be typical of the research population, to confirm its reliability.

### 3.4 Method of Data analysis

Self-administered questionnaires were distributed and collected the data from the consumers. In order to analyze the data that would be collected from the respondents, the researcher used different analysis method. The survey results and analysis of the data are presented and interpreted in tables. SPSS version 20.0 software were applied to analyze the collected data. Cronbach's  $\alpha$  value was used to test the reliability of questionnaire and Pierson's correlation coefficient to investigate the relation between variables. In the demographic section, the data were analyzed by using descriptive method. For the analysis part, the data were analyzed by descriptive, correlation and multiple regressions in order to check the effect of those components on purchase intention and to show their relationship.

### 3.5 Quality Criteria

Secondary data, including journals, papers, and articles, has met the academic standards to boost reliability in order to guarantee the high calibre of the research. Relevant interview subjects were carefully chosen in order to maintain the original data's quality to fulfil the thesis's requirements. Common words like reliability, validity tests were evaluated in order to determine the research's level of quality (Taghizadeh, 2013).

### 3.5.1 Test of reliability

A number of concerns need to be considered when researching the method. To assess the consistency of a theory, the study's results and methodology should be reproducible. This suggests that if a different researcher uses the same methods as in this thesis, they should get the same conclusion. Reliability and this type of research methodology are closely related since quantitative research investigates whether the measurement is stable or not (Razavipour and Raji, 2022).

Hollweck (2015) additionally makes the argument that it is essential to understand the various actions that have been taken to collect the data throughout the research process when doing a case study. This implies that each stage must be accurately stated for other researchers to arrive at the same conclusions. The validity and internal consistency of the multi-item scales for each of the components were evaluated using the Cronbach Coefficient Alpha. (Birhanu, 2022), a score of more than 0.9 is deemed outstanding more than 0.8 is deemed good, and more than 0.7 is deemed acceptable, score of over 0.6 is suspect, over 0.5 is subpar, and below 0.5 is unacceptable. In order to test the validity of the questionnaires, sample respondents who would not be included in the final analysis were chosen.

This study uses Cronbach's Alpha, a tool for assessing the internal consistency and dependability of questionnaire responses. As a result, the 30 questions included in this study had a Cronbach's Alpha of 0.753, which indicates strong reliability and internal consistency as shown in the table 3.2 below. This is due to the fact that the study's Cronbach's Alpha value is higher than 0.65, which is the standard for a valid questionnaire in any research study. Therefore, a rating of 0.753 indicates that the research's questions were very reliable and consistent.

Table 3 1 : Overview of Case Processing

		N	%
Cases	Valid	96	100.0
	Excluded	0	.0
	Total	96	100.0

a. Using every procedure variable, perform listwise deletion.

Table 3 2: Statistics of Reliability

<i>Reliability Statistics</i>	
<i>Cronbach's Alpha</i>	N of Items
.744	30

Source: SPSS version 20. Output,2023

### 3.5.2 Test for validity

According to Dessalew (2017) Validity tests if the conclusions accurately reflect how the events are caused. To put it another way, validity denotes that a test or tool is accurately measuring what it should. Because it looked at the research phenomenon, the survey's content in this study can be said to have been valid. The survey was created without prejudice. The questions did not need a certain type of response from the participant. The dimensions and questions in this study were based on an appropriate theory. Many academics around the world used this inventory or measuring tool. Was also run a preliminary examination.

### 3.6 Ethical consideration

The college of business and economics, school of commerce, Addis Ababa university was granted permission and ethical approval. Making ensuring that the participants are not harmed in any way is the researcher's responsibility. In terms of the rights of those who become the topic of my work, ethics refers to how appropriately you should behave. This was done to increase the likelihood that the respondents would answer the questionnaire truthfully. All of the research participants who took part in this study received the necessary information about its goal. Before disseminating the questionnaire, the respondent's willingness and agreement were obtained. Regarding the respondents' right to privacy, all participants in the study were informed of the research and kept up with it in order to obtain their informed permission.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1 Introduction

The goal of this investigation was to determine the variables that affect pharmaceutical purchasing intension in EPSS procurement department, Addis Ababa city. Descriptive statistics and inferential statistical analysis was covered in this chapter's three sections.

- The key properties of study variables including frequency, percentage, and mean are outlined in the descriptive Statistics section.
- The correlation analysis showed how closely the study's independent and dependent variables were related.
- The final section of the chapter contained the results of the research regression models.

#### 4.2 Response Rate

100 copies of the questionnaires were given to study participants in order to collect the data needed to meet the study's objectives. Out of the total samples, 96 respondents honestly completed and returned the questionnaire, leaving 4 (or 4%) uncollected. 50% response rate is deemed adequate, 60% good, and 70% and more rated exceptionally good, according to (Mugenda and Mugenda, 2003). The outcome reveals a 96% response rate, which was statistically significant for drawing conclusions about the research area's population based on the sample of respondents. As a result, the replies gathered from the respondents were enough to achieve the goals of the study.

#### 4.3 Demographic characteristic of the respondent

Understanding the characteristics of the respondents who were sampled for the study is made possible by demographic data. Due to its importance in helping the study fully comprehend the targeted group, this was taken into account. Understanding the demographics of pharmaceutical buyers can assist producers and marketers infer the preferences and traits of their target market. So, the demographic factors in this study were gender, age, educational attainment, and year of experience.

**Table 4 1: Demographic analysis**

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	67	69.8	69.8	69.8
	Female	29	30.2	30.2	100.0
	Total	96	100.0	100.0	
Age	20-30	39	40.6	40.6	40.6
	31-40	57	59.4	59.4	100
	Total	96	100.0	100.0	
Educational Background	Bachelor degree	27	28.1	28.1	28.1
	Master's degree	69	71.9	71.9	100.0
	Total	96	100.0	100.0	
Year of Experience	<1 Year	19	19.8	19.8	19.8
	1-5 Year	30	31.3	31.3	51.0
	>5 Year	47	49.0	49.0	100.0
		96	100.0	100.0	

Source: SPSS version 20. Output,2023

67 men and 29 women made up the gender analysis's findings, as can be seen above in Table 4.1. Males made up 69.8% of the population, while females made up 30.2%. This suggests that in the EPSS Addis Ababa city, there are more male employees working in the purchasing department than there are female employees. Regarding age, 57 (59.4%) the responders ranged in age from 31 to 40 years, while 39 (40.6%) were between the ages of 20 and 30 According to the results, 69 (71.9%) of the respondents were educated and held a master's degree, followed by 27 (28.1%) and 47 (49.0%), who reported having more than five years of experience.

The findings suggested that many respondents who purchased pharmaceuticals fell into the master's degree category of respondents. Purchasing by their very nature, activities play a significant part in ensuring that the organisation has the responsibility, that it operates efficiently, and that it depends on the individual's level of education as well as their problem-solving skills. As a result, the aforementioned finding suggests that a buyer would also be able to offer new and interesting insights to support his initial purchase because he is more likely to have a somewhat better awareness of a place of origin's image, quality, and price.

## 4.4 Descriptive analysis

### 4.4.1 Descriptive Analysis of independent and dependent variables.

The responder scores' mean and standard deviation were descriptive. for the purpose of analysis and statistics, the replies' mean and standard deviation were used. The several factors affecting buyers' intents to acquire pharmaceuticals in EPSS Addis Ababa city are calculated using descriptive statistics. The study chose mean and standard deviation as the best metrics for analysis based on the mean range generated in the related table.

**Table 4 2: Descriptive Statistics of Independent and dependent Variables**

<b>Variables</b>	<b>No of Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Error of Mean</b>	<b>Std.Deviation</b>
Quality_Mean	8	96	4.8307	.01360	.13325
Price_Mean	13	96	4.6764	.01885	.18467
Country of origin image_Mean	6	96	4.6503	.03158	.30944
Purchase Intension_Mean	3	96	4.6389	.03372	.33040

Source: SPSS version 20. Output,2023

As shown in Table 4.2's the standard deviation and mean for each independent variable, quality (4, 83), price (68), and country-of-origin image (4.65) are all quite significant influences on a buyer's intention to purchase pharmaceuticals. As previously mentioned, Table 4.2 displays the mean figure for the total number of customers' intentions to acquire pharmaceuticals is strongly congruent at 4.64, and the standard deviation value of 0.33 shows that there is variability in buyers' intention to purchase pharmaceuticals on a 5 point Likert scale.

As seen in table 4.2, quality came out on top among all the explanatory variables listed as influences on buyers' purchasing intentions for pharmaceuticals, followed by price and country of origin image. which, to the extent possible, the smaller amount of standard deviation was acceptable, is closer to the mean and was therefore preferable. There was a substantial amount of

agreement among responders with the idea posed in the questionnaire and affecting the buyers' intention to purchase pharmaceuticals in EPSS Addis Ababa City, based on mean and the standard deviation values for each variable in the aforementioned table.

## 4.5 Inferential analysis

This section included a correlation study between the buyer's intention to purchase pharmaceuticals and its determinant factors (independent variable) as well as a regression analysis that included multi-collinearity and normality tests.

### 4.5.1 Correlation analysis

The extent of the association between the independent variables, perceived quality, perceived price, and country-of-origin image, and the dependent variable, buyers' desire to purchase pharmaceuticals, was investigated using correlation analysis. The Pearson correlation coefficient was a technique for assessing how strongly two variables are correlated linearly. It also shows the relationship between all of the variables, including its intensity, direction, and importance. The Pearson correlation coefficient lies between -1.00 and 1.00. There is no correlation when the value is 0, and there is a perfect correlation when the value is 1.00. The following table was established as a fundamental framework for talking about this investigation to comprehend the kind and intensity of relationship between variables.

**Table 4 3: Correlation coefficient proper conduct**

Coefficient Range	Strength of Association
±.81 to ±1.00	Very Strong
±.61 to ±.80	High
±.41 to ±.60	Moderate
±.21 to ±.40	Weak
±.00 to ±.20	None

Source: (Desta, 2021)

**Table 4 4: Pearson Correlation analysis of dependent & explanatory variables**

		Quality_Mean	Price_Mean	COO_Mean	PI_Mean
Quality_Mean	Pearson Correlation	1	.496**	.291**	.520**
	Sig. (2-tailed)		.000	.004	.000
	N	96	96	96	96
Price_Mean	Pearson Correlation	.496**	1	.340**	.531**
	Sig. (2-tailed)	.000		.001	.000
	N	96	96	96	96
COO_Mean	Pearson Correlation	.291**	.340**	1	.664**
	Sig. (2-tailed)	.004	.001		.000
	N	96	96	96	96
PI_Mean	Pearson Correlation	.520**	.531**	.664**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96
**. Correlation is significant at the 0.01 level (2-tailed). Source: SPSS version 20. Output,2023					

Even if the correlation coefficients in Table 4.4 are statistically significant, there are differences in the dependent variable's and independent variables' degrees of relationship. This shows that there was a significant and favourable correlation between the independent characteristics and the desire to purchase pharmaceuticals.

The aforementioned table illustrates how purchasers' intentions to buy pharmaceuticals were positively connected with quality, price, and country of origin image with values of 0.520, 0.531, and 0.664. Additionally, the country-of-origin image's correlation coefficient value falls within the range of ( $\pm .61$  to  $\pm .80$ ). This shows that there is a potent relationship between a buyer's intention to purchase medications and their perception of the nation of origin While the correlation coefficient between quality and price is within the range of ( $\pm .41$  to  $\pm .60$ ). This

suggests that they have a moderate association with purchasers' intention to purchase pharmaceuticals at a significance level of 0.00 in EPSS Addis Ababa city.

#### 4.6 Results for the multiple regression analysis assumption

Regression analysis can be used statistically to determine how one or more independent variables relate to a dependent variable. Prior to doing SPSS version 20 operations to further explore the data, testing the multiple regression model's assumption is the first problem. The model's objective is to forecast how strongly and in which direction the dependent and independent variables will be correlated. In order to maintain the validity and reliability of the research's regression result, it is therefore desirable to fulfil the fundamental multiple regression assumption. As noted by (Brooks, Hogan and Illingworth, 2005) All available information is said to have been used in the model when these assumptions are met. However, if these presumptions are broken, some data would be missing from the model. In order to boost the research's accuracy, tests for autocorrelation, homoscedasticity, normality, linearity, and multicollinearity were performed prior to applying the model for testing and analysing the regressed outcome.

##### 4.6.1 Assessment of autocorrelation assumption

The validity of the data was checked to make sure that the use of multiple regression analysis was not jeopardised by autocorrelation. The Durbin-Watson test, which accepts values near 2 and looks for serial correlation between errors, can be used to evaluate this assumption (Bercu and Proia, 2013). It would be said that the errors are autocorrelated if they exhibit correlation with one another. The durability of the autocorrelation was assessed using the Durbin-Watson test.

**Table 4 5: Assessment of Autocorrelation Assumption**

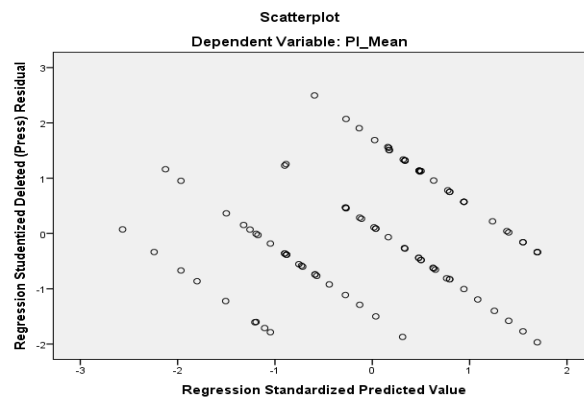
Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.771 <sup>a</sup>	.595	.582		.21363	2.115
a. Predictors: (Constant), COO_Mean, Quality_Mean, Price_Mean b. Dependent Variable: PI_Mean						

Source: SPSS version 20. Output,2023

The Durbin-Watson statistic value is 2.115, as shown in Table 4.5, and is within the range of 1.5 to 2.5, indicated there wasn't any connection between the independent and residual variables.

#### 4.6.2 Test for homoscedasticity assumption

One of the key tenets of the linear multiple regression model is homoscedasticity, It requires that the probability distribution of the disturbance component be the identical across all data. The error variance has been predicated to be constant When the disturbance terms do not have the same variance, the heteroscedasticity variance, also known as non-homogeneity of variance, is present (Debebe, 2017).



**Figure 4 1: Scatter Plot Regression**

Source: SPSS version 20. Output,2023

As a result, we may be confident that the points are distributed randomly and equally throughout the scattered diagram. Furthermore, no evidence of a funnel-like shape of points on one side compared to the other is shown, and thus no heteroscedasticity in this data was validated. This conclusion is represented in Figure 4.1 above.

#### 4.6.3 Normality test assumption

Skewness and kurtosis values were employed, and the test was carried out using SPSS version 20 Since parametric testing considers normal data to be a fundamental concept, many statistical tests demand that the data's normality be established. There are generally two approaches to determine

normality: graphically and numerically. The Kurtosis result and the standardised skewness distribution result must fall within the ranges of  $\pm 1$  for the numerical evaluation of normality (Musil *et al.*, 2002).

**Table 4 6: Tests for skewness and kurtosis**

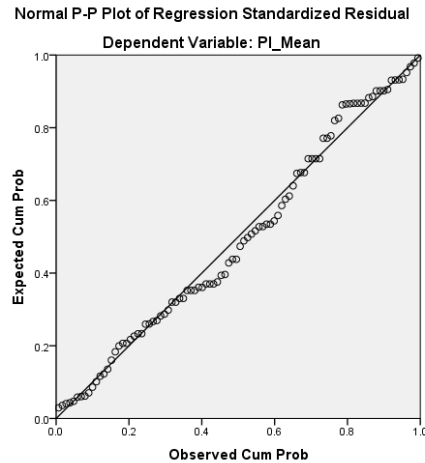
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase Intension_Mean	96	4.6389	.33040	-.426	.246	-.945	.488
Quality_Mean	96	4.8307	.13325	-.684	.246	.134	.488
Price_Mean	96	4.6764	.18467	-.221	.246	.183	.488
Country of origin image_Mean	96	4.6503	.30944	-.247	.246	-1.374	.488
Valid N (listwise)	96						

Source: SPSS version 20. Output,2023

According to Table 4.6, Statistics of all variables, the findings for skewness and kurtosis ranged from + 1 to - 1 So, we can conclude that the data were accurate and dependable for analysis. The error term should follow the assumptions of the regression models. As a result, this suggests that the residuals are distributed regularly.

#### 4.6.4 Linearity test of assumption

Linearity is the strength of the relationship between the change in the dependent variable and the change in the independent variable. Plots of the regression residuals using SPSS software 20 version were utilised to examine the association between purchase intension of pharmaceutical buyers' and the independent factors of price, quality, and image of the nation of origin. The P-P plot of residuals, as shown in figure 4.2 below, demonstrates no major anomaly in the residuals' spread, suggesting that the assumption is reasonable for this data. This graph illustrates how the independent and dependent variables are continuously associated. This shows that the study's attempt to predict a linear relationship is supported by the result.



**Figure 4 2: Standardised residual point plot in the normal form**

Source: SPSS Version 20. Output,2023

#### 4.6.5 Multi-Collinearity test assumption

The diagnostics variance inflation factor (VIF) and tolerance were used to look at the multicollinearity of the independent variables. When the VIF for at least one of the independent variables is large, multicollinearity is present. Many of the explanatory variables may therefore be considered to be unrelated to the dependent variables. A variable is said to be very collinear if its VIF is greater than 10 or if its tolerance is 0.1 or less, according to the general rule (Gabdo, 2020).

**Table 4 7: The multicollinearity test result**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.903	.819		-3.547	.001		
	Quality_Mean	.637	.192	.257	3.327	.001	.737	1.356
	Price_Mean	.412	.141	.230	2.930	.004	.712	1.404
	Country of origin image_Mean	.546	.076	.511	7.162	.000	.865	1.156
<i>a.</i> Dependent Variable: PI_Mean								

Source: SPSS version 20 Output,2023

For each of the three independent variables, the scores for tolerance and variance inflation factor (VIF) were presented, as shown by the results in table 4.7 above. Since The VIF is under 10 and the tolerance is more than 0.1, there is lack of multicollinearity issue. The basic elements influencing buyers' intention to purchase pharmaceuticals in EPSS Addis Ababa city are hence the explanatory variables that are incorporated into this study. This certainly increased the regression analysis' accuracy.

#### 4.7 Regression analysis of the result

The purpose of the regression analysis was to determine the relative significance of the effects of quality, price, and country-of-origin image on the pharmaceutical purchasing intentions of buyers in EPSS Addis Ababa city. In this investigation, the total regression model and its ANOVA were therefore summarised as follows.

##### 4.7.1 Model Summary

**Table 4 8: Model Summary**

<b>Model Summary<sup>b</sup></b>						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.771 <sup>a</sup>	.595	.582		.21363	2.115
a. Predictors: (Constant), COO_Mean, Quality_Mean, Price_Mean b. Dependent Variable: PI_Mean						

Source: SPSS version 20. Output,2023

According to the model summary in Table 4.8 above, the independent variables employed in the model could account for 58.2% of the variation in the purchasers' intention to buy pharmaceuticals. R squared is 0.595 and the adjusted R squared is 0.582. This suggests that the influencing factors utilised in the model affected or explained 58.2% of the variance in buyers' purchasing intentions, and that other factors not considered could account for the remaining 41.8% of the variation in purchasers' purchase intentions. Something the model does not account for, as well as inaccuracy. As a result, the three independent variables that have been proposed—quality, price, and country-of-origin image are effective at explaining the buyer purchase intention for pharmaceuticals in the EPSS in Addis Ababa City.

#### 4.7.2 ANOVA (Analysis of Variance)

In order to clarify the study's general goal and show the combined effect of the independent factors (quality, price, and country of origin image) on the residual variable, buyers' purchasing intentions, an ANOVA was utilised. This study is frequently used to assess the model's applicability for estimating the variables that affect pharmaceuticals buyer purchase intension. This demonstrates that the purchase intention residual variable is significantly impacted by each of the study's independent variables simultaneously.

**Table 4 9: ANOVA Regression Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.172	3	2.057	45.078	.000 <sup>b</sup>
	Residual	4.199	92	.046		
	Total	10.370	95			
a. Dependent Variable: PI_Mean						
b. Predictors: (Constant), Country of origin image_Mean, Quality_Mean, Price_Mean						

Source: SPSS version 20. Output,2023

Since  $p = 0.000$ , which was less than 0.05, the data collected from pharmaceuticals buyers demonstrated a clear positive significant regression, as shown in the ANOVA regression result Table 4.9 above. This shows that the model can be used to evaluate the factors affecting pharmaceutical purchasers' purchasing intentions. As a result, buyers' pharmaceutical purchase intentions are significantly influenced by quality, price, and country-of-origin perception. This does not imply that all of these influencing factors, such as buyer purchasing intension, have an identical impact relating to the dependent variable. The findings of the analysis of multiple regression showed that the dependent variable is influenced by a variety of explanatory variables.

#### 4.7.3 Regression coefficient analysis

The impact of independent factors on the dependent variable is demonstrated using regression coefficient analysis. Quality, price, and country of origin image significance values were statistically significant at levels of significance of 0.01, 0.004 and 0.00, respectively, supporting the hypothesis. This indicates that the aforementioned three independent variables have a significant impact on the buyer's intention to purchase pharmaceuticals.

**Table 4 10: Model's analysis of regression coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.903	.819		3.547	.001
	Quality_Mean	.637	.192	.257	3.327	.001
	Price_Mean	-.412	.141	-.230	-2.930	.004
	COO_Mean	.546	.076	.511	7.162	.000
a. Dependent Variable: PI_Mean						

Source: SPSS version 20. output,2023

Quality (0.637), price (-0.412), and country of origin image (0.546) are statistically significant because they fall below the alpha value (p 0.05) for each independent variable, as can be seen in the coefficient analysis Table 4.10 above. However, the impact of each independent variable on the dependent variable is constant at (2.903). Beta value (0.511) among the predictor variables is the predictor variable that contributes to the nation of origin image, which has the greatest influence on customer purchase intention. The Table 4.10 also showed that price has a statistically significant and negative impact on buyer purchase intentions whereas quality and country of origin image had a statistically significant and favourable impact. With a Beta coefficient value of 0.637, quality was the component that most significantly influenced the buyer's intention to purchase, followed by the nation of origin's image and price, which had values of 0.546 and -0.412, respectively.

## 4.8 Discussion and hypothesis testing

The results of this study likewise show a correlation between pharmaceutical purchase intention and all independent variables. The results of the regression analysis were further examined and showed that, from most determinant factor to least determinant component, country of origin image quality and price, and all influence buyers' purchase intention. This result leads to the conclusion that the buyers' purchase intentions are greatly influenced by the country of origin's image, which is the most significant factor. According to this study, the attitude components have the most impact on a buyer's intention to make a purchase.

All replies to the adopted constructions have a mean value that falls within the range of agree. This suggests that potential buyers are aware of the nation in which country the product is made. The average for the origin nation is 4.650, while the standard deviation is 0.3094, indicating that there is a wide range of opinions about the status of the nation where the product is produced. Inline with this finding one study reveals (Bao, Cheng and Zarifis, 2021). Two impacts of COO on customers' cognitive processes can be seen when it is offered to them along with other signals, such as price and brand: the halo effect and the summary construct. When consumers are unfamiliar with a nation's products, the nation's reputation serves as a "halo" that directly influences consumers' perceptions of those things.

In contrast, a summary construct model applies when customers are familiar with a country's products and figure out its reputation from product information. Moreover, (Tulipa and Muljani, 2015) underline the fact that a consumer's choice of a country does affect their choices. A consumer could have a bad perception of the product from the country that made it, particularly if that country's image is negative. Therefore, when a buyer decides to make a purchase, the nation of origin image does have a significant impact. However, this outcome conflicts with who examined the variables influencing smartphone purchase intentions in Bahir Dar City. suggests that customer purchase decisions are positively affected, though statistically insignificantly, by the country of origin's image.

Perceived quality, which has a significant impact on buyers' purchase intentions, is the second element that is directly related to the majority of consumers' purchase intentions. Eight questions

about the product quality were developed for the study's purposes. The constructs' mean values within the range of concur. The factor's overall mean value of 4.8307, which indicates that consumers place a high priority on product quality, has a standard deviation of 0.13325. The influence of product quality on buyers' purchasing intentions was the subject of another theory. This theory was confirmed, and it was found that product quality significantly and favourably influences buyers' intention to buy. The relationship between these two factors was examined in earlier studies, and the results showed a favourable effect of product quality on customers' purchase intention (Ranjbarian *et al.*, 2012; Choi and Kim, 2013; Asshidin, Abidin and Borhan, 2016; Wang, Tao and Chu, 2020). As a result, the findings of this study agree with those of earlier ones. Additionally, the findings of multiple regressions showed that product quality was the first factor to have an impact on consumers' buy intentions, demonstrating the importance of product quality in influencing customers' purchase intentions.

Price is the third most important element affecting a consumer's choice to purchase a specific pharmaceuticals. As a result, consumers will give it some thought before buying pharmaceuticals. Pharmaceutical brand preference is significantly influenced by price. According to (Manorek, 2016a; Büyükdag, Soysal and Kitapci, 2020; Satriawan and Setiawan, 2020), Customers, particularly those in underdeveloped nations, are sensitive to the cost of drugs. Customers' willingness to purchase declines with high actual prices for drugs, and their intent to purchase increases at lower real prices. Additionally, they noted that consumers are reported to factor pricing into their decision to purchase a product, making it one of the crucial factors to take into account when segmenting any market. So in this study According to the regression analysis result, the price's beta coefficient sign is negative and significant at ( $\beta = -0.230$ ,  $p = 0.04 < 0.05$ ). This indicates that pricing has a statistically significant but unfavourable impact on consumers' purchasing of pharmaceuticals. This suggests that buyers are less inclined to acquire pharmaceuticals as their prices increase. As a result, assuming every other factor stays the same, a change in price per unit results in a 0.230 decrease in the level of buyer purchase intent for pharmaceuticals in EPSS Addis Ababa city.

## CHAPTER - FIVE

### SUMMARY OF KEY FINDINGS, CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

The study findings that were analysed and discussed in the previous chapter are briefly summarised, concluded, and recommended in this chapter. Furthermore, potential recommendations were provided based on the study's findings.

#### 5.2 Summary of key findings

The major goal of this study was to determine what factors (independent variables) influence consumer purchasing intentions for pharmaceuticals in the EPSS Addis Ababa city and to quantify the degree to which those determinant factors have an impact. As shown in the demographic information, 69.8% of responders were male, while just 30.2% were female and Regarding the age, the majority of the respondents were in the age range of 31-40 years which consisted of 57(59.4%) followed by 20-30 years which contained 39 (40.6%). The majority of respondents, as evidenced by the outcome 69 (71.9%) were educated and have masters degree and the majority of respondent 47(49.0%) have greater than 5 year of experience. A buyer with somewhat better education is therefore expected to have a greater understanding of brands, quality, and price; as a result, he would also be able to produce novel and distinctive insights to support his purchasing intents (Rahim *et al.*, 2017).

The responder score's standard deviation and mean were descriptive statistics and was used for analysis. As discuss earlier each value's average and standard deviation of independent variable, quality (4.83), price (4.68), and country-of-origin image (4.65), are all reasonably significant factors influencing customers' intentions to purchase medications. Quality came out on top among all the explanatory variables mentioned as influencing purchasers' purchasing intentions for pharmaceuticals, price and country of origin perception come next.

Country of origin image (0.664) has the biggest positive correlation, followed by price (0.531) and quality (0.520). Additionally, the country of origin image's correlation coefficient value falls within the range of ( $\pm .61$  to  $\pm .80$ ). This shows that there is a strong correlation between a buyer's

intention to purchase pharmaceuticals and their perception of the nation of origin, while the quality and price correlation coefficient value falling within the range of ( $\pm .41$  to  $\pm .60$ ) It suggests that, at the 0.00 level of significance, they have a moderate connection with consumers' intentions to buy pharmaceuticals.

The results of the three explanatory variables' multiple regressions model test was significant at ( $p < 0.00$ ), and the adjusted R square ( $R^2$ ) = 0.582 shows that 58.2% of the variance in buyers' purchasing intentions was attributed to the three independent variables included in the regression. Other factors may be responsible for the remaining 41.8% of the difference in buyer purchase intentions.

Finally, the results of this study showed that price has a statistically significant and negative impact on buyer purchase intentions whereas quality and country of origin image had a statistically significant and favourable impact. With a Beta coefficient value of 0.637, quality was the component that most significantly influenced the buyer's intention to purchase, followed by the nation of origin's image and price, which had values of 0.546 and -0.412, respectively.

### 5.3 Conclusion

The aforementioned observations and a review of the analysis led to the following conclusions. The majority of respondents seem to have higher education and more experience, so it seems to reason that they would have a greater understanding of brands, quality, and pricing. They would also be better equipped to produce novel and distinctive insights to support their intended purchases.

The results of the analysis of the correlation between the influencing elements show that the nation of origin's image was extremely strong, the quality and price were moderate, and These factors and the buyer's intention had a statistically significant association to acquire pharmaceuticals in EPSS, Addis Abeba.

Regression study of all relevant factors taken collectively explains 58.2% of the variation in pharmaceutical purchaser intention. This suggests that the model as a whole is important. However, each variable contributes differently to the degree of purchasing intention. The outcome of the regression analysis of the explanatory variables showed that quality, country of

origin image, and price have ranks from 1 up to 3 in order of high coefficient of beta value with a significant impact on buyer purchase intention of pharmaceuticals in EPSS, Addis Abeba city.

In overall, the three independent variables quality, price, and country of origin image that were discovered in the research as influencing factors were the most effecting factors and a stronger predictor of buyer purchasing intent towards pharmaceuticals in EPSS Addis Abeba City.

#### 5.4 Recommendation

This study was aimed to investigate the determinants of buyers purchase intension towards pharmaceuticals: in case of EPSS Addis Ababa, Ethiopia. Based on the findings and conclusions reached, this study forwarded some recommendations focusing on issues, which may have managerial implications. So Involvement has effect on buyers' purchase intention. Marketers who willing to increase profitability of companies via increasing buyers purchase intention should pay attention to product involvement factor in order to maintain buyers involved. So it is recommended that marketing managers investigate the involvement profile of their buyers. These kinds of investigations can be useful to create differentiation and developing competitive strategies.

#### 5.5 Direction for further studies

This study has some restrictions, which could be addressed in subsequent studies. The first one is the potential for missing variables. Perhaps taking into account certain additional factors that were left out of this study could result in a more accurate forecast and comprehension of the pharmaceuticals buyer purchasing intention. Even though pharmaceuticals are bought by numerous businesses, this study is primarily focused on EPSS in Addis Abeba, which restricts its ability to be generalised. Due to the potential effects of the factors, further research is advised that takes into account other companies in the nation. Since only primary data from questionnaires were used in this study, it is advised that future research include other methodologies, such as interviews with open-ended questions, to strengthen the findings' veracity.

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## APPENDIX

### Appendix A Questionnaires

#### Introduction

This questionnaire's goals are to determine the variables influencing EPSS's purchasing decisions and to conduct research as a part of a Master of Arts in logistics and supply chain management degree. No particular response from the respondents will be recognisable because they all provided anonymous responses.

I appreciate your desire to take part.

#### Part I: Demographic Data

Please complete the following by ticking the appropriate box

1. Gender

A. Male       B. Female

2. Your current age in years:

A. 20 - 30       B. 31 – 40       C. 41 - 50   
D. 51 - 60       E. > 61

3. Your educational background:

A. High school       B. Certificate       C. Diploma   
D. Bachelor degree       E. Master's degree       f. PHD   
G. Elementary school       h. Literacy skill

4. Year of experience

A. <1 Year

B. 1-5 Year

C. >5 Year

**Part II: The factors affecting product purchasing intention in case of EPSS's**

**Please check the appropriate box to complete the following.**

**1. Perceived Quality**

	Items	Items Strongly Agree	Agree	Neural	Disagree Strongly	Disagree
1	I need to look at the quality requirements and standards in order to ensure that I get the best possible goods.					
2	When purchasing a product, I need to confirm that all the standards I have put into place are met and I need to identify any mishaps.					
3	During purchasing process, I must check certification with QMS standards, and regulatory compliance to maintain consistent quality and document evidence of that pharmaceutical quality					
4	I feel comfortable when I purchase pharmaceuticals countries having a certificate from stringent regulatory authority stringent regulatory authority countries.					
5	I need to assure the quality of each pharmaceutical regularly through independent third-party during importation.					
6	I'm quite concerned about the low cost, but I'm also worried about the product's quality.					
7	I'm usually going to buy a low-price pharmaceutical, but I must meet some quality requirements before buying them.					
8	I believe procuring pharmaceuticals since					

	the firm that produces it is known to offer quality products					

## 2. Perceived Price

Q. #	Items	Items Strongly Agree	Agree	Neural	Disagree Strongly	Disagree
1	I am very concerned about the price of the pharmaceuticals.					
2	I decide to buy pharmaceuticals by considering its price.					
3	I will continue buying pharmaceuticals which I know so far even though it increases its price.					
4	I will switch to another brand pharmaceuticals if the price is increased.					
5	I will compare the prices of pharmaceuticals among brands while I want to purchase.					
6	I will buy the cheapest pharmaceuticals.					
7	I am willing to buy pharmaceuticals if they are up to 50% cheaper than estimated pharmaceuticals price?					
8	I procured pharmaceuticals with competitive prices since they possess enough customer value that is worth the sacrifice.					
9	The price of pharmaceutical should be reasonable when compared to other brands.					
10	The reason I purchase pharmaceuticals that I procure is because of the value its brand when compared to other brands.					
11	I procuring pharmaceuticals with discounted prices since it is economically fair and keeps value for money.					
12	I perceive that a pharmaceuticals that is cheap is a counterfeit product/lacks some					

	convenient features or is not of a good quality.					
13	I have serious concerns regarding the cost of the medications.					

### 3. Country of origin image

Q. #	Items	Items Strongly Agree	Agree	Neural	Disagree Strongly	Disagree
1	The level of economic development of pharmaceutical country is high.					
2	The level of industrialization of pharmaceuticals country is high.					
3	The level of technically advanced and product quality of pharmaceuticals country is high.					
4	The country where pharmaceuticals comes from is reliable.					
5	It is great to have the pharmaceuticals of this country.					
6	The level of democratic politics of this country is high.					

### 4. Total purchase intention

Q. #	Items	Items Strongly Agree	Agree	Neural	Disagree Strongly	Disagree
1	I wouldn't want to buy any things without taking quality into account.					
2	I wouldn't like to buy anything without taking the cost into account.					
3	Without considering the products' nation of origin, I wouldn't want to buy any of them.					

Thanks a lot for your response!!