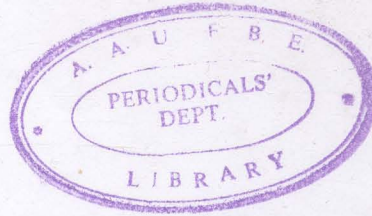


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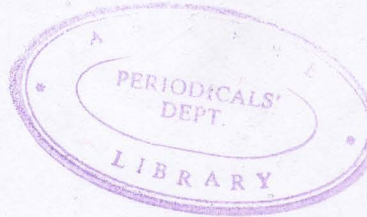
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Customers' Attitude Towards Boycotting Pepsi-  
A Case Study on Addis Ababa

By

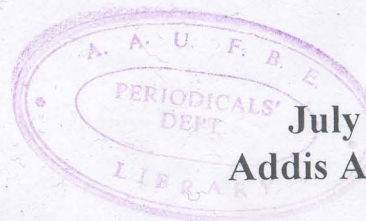
Muhaba Muhammed

*[Faint signature and handwritten notes]*



Project Prepared for the Partial Fulfillment of the Requirements for  
Masters Degree in Business Administration

Advisor: Dr. Gurmeet Singh



July 2004  
Addis Ababa

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C E R T I F I C A T E

This is to certify that Ato Muhaba Muhammed has carried out his research work on the topic "Customers' Attitude Towards Boycotting Pepsi—A Case Study on Addis Ababa." This work is original in nature and it is acceptable for submission for the partial fulfillment of the requirements for degree of Masters of Business Administration (MBA).



Research Supervisor

01/07/2015

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*Muhaba Muhammed*

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## Abstract

Customers' attitude plays an important role in determining the success, failure or the pace of the business. Customers' attitude plays an important role not only towards the products or brands of the company but also towards the company and the personalities around the company. If the customers develop a negative attitude towards the products or the company, it will be very difficult for the company to cope with such situation.

The objective of the study was to assess the customers' attitude towards the boycott of Pepsi as a reaction to Al-Amudi's support to EPRDF in terms of his popularity, accusation of foreign citizenship, publicity of the support, the existence of substitute products, the election result and possible appeal by the leaders of opposition parties.

The method used in conducting the study is descriptive survey where 150 questionnaires were prepared and distributed to the respondents who are residents of Addis Ababa. The questionnaires contained fifteen statements in which respondents were required to tick one of the checkboxes as per Likert scale. The data collected were tabulated and analyzed using weighted and table mean values.

The result is that popularity of the businessman, the publicity of his support through media and the existence of substitute products (Coca) strengthened customers' attitude towards the boycott. The accusation of his foreign citizenship didn't affect the attitude towards the boycott. The election result is expected to affect the attitude while the possible appeal by the leaders of opposition parties to stop the boycott is expected to have no effect for the majority of the respondents while a significant number though not majority expect the appeal to have effect on the termination of the boycott. And recommendations are drawn accordingly.

## Chapter One

### Introduction

#### 1.1 Background

It has been decades since the business world shifted from the production and sales eras—focusing on production and selling activities—to the marketing era—focusing on customer satisfaction. The marketing concept is a management philosophy prompting a business organization to try to satisfy customers' needs through a coordinated set of activities that also allows the organization to achieve its goals. (Pride and Ferrell, 2000:17)

Customers' attitude towards a product or a company has become important factor in determining the success or failure of a business organization. In today's world, the customer has several substitute products and competitive brands to choose from—thanks to competition and technology. Business organizations can't afford ignoring customers' needs and wants, likes and dislikes. Therefore the study of customers' attitudes and buying decision process is indispensable.

In connection with this, Thomas S. Carroll, president and CEO of Lever Brothers Company, explains:

Understanding and properly interpreting consumer wants is a whole lot easier said than done. Every week our marketing researchers talk to more than 4,000 consumers to find out:

- What they think of our products and those of our competitors.
- What they think of possible improvements in our products.
- How they use our products.
- What attitudes they have about our products and our advertising.
- What they feel about their "roles" in the family and society.
- What their hopes and dreams are for themselves and their families.

Today—as never before—we cannot take our business for granted. That's why our understanding—and therefore learning to anticipate—consumer behavior

is our key to planning and managing in this ever-changing environment. (Best, Coney and Hawkins, 1992:6)

If the consumer is having a negative attitude towards a particular product, then it is sure that it will be very difficult for the company to survive in the market in such an atmosphere. The company may be providing the competitive products and services, it may be main competitor for the successful rivals but even then it may not be able to generate the appropriate share in that market. All the investments in the company, all the strategies of the company may fail because of the negative attitude of the consumers towards the products of the company. (Singh and Gautam: 1)

Customers' attitude and the buying decision are affected by personal, psychological and social factors. Because attitudes play such an important part, companies need to assess the influencing factors and avoid those which are the causes of negative attitudes.

## **1.2 The Problem or Objective**

In April 2005, the corner stone for the construction of a stadium for St. George Sport Club was laid down and inaugurated in the presence of Ato Arkebe Equbay, the Mayor of Addis Ababa and Sheikh Mohammed Al-Amudi, the well-known investor in the Country. On that occasion, Sheikh Al-Amudi, the owner of Moha Soft Drinks Industry SC, showed up himself wearing the T-shirt used by the ruling party— Ethiopian Peoples Revolutionary Democratic Front (EPRDF) for its election campaign. The event was aired on the television news and the Sheikh faced fierce criticism from opposition party leaders and supporters. Soon a campaign against the consumption of Pepsi begun. The call for the boycott was spread rapidly through the newspapers which were frequently read due to the growing public interest in politics and through the mobile phones using text messages.

The response among the public seemed mixed then. Some favored the boycott mentioning different reasons. Among the comments were that he is not Ethiopian citizen, why he made the support publicly, such a popular person should be neutral and the like. But others didn't favor the boycott claiming that a distinction should be

made between something personal and business—as the boycott harms the employees (and their families) of Moha Soft Drinks Industry SC and the Country instead of the Sheikh.

It is also reported on the newspapers that some involved in the catering business reported that the demand for Pepsi and its products has decreased so sharply that some are forced to hold few or no stock. It is not unusual to witness repeatedly at some cafes that they are out of stock for Coca and what they have is only Pepsi.

Such events compelled me to raise some questions: Why are people (some) boycotting the product? Is that because of his popularity, accusation of foreign citizenship, or the publicity of his support? Is the reason party (political) specific? How serious is the boycott—is it effective only as far as there is a substitute product? Does the election result have any impact on it? Could the boycott be affected by the opposition party leaders? Then, I decided to study this issue and attempt to answer these questions.

Therefore, the objective of the study is to assess the impact of popularity, accusation of foreign citizenship, publicity of the support, the existence of substitute products, the election result, and any possible appeal by the leaders of opposition parties on customers' attitude towards the boycott. Or, in other words, it is simply to describe the impact of those variables on the customers' attitude towards the boycott.

### **1.3 Significance of the Study**

Boycotting helped by the contemporary information technology is becoming a way of consumer activism and expression of political worries, at local, national, regional, or global levels. Attitudinal surveys report the growing importance and success of boycotts as a means of political expression and the willingness of consumers to use their purchasing choices to influence corporate policy. In line with this, the study is expected to add on the understanding of factors strengthening customers' attitude towards boycotting so that marketers could learn and exploit them for the smooth running of their businesses.

#### **1.4 Subjects of the study and Sampling**

The study was conducted on the residents of Addis Ababa City. The respondents were addressed at cafeterias located at four areas—Sidist Kilo, Arat Kilo, Piassa, and Markato with fair distribution. A total of 150 questionnaires were distributed and 142 (94.7%) were filled and returned while the remaining 8 (5.3%) were not returned. The respondents' composition in terms of age, sex, and inclination to political party is presented on Table 1 (page 15).

#### **1.5 Measurement**

In this study customers' attitude towards the boycott is a dependent variable to be measured against the independent variables— publicity of the support (through the media), accusation of foreign citizenship, the existence of substitute products, popularity (among), the election result, and any possible appeal by the leaders of opposition parties.

Attitude is a construct difficult to measure as there is no objective unit of measurement for it. Usually marketers evaluate attitudes through attitude scales. Therefore these attitude scales are used to measure attitude in this study as well. Attitude scale consists of a series of adjectives, phrases, or sentences about an object or an issue. Respondents indicate the intensity of their feelings toward the object or the issue (the variables) by reacting to the adjectives, phrases, or sentences in a certain way—the degree to which they agree or disagree with a number of statements.

#### **1.6 Data-Collection Method and Analysis**

Data used for the study is primary data. The data is collected through the questionnaire developed for this purpose. The questionnaire was distributed for a sample of respondents. The questionnaire was also translated into Amharic. Data collectors (well informed about the purpose of the study and the questionnaire) were also employed.

As stated above, the attitudes are measured using attitude scale. In this study, the data so gathered was analyzed using "Likert Scale". As per this scale the statements are quoted in the questionnaire with the corresponding five checkboxes to be ticked as Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The data collected is converted into tables and with the help of 'Weighted Averages' the attitude is assessed.

ch. 3

The weights are 5 for Strongly Agree, 4 for Agree, 3 for Neutral, 2 for Disagree, and 1 for Strongly Disagree. The table mean is 3. Therefore, weighted means above the table mean of 3 indicate agreement with the statement by the majority while those below 3 indicate disagreement with the statement by the majority.

**1.7 The Scope and Limitations of the Study**

For the better understanding and interpretation of the study, the following shortcomings should be considered:

- Attitude research is the most difficult behavioral research as there is no reliable way to know the true internal predisposition of customers towards the object,
- As the objective of the study is to describe the responses of respondents, the study doesn't include the measurement of the effect of the boycott on the demand or sales of the product,
- The study would have been more comprehensive had it been conducted at a larger scale involving all the Regions of the Country and also more variables. However, time and financial constraints compelled the study to be conducted on those specific locations and with a limited number of statements included in the questionnaire.

## Chapter Two

### Conceptual Framework

#### 2.1 An Overview of Marketing and Consumer Behavior

Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Kotler and Armstrong, 2004:5) Marketing concept is a managerial philosophy that an organization should try to satisfy customers' needs through a coordinated set of activities that also allows the organization to achieve its goals. (Pride and Ferrell, 2000:17)

Customer satisfaction is the central focus of marketing or the marketing concept. An organization should study the needs and wants of the customers in order to create satisfying products and hence achieve its goals. A thorough understanding of consumer behavior is the key for successful marketing strategy.



Source: (Best, Conev and Hawkins. 1992:5)

As shown on the above diagram, an understanding of consumer behavior includes observable behaviors such as amount purchased, when, with whom, by whom, and how purchases are consumed. It also includes non-observable variables such as the consumers' values, personal needs, perceptions, what informational they have in memory, how they obtain and process information, how they feel about the ownership and use of various products. (Best, Coney and Hawkins, 1992:5)

The American Marketing Association defines consumer behavior as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives." (Peter and Olson, 1996:11)

## **2.2 Attitudes**

Of all the concepts in consumer behavior, many experts believe that attitudes are the most significant. (Wilkie 1994: 280) As attitudes represent our summary evaluations of various elements in the world around us, they are key concepts. Attitudes do offer important information to marketers. Therefore marketers need to continuously monitor consumers' attitudes and work hard to influence them.

There are various definitions and descriptions for the term attitude. Few of them are presented as follows.

People have attitudes regarding religion, politics, clothes, music, food, and almost everything else. Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. (Kotler and Armstrong, 2004:196)

For Krech and Crutchfield, an attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment. And for Fishbein and Aien, it is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. (Best, Coney and Hawkins, 1992:349)

Emphasizing that the concept of attitude reflects a person's mental position or evaluation of an object, Wilkie explains several aspects of the definitions of attitude as follows:

- Attitudes are mental positions—they cannot be measured directly—marketers must try to infer them through research measures.
- Attitudes are relatively enduring—we tend to hold them for rather long periods of time.
- Attitude change is possible—thus great attention is given to the topics of attitude formation and attitude change by marketers.
- Attitudes are predispositions to respond—indicates the relationship of attitudes with consumers' actual behaviors.
- Attitudes are towards object—in its broad meaning—towards products, stores, brands, styles, organizations, and so forth.

### **2.3 Components of Attitudes**

Various authors state the components of attitudes as cognitive, affective, and conative.

Cognitive component is the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. It refers to the knowledge or beliefs the person has about the attitude object (e.g. "Mercedes is an expensive automobile").

Affective component is a consumer's emotions or feelings about the attitude object and could be positive or negative (e.g. "I like Pepsi").

Conative component is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object (e.g. "I would like to buy a new Mercedes").

## 2.4 Attitude Scales

Marketing strategies are intended to influence consumers' attitudes towards products or brands. Marketers can use measures of consumers' attitudes to indicate the success of these strategies. Organizations need to conduct attitude surveys to monitor consumers' attitudes over time. When these studies identify changes in attitudes, marketing strategies can be adjusted accordingly.

Attitudes are frequently measured using specialized scales. There are various scales developed for measuring attitudes and could be classified as non-comparative and comparative rating scales. Non-comparative scales require the consumer to evaluate an object or an attribute of the object without directly comparing it to another object while comparative rating scales provide a direct comparison point.

Paired comparisons involve presenting the consumer two objects at a time and requiring the selection of one of the two according to some criterion. Rank order scales require the consumer to rank a set of objects in terms of attributes. The constant sum scale is similar except it also requires the respondent to allocate 100 points among the objects in a manner that reflects the relative preference or importance assigned to each object.

The semantic differential scale requires the consumer to rate an item on a number of scales bounded at each end by one of two bipolar adjectives. Likert scales ask consumers to indicate a degree of agreement or disagreement with each of a series of statements related to the attitude object.

## 2.5 Attitude-Change Strategies

As stated above while discussing the aspects of attitude, attitude change is possible. Whenever a survey conducted on customers' attitude reveals a need to change those attitudes, the marketer can adopt attitude-change strategies. Peter and Olson identify the following four possible attitude-change strategies.

- Add a new salient belief about the attitude object—ideally, one with a positive: people's cognitive capacity is limited and only few of these beliefs

can be activated and consciously considered at once and those activated beliefs are called salient beliefs. This strategy may require a physical change in the product.

- Increase the strength of an existing positive belief: attempt to increase the strength of beliefs about positive attributes and consequences; or decrease the strength of beliefs about negative attributes and consequences.
- Improve the evaluation of a strongly held belief: this requires constructing a new means—end chain by linking a more positive, higher-ordered consequence to that attribute.
- Make an existing favorable belief more salient: convincing consumers that the attribute is more self-relevant than if seemed. Creating such means—end chains increases both the salience of consumers' beliefs about the attribute as well as the evaluations. (Peter and Olson, 1996:165-175)

## Chapter Three

### Literature Review

A boycott is normally called by an organisation or group of individuals, asking consumers not to buy a specific product, or the products of a specific company, in order to exert commercial pressure. This is usually done to get the company to change its behaviour - to cease an activity or to adopt a more ethical practice. Companies are sensitive to boycotts because boycotts can have serious financial implications.

However, companies can usually avoid becoming a formal boycott target by anticipating social trends and/or by not being left behind by competitors. A responsible company should be able to achieve this by being aware of the consequences of its decisions, not just financially, but for people, the environment and animals.

Though various articles were written on boycott and are mentioned on the internet, they are not accessible as the articles are issued on various marketing and business journals requiring subscription fees. Therefore extensive literature could not be reviewed. However I found the article by Betsy D. Gelb entitled, *More boycotts ahead? Some implications - Consumer boycotts*, which reviewed some of the literatures, useful and most of the extracts of the important points was made from this article.

"No more free or low-cost infant formula for developing countries, except the limited number of infants who need it," reads the press release from Nestlé S.A. The company's products had been boycotted to protest a marketing strategy seen as "hooking" mothers on the use of formula rather than breast milk, then leaving infants undernourished when subsidized formula was no longer available. The resulting change in Nestlé's policy highlights a pattern of success for boycotts in the past few years, and points to the likelihood of more boycotts in the coming years. (Gelb)

Boycotts are increasingly becoming a force in marketing, with more buyers more often refusing to buy a branded product or a class of products to achieve some social outcome. If so, the business practices of potential boycott targets may change, with the greatest consequence for marketing managers of firms that are likely boycott targets.

A boycott is defined as

"a concerted refusal to do business with a particular person or business ... to obtain concessions or to express displeasure" (Garrett 1987).

Boycotts actually have a history related with the labor movement. The term is derived from an 1880 protest by Irish peasants. When deprived of wages and evicted from their land by the landlord, they mobilized all workers in the area to refuse to do any kind of business with him.

Labor unions made use of boycotts in the late 1880s in trying to discourage the purchase of goods made by companies that refused to permit organization of their workers. Most recently, labor boycotts have also targeted unionized companies accused of unfair labor practices, as well as companies considered to exclude unions.

Another use of boycotts historically has been in the American civil rights movement. The Harlem bus boycott in 1941, led by Adam Clayton Powell, and the Montgomery bus boycott of 1956, led by Martin Luther King, Jr., are wellknown examples. More recently, Jesse Jackson has been quoted as pointing out that black automobile buyers could dramatically increase the proportion of black General Motors dealers "just by controlling our appetites" (Smith 1987).

African-American organizations and other groups have also targeted not simply companies but whole states. Arizona lost an estimated \$500 million in business in the two years after its voters defeated a move to declare Martin Luther King, Jr. 's birthday a state holiday--a vote that was then reversed. In the early 1990s women's organizations proposed boycotts of states considered antagonistic to the pro-choice movement. Two years later, organizations sympathetic to the concerns of gays and lesbians called for a boycott of Colorado, whose voters passed what was viewed as punitive legislation. (The boycott calls subsided as both sides awaited the results of

court challenges to the law.) And in 1994, civil rights groups threatened to boycott the state of South Carolina for flying a Confederate flag at the state capitol. (Gelb)

A boycott may be advocated or initiated to change the balance of power between a special interest group and some marketing entity or entities. A group seeking higher wages for a group of workers or more managerial jobs for black employees simply threatens that some population they represent will withhold its purchase dollars until its demands are met. Then, if those demands are not met to its satisfaction, the leadership calls for a boycott.

Alternatively—and this is a new development—a boycott may be organized not as a means to some other outcome but as the outcome itself. The boycotters may still seek to punish. Such a boycott may be a protest, but it may also intend to reduce consumption in a particular category; it is not intended to be used as a bargaining chip.

Boycotts began as attempts to coerce a target to modify its policies or, if an objectionable action was beyond reversal, simply to communicate displeasure. Friedman (1991) calls these purposes "instrumental" and "expressive," respectively. Boycotters, he noted, might target the object of a group's displeasure or a "surrogate," such as businesses from a state or nation whose policies are disliked. (Like what the American products have faced or are facing at some countries to oppose the war on Iraq )

Research results on boycotts provide the following summarized insights:

- An experiment by Weinberger (1986) providing negative information about one product from a multi-product company found that perceptions of other brands from the same company were negatively affected.
- Mahoney (1976) found "full supporters" of a meat boycott protesting rising prices to be more certain of success than were "partial supporters," leading to the inference that expectation of success helps boycott sponsors.
- Garrett (1987) found support for the propositions that boycotts will be most effective given more economic pressure on the target, more "image pressure"

(publicity) on the target, and less commitment by the target to the policies that prompted the boycott.

- Pruitt and Friedman (1986) used economic analysis to show that boycotted companies experienced significant decreases in their stock prices over the 60-day period after a boycott was announced.
- Susser (1988-89) believes that unions exhibit more power as boycott instigators than as strike instigators. Their members can punish a company without economic loss to themselves, and they may add to their effectiveness by involving consumer groups as well.
- Those who instigate boycotts in the next few years will have reason to expect continued successes for the following reasons:
  - An additional purpose for boycotts has arisen, which leads to the likelihood that a boycott will be successful.
  - More powerful interest groups are sponsoring boycotts, which leads to the likelihood of their success.
  - Image pressure, or publicity, about boycotts is more widespread, leading to the likelihood of success.
  - A court decision has helped boycotts.
  - Simple counting, though not easy, shows no downward trend in boycott frequency or likelihood of success.

## Chapter Four

### Data Presentation and Analysis

For the purpose of assessing the attitude of the respondents towards the boycott, fifteen statements involving five-point rating scale were developed. The data collected is presented in the form of various tables under each statement. And the assessment was done for each group (age, sex and inclination to political party) as well as for the whole respondents using the Likert scale.

#### 4.1 Characteristics of the respondents

As shown in Table 1 below, the respondents are grouped in terms of three variables- age, sex and inclination to political party. The largest age group is 26-35 constituting 95(66.9%) and the next group with 29(20.4%) is below 25. Those above the age of 36 constituted minimal portion 18(12.7%)--13(9.2%) for 36-40 and 5(3.5%) for those above 40.

In terms of sex, the number of female respondents is 34(23.9%) while the male respondents constituted the remaining 108(76.1%).

The other grouping of the respondents is in their inclination to the political parties. The majority-89(62.7%) support Coalition for Unity and Democracy (CUD) and significant numbers-43(30.3%) are neutral. Therefore 132(93%) of the respondents constitute those supporters of CUD and those who are neutral to any of the parties. Out of the remaining 10(7%) of the respondents, 7(4.9%) support the ruling party- Ethiopian Peoples Revolutionary Democratic Front (EPRDF), while 2(1.4%) and 1(0.7%) support United Ethiopian Democratic Forces (UEDF) and others respectively.

**Table 1: Characteristics of the respondents**

Group	Respondents	
	No.	%
Age: Below 25	29	20.4
26-35	95	66.9
36-40	13	9.2
Above 40	5	3.5
Total	142	100
Sex: Female	34	23.9
Male	108	76.1
Total	142	100
Political party supported:		
EPRDF	7	4.9
CUD	89	62.7
UEDF	2	1.4
Other parties	1	0.7
Neutral	43	30.3
Total	142	100

**Statement -2** *Pepsi should be boycotted for Al-Amudi's support to EPRDF even if he didn't make it public.*

Table No. 3 The response and the weighted mean for non-publicity

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	3	0	7	2	17	29
26-35	14	10	8	23	40	95
36-40	2	0	5	3	3	13
Above 40	0	0	2	3	0	5
Total	19	10	22	31	60	142
Sex: Female	10	3	5	2	14	34
Male	9	7	17	29	46	108
Total	19	10	22	31	60	142
Political party supported:						
EPRDF	0	0	0	0	7	7
CUD	13	7	16	15	38	89
UEDF	0	0	0	0	2	2
Other parties	0	0	0	0	1	1
Neutral	6	3	6	16	12	43
Total Number	19	10	22	31	60	142
Weights	5	4	3	2	1	
%age	13.4	7.0	15.5	21.8	42.3	100
Weighted Freq.	95	40	66	62	60	323
Calculated weighted mean		=	2.27			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.27 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents didn't have supportive attitude towards the boycott if the party support were not made public.

20.4% of the respondents agreed (Strongly Agreed + Agreed) with the statement while 64.1% disagreed (Disagreed + Strongly Disagreed) and 15.5% remained neutral. Here the reaction is stronger than the previous statement.

10.4% of those below the age of 25 have agreed with the statement while 65.5% disagreed and 24.1% remained neutral. 25.3% of those with the ages 26-35 have agreed with the statement while 66.3% disagreed and 8.4% remained neutral. When we see those with ages 36-40, 15.4% agreed, 46.1% disagreed and 38.5% remained neutral. Out of the last age group of above 40, 60% disagreed and 40% remained neutral. The majority in all age groups have disagreed with the statement.

38.2% of the females agreed with the statement while 47.1% disagreed and 14.7% remained neutral. 14.8% of male respondents agreed with the statement while 69.5% disagreed and 15.7% remained neutral. The majority under both the groups didn't support the statement.

22.5% of CUD supporters and 20.9% of those neutral to the parties have agreed with the statement, 100% of EPRDF, 59.5% of CUD, 100% of UEDF, 100% of Other party supporters and 65.1% of those neutral to the parties disagreed with the statement while 18% of CUD, and 14% of those neutral to the parties remained neutral to the statement. The majority of each category disagreed with the statement and the difference in the party support didn't affect the attitudes in this regard.

**Statement -3** *Pepsi should be boycotted for Al-Amudi's support to EPRDF as his citizenship is not Ethiopian.*

Table No. 4 The response and the weighted mean for non-citizenship

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	0	0	8	5	16	29
26-35	12	20	4	30	29	95
36-40	2	3	0	3	5	13
Above 40	0	3	2	0	0	5
Total	14	26	14	38	50	142
Sex: Female	4	10	2	0	18	34
Male	10	16	12	38	32	108
Total	14	26	14	38	50	142
Political party supported:						
EPRDF	0	0	0	0	7	7
CUD	10	23	8	21	27	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	4	3	6	14	16	43
Total Number	14	26	14	38	50	142
Weights	5	4	3	2	1	
%age	9.9	18.3	9.9	26.7	35.2	100
Weighted Freq.	70	104	42	76	50	342
Calculated weighted mean		=	2.41			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.41 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents didn't have supportive attitude towards the boycott for his citizenship is not Ethiopian. This could mean either his citizenship does not matter or the majority didn't accept the statement

that he is not Ethiopian. However, the result for the next statement in which the majority agreed that his Ethiopian citizenship matters on the boycott confirms that the majority didn't accept the accusation that he is not Ethiopian. 28.2% of the respondents agreed (Strongly Agreed + Agreed) with the statement while 61.9% disagreed (Disagreed + Strongly Disagreed) and 9.9% remained neutral.

72.4% of those below the age of 25 disagreed and 27.6% remained neutral. 33.7% of those with the ages 26-35 have agreed with the statement while 62.1% disagreed and 4.2% remained neutral. Among those with ages 36-40, 38.5% agreed and 61.5% disagreed. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups have disagreed with the statement except those above the age of 40.

41.2% of the females agreed with the statement while 52.9% disagreed and 5.9% remained neutral. 24.1% of male respondents agreed with the statement while 64.8% disagreed and 11.1% remained neutral. The majority under both the groups didn't support the statement.

37.1% of CUD supporters and 16.3% of those neutral to the parties have agreed with the statement, 100% of EPRDF, 53.9% of CUD, 100% of UEDF, 100% of Other party supporters and 69.8% of those neutral to the parties disagreed with the statement while 9% of CUD, and 13.9% of those neutral to the parties remained neutral to the statement. The majority of each category disagreed with the statement and the difference in the party support didn't affect the attitudes in this regard.

**Statement -4** *Pepsi should be boycotted for Al-Amudi's support to EPRDF as his citizenship being Ethiopian doesn't matter.*

Table No. 5 The response and the weighted mean for citizenship

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	11	0	3	7	8	29
26-35	13	7	16	32	27	95
36-40	5	3	0	3	2	13
Above 40	0	0	2	3	0	5
Total	29	10	21	45	37	142
Sex: Female	10	0	4	8	12	34
Male	19	10	17	37	25	108
Total	29	10	21	45	37	142
Political party supported:						
EPRDF	0	0	0	0	7	7
CUD	18	5	15	27	24	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	11	5	6	15	6	43
Total Number	29	10	21	45	37	142
Weights	5	4	3	2	1	
%age	20.4	7	14.8	31.7	26.1	100
Weighted Freq.	145	40	63	90	37	375
Calculated weighted mean		=	2.64			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.64 which is lower than the table mean of 3.00 thereby leading to the conclusion that the his citizenship being Ethiopian matters. 27.4% of the respondents agreed (Strongly Agreed + Agreed) with

the statement while 57.8% disagreed (Disagreed + Strongly Disagreed) and 14.8% remained neutral.

37.9% of those below the age of 25 have agreed with the statement while 51.7% disagreed and 10.4% remained neutral. 21.1% of those with the ages 26-35 have agreed with the statement while 62.1% disagreed and 16.8% remained neutral. Out of those with ages 36-40, 61.5% agreed and 38.5% disagreed. Out of the last age group of above 40, 60% disagreed and 40% remained neutral. The majority in all age groups have disagreed with the statement except those between 36 and 40.

29.4% of the females agreed with the statement while 58.8% disagreed and 11.8% remained neutral. 26.9% of male respondents agreed with the statement while 57.4% disagreed and 15.7% remained neutral. The majority under both the groups didn't support the statement.

25.8% of CUD supporters and 37.2% of those neutral to the parties have agreed with the statement, 100% of EPRDF, 57.3% of CUD, 100% of UEDF, 100% of Other party supporters and 48.8% of those neutral to the parties disagreed with the statement while 16.9% of CUD, and 14% of those neutral to the parties remained neutral to the statement. The majority of each category disagreed with the statement and the difference in the party support didn't affect the attitudes in this regard.

**Statement -5** *Pepsi was your preference brand from Coca.*

Table No. 6 The response and the weighted mean for brand preference

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	15	0	4	4	6	29
26-35	12	23	12	21	27	95
36-40	7	3	0	3	0	13
Above 40	0	3	0	2	0	5
Total	34	29	16	30	33	142
Sex: Female	15	4	0	6	9	34
Male	19	25	16	24	24	108
Total	34	29	16	30	33	142
Political party supported:						
EPRDF	2	2	3	0	0	7
CUD	17	16	9	19	28	89
UEDF	0	0	0	0	2	2
Other parties	0	0	0	0	1	1
Neutral	15	11	4	11	2	43
Total Number	34	29	16	30	33	142
Weights	5	4	3	2	1	
%age	24	20.4	11.2	21.2	23.2	100
Weighted Freq.	170	116	48	60	33	427
Calculated weighted mean		=	3.01			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.01 which is almost equal to the table mean of 3.00 thereby leading to the conclusion that Pepsi is equally preferred by the respondents with Coca. 44.4% of the respondents agreed (Strongly Agreed + Agreed) with the statement while 44.4% disagreed (Disagreed + Strongly Disagreed) and 11.3% remained neutral.

51.7% of those below the age of 25 have agreed with the statement while 34.5% disagreed and 13.8% remained neutral. 36.9% of those with the ages 26-35 have agreed with the statement while 50.5% disagreed and 12.6% remained neutral. 76.9% of those with ages 36-40 agreed with the statement and 23.1% disagreed. Out of the last age group of above 40, 60% agreed and 40% disagreed. The majority in age groups of below 25 and those above 36 agreed with the statement while age group of 26-35 disagreed.

55.9% of the females agreed with the statement while 44.1% disagreed. 40.8% of male respondents agreed with the statement while 44.4% disagreed and 14.8% remained neutral. The majority of the females agreed and the majority of the males disagreed indicating some possible variation in attitudes due to sex difference.

57.1% of EPRDF, 37.1% of CUD supporters and 60.5% of those neutral to the parties have agreed with the statement, 52.8% of CUD, 100% of UEDF, 100% of Other party supporters and 30.2% of those neutral to the parties disagreed with the statement while 42.9% of EPRDF supporters, 10.1% of CUD, and 9.3% of those neutral to the parties remained neutral to the statement. The majority of EPRDF supporters and those neutral to parties agreed to the statement while the majority of CUD, UEDF, and Other party supporters disagreed with the statement.

**Statement -6** *You used to take Pepsi in the absence of Coca.*

Table No. 7 The response and the weighted mean for preference in the absence of a substitute

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	18	9	2	0	0	29
26-35	50	17	2	10	16	95
36-40	10	3	0	0	0	13
Above 40	3	0	2	0	0	5
Total	81	29	6	10	16	142
Sex: Female	21	6	2	0	5	34
Male	60	23	4	10	11	108
Total	81	29	6	10	16	142
Political party supported:						
EPRDF	7	0	0	0	0	7
CUD	42	25	2	4	16	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	32	4	4	3	0	43
Total Number	81	29	6	10	16	142
Weights	5	4	3	2	1	
%age	57.1	20.4	4.2	7	11.3	100
Weighted Freq.	405	116	18	20	16	575
Calculated weighted mean		=	4.05			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 4.05 which is higher than the table mean of 3.00 thereby leading to the conclusion that the respondents used to take Pepsi in the absence of Coca. 77.5% of the respondents agreed (Strongly Agreed +

Agreed) with the statement while 18.3% disagreed (Disagreed + Strongly Disagreed) and 4.2% remained neutral.

93.1% of those below the age of 25 have agreed with the statement while 6.9% remained neutral. 70.5% of those with the ages 26-35 have agreed with the statement while 27.4% disagreed and 2.1% remained neutral. 100% of those with ages 36-40, agreed, with the statement. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups have agreed with the statement.

79.4% of the females agreed with the statement while 14.7% disagreed and 5.9% remained neutral. 76.9% of male respondents agreed with the statement while 19.4% disagreed and 3.7% remained neutral. The majority under both the groups supported the statement.

100% of EPRDF, 75.3% of CUD supporters, and 83.7% of those neutral to the parties have agreed with the statement, 22.5% of CUD, 100% of UEDF, 100% of Other party supporters and 7% of those neutral to the parties disagreed with the statement while 2.2% of CUD, and 9.3% of those neutral to the parties remained neutral to the statement. The majority of EPRDF, CUD supporters and those neutral to parties agreed to the statement while the majority (100%) of UEDF and Other party supporters disagreed with the statement.

**Statement -7** *Pepsi should be taken in the absence of Coca now (after the boycott).*

Table No. 8 The response and the weighted mean for preference under boycott in the absence of a substitute

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	9	3	2	8	7	29
26-35	21	20	16	10	28	95
36-40	0	3	2	6	2	13
Above 40	0	0	0	3	2	5
Total	30	26	20	27	39	142
vSex: Female	12	0	5	4	13	34
Male	18	26	15	23	26	108
Total	30	26	20	27	39	142
Political party supported:						
EPRDF	7	0	0	0	0	7
CUD	15	8	16	17	33	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	8	18	4	7	6	43
Total Number	30	26	20	27	39	142
Weights	5	4	3	2	1	
%age	21.1	18.3	14.1	19	27.5	100
Weighted Freq.	150	104	60	54	39	407
Calculated weighted mean		=	2.87			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.87 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents didn't support that Pepsi should be taken in the absence of Coca now. 39.4% of the

respondents agreed (Strongly Agreed + Agreed) with the statement while 46.5% disagreed (Disagreed + Strongly Disagreed) and 14.1% remained neutral. Taking out the 18.3% who were not accustomed to take Pepsi in the absence of Coca (Statement 6) out of the 46.5% who disagreed to take Pepsi now, we get those 28.2% determined boycotters not to be affected in the absence of a substitute product.

41.4% of those below the age of 25 agreed with the statement while 51.7% disagreed and 6.9% remained neutral. 43.2% of those with the ages 26-35 have agreed with the statement while 40% disagreed and 16.8% remained neutral. Out of those with ages 36-40, 23.1% agreed, 61.5% disagreed and 15.4% remained neutral. 100% of the last age group of above 40 disagreed. The majority in all age groups have disagreed with the statement except those between 26 and 35.

35.3% of the females agreed with the statement while 50% disagreed and 14.7% remained neutral. 40.7% of male respondents agreed with the statement while 45.4% disagreed and 13.9% remained neutral. The majority under both the groups didn't support the statement.

100% of EPRDF, 25.8% of CUD supporters, and 60.5% of those neutral to the parties have agreed with the statement, 56.2% of CUD, 100% of UEDF, 100% of Other party supporters and 30.2% of those neutral to the parties disagreed with the statement while 18% of CUD, and 9.3% of those neutral to the parties remained neutral to the statement. The majority of EPRDF supporters and those neutral to parties agreed to the statement while the majority of CUD, UEDF and Other party supporters disagreed with the statement.

**Statement -8** *Pepsi should be taken in the presence of Coca now (after the boycott).*

Table No. 9 The response and the weighted mean for preference under boycott in the presence of a substitute

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	6	3	2	10	8	29
26-35	9	10	11	11	54	95
36-40	0	2	2	4	5	13
Above 40	0	0	0	3	2	5
Total	15	15	15	28	69	142
Sex: Female	7	2	3	5	17	34
Male	8	13	12	23	52	108
Total	15	15	15	28	69	142
Political party supported:						
EPRDF	7	0	0	0	0	7
CUD	3	7	11	15	53	89
UEDF	0	0	0	0	2	2
Other parties	0	0	0	0	1	1
Neutral	5	8	4	13	13	43
Total Number	15	15	15	28	69	142
Weights	5	4	3	2	1	
%age	10.6	10.6	10.5	19.7	48.6	100
Weighted Freq.	75	60	45	56	69	305
Calculated weighted mean		=	2.15			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.15 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents didn't support that Pepsi should be taken in the presence of Coca now(after the boycott).

21.1% of the respondents agreed (Strongly Agreed + Agreed) with the statement while 68.3% disagreed (Disagreed + Strongly Disagreed) and 10.5% remained neutral.

31% of those below the age of 25 agreed with the statement while 62.1% disagreed and 6.9% remained neutral. 20% of those with the ages 26-35 have agreed with the statement while 68.4% disagreed and 11.6% remained neutral. Out of those with ages 36-40, 15.4% agreed, 69.2% disagreed and 15.4% remained neutral. 100% of the last age group of above 40 disagreed. The majority in all age groups have disagreed with the statement.

26.5% of the females agreed with the statement while 64.7% disagreed and 8.8% remained neutral. 19.4% of male respondents agreed with the statement while 69.4% disagreed and 11.2% remained neutral. The majority under both the groups didn't support the statement.

100% of EPRDF, 11.2% of CUD supporters, and 30.2% of those neutral to the parties have agreed with the statement, 76.4% of CUD, 100% of UEDF, 100% of Other party supporters and 60.5% of those neutral to the parties disagreed with the statement while 12.4% of CUD, and 9.3% of those neutral to the parties remained neutral to the statement. The majority of EPRDF supporters agreed to the statement while the majority of CUD, UEDF, Other party supporters and those neutral to parties disagreed with the statement.

**Statement -9** *Your opinion doesn't change if he did the same for Coalition for Unity and Democracy (CUD).*

Table No. 10 The response and the weighted mean if done for CUD

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	17	2	0	3	7	29
26-35	40	21	16	7	11	95
36-40	3	0	5	0	5	13
Above 40	0	0	2	3	0	5
Total	60	23	23	13	23	142
Sex: Female	16	5	3	2	8	34
Male	44	18	20	11	15	108
Total	60	23	23	13	23	142
Political party supported:						
EPRDF	4	0	3	0	0	7
CUD	40	16	11	11	11	89
UEDF	0	0	2	0	0	2
Other parties	0	0	1	0	0	1
Neutral	16	7	6	2	12	43
Total Number	60	23	23	13	23	142
Weights	5	4	3	2	1	
%age	42.2	16.2	16.2	9.2	16.2	100
Weighted Freq.	300	92	69	26	23	510
Calculated weighted mean		=	3.59			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.59 which is higher than the table mean of 3.00 thereby leading to the conclusion that the respondents opinion doesn't change if he did the same for CUD. 58.4% of the respondents agreed

(Strongly Agreed + Agreed) with the statement while 25.4% disagreed (Disagreed + Strongly Disagreed) and 16.2% remained neutral.

65.5% of those below the age of 25 have agreed with the statement while 34.5% disagreed. 64.2% of those with the ages 26-35 have agreed with the statement while 19% disagreed and 16.8% remained neutral. 23% out of those with ages 36-40, agreed with the statement, 38.5% disagreed and 38.5% remained neutral. Out of the last age group of above 40, 60% disagreed and 40% remained neutral. The majority in age groups below 35 agreed with the statement while the majority above 40 disagreed and the majority of the age group 36-40 were equally divided into disagreement and neutrality.

61.8% of the females agreed with the statement while 29.4% disagreed and 8.8% remained neutral. 57.4% of male respondents agreed with the statement while 24.1% disagreed and 18.5% remained neutral. The majority under both the groups supported the statement.

57.1% of EPRDF, 62.9% of CUD supporters and 53.5% of those neutral to the parties have agreed with the statement, 24.7% of CUD and 32.6% of those neutral to the parties disagreed while 42.9% of EPRDF, 12.4% of CUD, 100% of UEDF, 100% of Other party supporters and 13.9% of those neutral to the parties remained neutral to the statement. The majority of each category agreed with the statement except for UEDF and Other party supporters.

**Statement -10** *Your opinion doesn't change if he did the same for United Ethiopian Democratic Forces (UEDF).*

Table No. 11 The response and the weighted mean if done for UEDF

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	15	2	2	3	7	29
26-35	28	19	21	9	18	95
36-40	3	0	5	0	5	13
Above 40	0	3	2	0	0	5
Total	46	24	30	12	30	142
Sex: Female	10	3	9	0	12	34
Male	36	21	21	12	18	108
Total	46	24	30	12	30	142
Political party supported:						
EPRDF	4	0	3	0	0	7
CUD	28	17	18	12	14	89
UEDF	0	0	2	0	0	2
Other parties	0	0	1	0	0	1
Neutral	14	7	6	0	16	43
Total Number	46	24	30	12	30	142
Weights	5	4	3	2	1	
%age	32.4	16.9	21.1	8.5	21.1	100
Weighted Freq.	230	96	90	24	30	470
Calculated weighted mean		=	3.31			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.31 which is higher than the table mean of 3.00 thereby leading to the conclusion that the respondents opinion doesn't change if he did the same for UEDF. 49.3% of the respondents agreed

(Strongly Agreed + Agreed) with the statement while 29.6% disagreed (Disagreed + Strongly Disagreed) and 21.1% remained neutral.

58.6% of those below the age of 25 have agreed with the statement while 34.5% disagreed and 6.9% remained neutral. 49.5% of those with the ages 26-35 have agreed with the statement while 28.4% disagreed and 22.1% remained neutral. 23% out of those with ages 36-40 agreed with the statement, 38.5% disagreed and 38.5% remained neutral. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in age groups below 35 agreed with the statement while the majority above 40 disagreed and the majority of the age group 36-40 were equally divided into disagreement and neutrality.

38.2% of the females agreed with the statement while 35.3% disagreed and 26.5% remained neutral. 52.8% of male respondents agreed with the statement while 27.8% disagreed and 19.4% remained neutral. The majority under both the groups agreed with the statement.

57.1% of EPRDF, 50.6% of CUD supporters and 48.8% of those neutral to the parties have agreed with the statement, 29.2% of CUD and 37.2% of those neutral to the parties disagreed while 42.9% of EPRDF, 20.2% of CUD, 100% of UEDF, 100% of Other party supporters and 14% of those neutral to the parties remained neutral to the statement. The majority of each category agreed with the statement except for UEDF and Other party supporters.

**Statement -11** *Your opinion doesn't change if he did the same for other party.*

Table No. 12 The response and the weighted mean if done for other parties

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	15	4	2	3	5	29
26-35	31	22	18	8	16	95
36-40	3	0	5	0	5	13
Above 40	0	3	2	0	0	5
Total	49	29	27	11	26	142
Sex: Female	12	3	7	2	10	34
Male	37	26	20	9	16	108
Total	49	29	27	11	26	142
Political party supported:						
EPRDF	4	0	3	0	0	7
CUD	29	22	17	9	12	89
UEDF	0	0	2	0	0	2
Other parties	0	0	1	0	0	1
Neutral	16	7	4	2	14	43
Total Number	49	29	27	11	26	142
Weights	5	4	3	2	1	
%age	34.5	20.4	19	7.8	18.3	100
Weighted Freq.	245	116	81	22	26	490
Calculated weighted mean		=	3.45			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.45 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents opinion doesn't change if he did the same for other party. 54.9% of the respondents agreed

(Strongly Agreed + Agreed) with the statement while 26.1% disagreed (Disagreed + Strongly Disagreed) and 19% remained neutral.

65.5% of those below the age of 25 have agreed with the statement while 27.6% disagreed and 6.9% remained neutral. 55.8% of those with the ages 26-35 have agreed with the statement while 25.3% disagreed and 18.9% remained neutral. 23% out of those with ages 36-40 agreed with the statement, 38.5% disagreed and 38.5% remained neutral. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups agreed with the statement except for age group 36-40 where the majority (77%) is equally divided into disagreement and neutrality.

44.1% of the females agreed with the statement while 35.3% disagreed and 20.6% remained neutral. 58.3% of male respondents agreed with the statement while 23.2% disagreed and 18.5% remained neutral. The majority under both groups agreed with the statement.

57.1% of EPRDF, 57.3% of CUD supporters and 53.5% of those neutral to the parties have agreed with the statement, 23.6% of CUD and 37.2% of those neutral to the parties disagreed while 42.9% of EPRDF, 19.1% of CUD, 100% of UEDF, 100% of Other party supporters and 9.3% of those neutral to the parties remained neutral to the statement. The majority of each category agreed with the statement except for UEDF and Other party supporters.

**Statement -12** *Your opinion would have been different if he were not popular among the public.*

Table No. 13 The response and the weighted mean for popularity

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	11	4	5	3	6	29
26-35	27	18	21	16	13	95
36-40	8	0	2	3	0	13
Above 40	0	3	2	0	0	5
Total	46	25	30	22	19	142
Sex: Female	15	4	4	3	8	34
Male	31	21	26	19	11	108
Total	46	25	30	22	19	142
Political party supported:						
EPRDF	0	3	0	0	4	7
CUD	37	12	20	9	11	89
UEDF	0	2	0	0	0	2
Other parties	0	1	0	0	0	1
Neutral	9	7	10	13	4	43
Total Number	46	25	30	22	19	142
Weights	5	4	3	2	1	
%age	32.4	17.6	21.1	15.5	13.4	100
Weighted Freq.	230	100	90	44	19	483
Calculated weighted mean		=	3.40			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.40 which is higher than the table mean of 3.00 thereby leading to the conclusion that the respondents opinion would have been different if he were not popular among the public. 50% of the

respondents agreed (Strongly Agreed + Agreed) with the statement while 28.9% disagreed (Disagreed + Strongly Disagreed) and 21.1% remained neutral.

51.7% of those below the age of 25 have agreed with the statement while 31% disagreed and 17.3% remained neutral. 47.4% of those with the ages 26-35 have agreed with the statement while 30.5% disagreed and 22.1% remained neutral. 61.5% out of those with ages 36-40 agreed with the statement, 23.1% disagreed and 15.4% remained neutral. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups agreed with the statement.

55.9% of the females agreed with the statement while 32.3% disagreed and 11.8% remained neutral. 48.1% of male respondents agreed with the statement while 27.8% disagreed and 24.1% remained neutral. The majority under both the groups agreed with the statement.

42.9% of EPRDF, 55% of CUD supporters, 100% of UEDF, 100% of Other party supporters and 37.2% of those neutral to the parties have agreed with the statement, 57.1% of EPRDF supporters, 22.5% of CUD and 39.5% of those neutral to the parties disagreed while 22.5% of CUD and 23.3% of those neutral to the parties remained neutral to the statement. The majority of each category agreed with the statement except for EPRDF supporters and those neutral to parties.

**Statement -13** *The boycott should continue if EPRDF wins the parliament.*

Table No. 14 The response and the weighted mean for election result if EPRDF wins

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	13	0	2	5	9	29
26-35	29	18	2	27	19	95
36-40	5	3	2	0	3	13
Above 40	0	3	2	0	0	5
Total	47	24	8	32	31	142
Sex: Female	17	5	0	2	10	34
Male	30	19	8	30	21	108
Total	47	24	8	32	31	142
Political party supported:						
EPRDF	0	0	0	0	7	7
CUD	36	17	0	17	19	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	11	7	8	12	5	43
Total Number	47	24	8	32	31	142
Weights	5	4	3	2	1	
%age	33.1	16.9	5.6	22.6	21.8	100
Weighted Freq.	235	96	24	64	31	450
Calculated weighted mean		=	3.17			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 3.17 which is higher than the table mean of 3.00 thereby leading to the conclusion that the respondents have supportive attitude towards the continuation of the boycott if EPRDF wins the parliament. 50% of the respondents agreed (Strongly Agreed + Agreed) with the

statement while 44.4% disagreed (Disagreed + Strongly Disagreed) and 5.6% remained neutral.

44.8% of those below the age of 25 have agreed with the statement while 48.3% disagreed and 6.9% remained neutral. 49.5% of those with the ages 26-35 have agreed with the statement while 48.4% disagreed and 2.1% remained neutral. 61.5% out of those with ages 36-40 agreed with the statement, 23.1% disagreed and 15.4% remained neutral. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups agreed with the statement except those under 25.

64.7% of the females agreed with the statement while 35.3% disagreed. 45.4% of male respondents agreed with the statement while 47.2% disagreed and 7.4% remained neutral. The majority of female respondents agreed with the statement while the majority of male respondents disagreed.

60% of CUD supporters and 41.9% of those neutral to the parties have agreed with the statement, 100% of EPRDF, 40% of CUD, 100% of UEDF, 100% of Other party supporters and 39.5% of those neutral to the parties disagreed while 18.6% of those neutral to the parties remained neutral to the statement. The majority of CUD supporters and those neutral to parties agreed with the statement while the majority (100%) of EPRDF, UEDF and Other party supporters disagreed.

**Statement -14** *The boycott should continue if opposition parties win the parliament.*

Table No. 15 The response and the weighted mean for election result if oppositions win

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	7	2	0	9	11	29
26-35	20	21	2	28	24	95
36-40	2	0	5	0	6	13
Above 40	0	3	2	0	0	5
Total	29	26	9	37	41	142
Sex: Female	14	8	0	4	8	34
Male	15	18	9	33	33	108
Total	29	26	9	37	41	142
Political party supported:						
EPRDF	0	0	0	0	7	7
CUD	21	16	3	20	29	89
UEDF	0	0	0	2	0	2
Other parties	0	0	0	1	0	1
Neutral	8	10	6	14	5	43
Total Number	29	26	9	37	41	142
Weights	5	4	3	2	1	
%age	20.4	18.3	6.3	26.1	28.9	100
Weighted Freq.	145	104	27	74	41	391
Calculated weighted mean		=	2.75			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.75 which is lower than the table mean of 3.00 thereby leading to the conclusion that the respondents didn't have supportive attitude towards the continuation of the boycott if opposition parties win the parliament. 38.7% of the respondents agreed (Strongly Agreed + Agreed) with the

statement while 55% disagreed (Disagreed + Strongly Disagreed) and 6.3% remained neutral.

31% of those below the age of 25 have agreed with the statement while 69% disagreed. 43.2% of those with the ages 26-35 have agreed with the statement while 54.7% disagreed and 2.1% remained neutral. 15.4% out of those with ages 36-40 agreed with the statement, 46.1% disagreed and 38.5% remained neutral. Out of the last age group of above 40, 60% agreed and 40% remained neutral. The majority in all age groups disagreed with the statement except the majority of those above 40 who agreed with the statement.

64.7% of the females agreed with the statement while 35.3% disagreed. 30.6% of male respondents agreed with the statement while 61.1% disagreed and 8.3% remained neutral. The majority of females agreed with the statement while the majority of males disagreed.

41.6% of CUD supporters and 41.9% of those neutral to the parties have agreed with the statement, 100% of EPRDF, 55% of CUD, 100% of UEDF, 100% of Other party supporters and 44.2% of those neutral to the parties disagreed while 3.4% of CUD and 13.9% of those neutral to the parties remained neutral to the statement. The majority of all categories disagreed with the statement.

**Statement -15** *The boycott ends if the leaders of opposition parties appeal the public to stop the boycott.*

Table No. 16 The response and the weighted mean for possible appeal by leaders of opposition parties

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Age: Below 25	7	2	2	0	18	29
26-35	23	26	8	16	22	95
36-40	5	0	2	3	3	13
Above 40	0	0	2	3	0	5
Total	35	28	14	22	43	142
Sex: Female	16	8	2	2	6	34
Male	19	20	12	20	37	108
Total	35	28	14	22	43	142
Political party supported:						
EPRDF	0	2	0	0	5	7
CUD	20	13	10	10	36	89
UEDF	0	2	0	0	0	2
Other parties	0	1	0	0	0	1
Neutral	15	10	4	12	2	43
Total Number	35	28	14	22	43	142
Weights	5	4	3	2	1	
%age	24.6	19.7	9.9	15.5	30.3	100
Weighted Freq.	175	112	42	44	43	416
Calculated weighted mean		=	2.93			
Table mean		=	3.00			

The table shows that the calculated weighted mean is 2.93 which is lower than the table mean of 3.00 thereby leading to the conclusion that the majority of the respondents didn't have supportive attitude that the boycott ends if the leaders of

opposition parties appeal the public to stop the boycott. 44.3% of the respondents agreed (Strongly Agreed + Agreed) with the statement while 45.8% disagreed (Disagreed + Strongly Disagreed) and 9.9% remained neutral.

31% of those below the age of 25 have agreed with the statement while 62.1% disagreed and 6.9% remained neutral. 51.6% of those with the ages 26-35 have agreed with the statement while 40% disagreed and 8.4% remained neutral. 38.5% out of those with ages 36-40 agreed with the statement, 46.1% disagreed and 15.4% remained neutral. Out of the last age group of above 40, 60% disagreed and 40% remained neutral. The majority in all age groups disagreed with the statement except the age group 26-35 whose majority agreed with the statement.

70.6% of the females agreed with the statement while 23.5% disagreed and 5.9% remained neutral. 36.1% of male respondents agreed with the statement while 52.8% disagreed and 11.1% remained neutral. The majority of females agreed with the statement while those of males disagreed.

28.6% of EPRDF, 37.1% of CUD supporters, 100% of UEDF, 100% of Other party supporters and 58.1% of those neutral to the parties have agreed with the statement, 71.4% of EPRDF, 51.7% of CUD and 32.6% of those neutral to the parties disagreed while 11.2% of CUD, and 9.3% of those neutral to the parties remained neutral to the statement. The majority of EPRDF and CUD supporters disagreed with the statement while the majorities of the remaining categories agreed with it.

### 4.3 Summary of the Findings

As stated in the introduction chapter the objective of the study is to assess if variables such as publicity of the businessman's support to political party, accusation of foreign citizenship, existence of substitute products, customers' political affiliation, popularity among the public, the election result and possible appeal of opposition party leaders have impacts on the attitude towards the boycott. The result of the analysis with regard to these variables is summarized as follows.

- The impact of publicity was assessed using two positive and negative statements—Statement 1 and Statement 2 respectively. The result shows that publicity has impact for the majority on strengthening customers' attitude towards the boycott.
- Again two positive and negative statements—Statement 3 and Statement 4 respectively were used to assess the effect of citizenship. For the statement *that Pepsi should be boycotted for Al-Amudi's support to EPRDF as his citizenship is not Ethiopian*, the majority disagreed. For the next statement *that Pepsi should be boycotted for Al-Amudi's support to EPRDF as his citizenship being Ethiopian doesn't matter*, again the majority disagreed indicating that citizenship matters however the majority doesn't doubt his citizenship except those 28.2%.
- Four statements (Statements 5, 6, 7 and 8) were presented to assess the influence of the existence of substitute products. The result revealed that Pepsi is equally preferred brand like Coca and the majority (77.5%) used to take Pepsi in the absence of Coca. Asked if Pepsi should be taken now (after the boycott) in the absence of Coca, the majority (46.5%) disagreed—the majority is to abstain from Pepsi even in the absence of Coca but it is only the 28.2% who are determined boycotters not to be affected in the absence of a substitute product as the 18.3% were not taking Pepsi in the absence of Coca even before the boycott. However, in the presence of Coca, the majority (68.3%) disagreed to take Pepsi now (after the boycott).

- Statements 9, 10 and 11 were stated to test the impact of customer's political affiliation on their attitudes. Asked if their opinion doesn't change if the support was done to CUD, UEDF and Other political party, the majority (49.3 to 58.4%) agreed that their opinion doesn't change.
- The impact of popularity of the businessman was tested using Statement 12 in which the majority agreed that his popularity affected their attitude.
- The impact of the election result was assessed using Statements 13 and 14. Asked if the boycott should continue if EPRDF wins the parliament, the majority (50%) supported it. But for the statement that the boycott should continue if opposition parties win the parliament, the majority (55%) disagreed. Thus, the election result will have some impact on the customers' attitudes.
- The last test was done using Statement 15 which states that the boycott ends if the leaders of opposition parties appeal the public to stop the boycott. The majority (45.8%) disagreed. However, a significant portion (44.3%) agreed with the statement.
- Finally, as to the categories of age, sex and party support, the variations observed are insignificant and inconsistent and could be considered as non-influential for the purpose of this study.

## Chapter 5

### Conclusion and Recommendation

#### 5.1 Conclusions

Customers' attitude is affected not only in the problems surrounding the products but also in the other activities of the companies and their representatives. The company representatives need to conduct every activity cautiously as any event taking place might result in a negative customers' attitude and the damage of the company's image no matter how far the event is from the activities of the company. The negative attitude might be followed by an aggressive campaign (a boycott) against the products and the brand of the company.

Boycotts are an intriguing form of consumer behaviour. Although they are obviously unwelcome to marketers, they are an excellent gauge of an organization's marketing concept. If a company has failed to sustain a sufficient customer focus, it may find itself the target of a well-supported boycott. Boycotts have become even more relevant for management decision making as a result of greater public attention to corporate social responsibility and the increased vulnerability of brands and corporate reputations.

However, companies can usually avoid becoming a formal boycott target by anticipating social trends and/or by not being left behind by competitors. A responsible company should be able to achieve this by being aware of the consequences of its decisions, not just financially, but for people, the environment and animals.

The overall focus of the study was the assessment of the impact of the support to a political party on customers' attitude towards boycotting products. The impact was assessed in terms of publicity of the support, the businessman's citizenship, existence of substitute products, customers' political affiliation, his popularity, and the election result.

The study revealed that publicity of the political support has impact in strengthening customers' attitude towards the boycott. Though political interest is something of a private matter, the way of expression does matter. This might partly be explained due to the immaturity of the political environment of the Country.

As to his citizenship the study revealed that the majority don't accept the accusation that he is not Ethiopian. But the attitude of the majority towards the boycott is affected by his Ethiopian citizenship. However, 28.2% of the respondents are affected by the accusation that he is not Ethiopian.

The other point revealed is that the existence or non-existence of substitute products does affect the attitude of the majority towards the boycott. However, a significant portion of 28.2% is found to be serious boycotters not affected by the absence of Coca.

The majority of the respondents expressed that they will have the same opinion if he did the same for the opposition parties i.e. they want the businessman to be neutral. The other issue related to this is that the respondents' attitude is highly affected because of his popularity among the public.

The study also revealed that the election result affects the respondents' attitude towards the product—negatively if the ruling party (EPRDF) wins and positively if the opposition parties win. The last point to note is that the majority disagreed that the boycott ends if the leaders of opposition parties appeal the public to stop the boycott. However, 44.3% which is significant number agreed to the statement.

## 5.2 Recommendations

Based on the findings drawn, the following possible recommendations are forwarded.

- A business is not something to be taken for granted especially in the competitive environment. As customers' attitude is an important factor for the success or failure of businesses, companies need to monitor and evaluate continuously what is going on with their customers' attitude towards their products, brands and the company itself.
- Customers' attitudes towards the products, brands or the company is also affected because of the activities of the representatives of the company even though those activities have nothing to do with the business of the company as far as those activities are affecting the public. Therefore companies and representatives (owners and managers) should be cautious of their actions and implications.
- The study shows that the way the political stand is expressed has an impact in strengthening customers' attitude towards the boycott. The public has become very much sensitive to politics now a days. In addition the majority expressed that they are of the same opinion even if the businessman supported opposition parties. Thus, in such a situation, businessmen are advised either to be neutral to all political parties or should not express their support publicly (through the media or on public gatherings) until such time where the people and all parties get matured and people believe that a true democracy prevails in the country.
- The study revealed that citizenship has impact on customers' attitude towards the boycott. Though the majority didn't accept the accusation of foreign citizenship, a significant portion though not majority is determined to boycott the product for the reason that he is not Ethiopian. In this respect proper communication of facts helps to avoid confusion and minimize a significant portion of boycotters.

- In the presence of substitute goods, the majority of customers' attitude towards the boycott was found to be strong though a significant portion (but not majority) were not affected by the absence of substitute goods. Therefore, those companies with products having substitute goods should have to be more cautious of factors affecting customers' attitude than those with no substitute goods.
- The study also revealed that the popularity of the businessman has an impact on the attitudes of the majority of the respondents towards the boycott. There is no wonder on this issue as 'BIG NAMES' usually attract problems. Their words and actions attract public attention and are observed with scrutiny. Therefore, businessmen should take note of this fact and beware of their words and actions going to the public.
- The study also revealed that the election result has an impact on the attitude of the majority of the respondents towards the boycott. Accordingly, the company (MOHA) needs to device mechanisms to change or influence the attitudes or have contingency plan to cope with the situation.
- Finally, though the majority with a marginal difference disagreed on the impact of possible appeal by the leaders of the opposition parties to the public to stop the boycott, a significant portion agreed. Thus, the company needs to lobby the leaders of opposition parties to neutralize the boycott.

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## Appendix