



**FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR
TOWARDS FAST MOVING CONSUMER GOODS (FMCG) IN
ADDIS ABABA**

By: Fitsum Kelilie

Thesis Submitted to the School of Graduate Studies of Addis Ababa University in
Partial Fulfillment for the Award of the Degree of Master of Arts in Marketing
Management

**June, 2014
Addis Ababa**

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ID No. 0790/04

Advisor: Rakshit Negi (Ph. D.)

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Approved by Board of Examiner

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Examiner	Signature	Date

DECLARATION

I, Fitsum Kelilie, hereby declare that this Thesis titled Factors Influencing Consumer Buying Behavior of Fast Moving Consumer Goods in Addis Ababa is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Rakshit Negi (PhD). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Fitsum Kelilie

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Date

Confirmation by Advisor

Rakshit Negi (PhD)

Signature

Date

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Acknowledgments

I thank my God for all the strength I have been bestowed to start and finish this route. I would also like to thank my Advisor, Dr. Negi Rakshit for the guidance and support he has given me through the process of doing this thesis. All this was a great journey as of dear friends and special ones.

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List of Abbreviations

CPG - Consumer Packaged Goods

ETB-Ethiopian Birr

FMCG- Fast Moving Consumer Goods

SPSS- Statistical Package for Social Sciences

Abstract

With the intent of studying consumers who are at the core of everything marketers do, this study was directed at the fast moving consumer goods (FMCG) segment. Through the development of a conceptual model that contains five independent variables, this study tried to probe the buying behavior of consumers in three FMCG products. The selections of the products were made through the consideration of the major sub-categories in FMCG which are home care, food and beverage and personal care products. It was hypothesized in this study that product quality, price, availability, advertisement and brand equity significantly influence buying behavior of consumers in Addis Ababa. Data was collected through structured questionnaires from shoppers and consumers of the products under investigation to put the conceptual model in to the empirical test. The study used descriptive and inferential statistics techniques to analyze the data and arrive at its findings. One interesting finding was the general support for the hypothesized significant positive contribution of all the independent variables on consumers' buying behavior in FMCG. It was also insightful to find out a few notable differences in the set of variables considered during buying decision making between the sub-categories of FMCG, supporting the conclusion that category-specific trend of buying behavior exists in any market other than the contention that all of FMCG is the same. This study was only confined to the list of variables and product categories discussed above with a focus on Addis Ababa.

Key Words: *Consumer Behavior, Fast Moving Consumer Goods, Brand Choice.*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The field of marketing is innately linked to the needs of all human and social beings. This organizational function essentially exists to successfully identify and profitably meet the needs and wants of the consumer. Thus, marketing, as a function, identifies and meets human and social needs, starting and ending with the consumer in mind so to speak (Kotler and Keller, 2012).

The essence of marketing is to view offerings, products and services from the consumer's point of view- seeing that the right offerings reach the right customer, at the right place, at the right time and at the right price (Sarangapani, 2009). Schiffman and Kanuk (2010) also underline that at the heart of the marketing orientation concept- in place since the 1950s – was the realization of businesses to giving more attention to consumers and their preferences.

This critical element of successful marketing- consumer satisfaction- does not usually happen arbitrarily, bringing us to the central notion of this study- consumer behavior. According to Sarangapani (2009), the key to consumer satisfaction lies in understanding the consumer.

Kahn (2006, Page no. 4) defines consumer behavior as "the behavior consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs". Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources on consumption related items.

The importance of studying the consumer is unanimously agreed by scholars in the field. In order to succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. Peter and Olson (2010) outline the importance of consumer behavior for marketing strategies by iterating that achieving marketing objectives depends on knowing, serving, and influencing consumers.

Marketers also realize that their effectiveness in meeting consumer needs directly influences their profitability. They think that the better they understand the factors underlying consumer behavior, the better they will be able to develop effective marketing strategies to meet consumer needs (Assael, 2001).

This research is undertaken taking all these facts at its foundation. It takes the basic notion that understanding consumer's behavior is of top importance for marketers and companies.

The focus of this study is the buying behavior of consumers in Addis Ababa with in the Fast Moving Consumer Goods (henceforth referred as FMCG) industry. An attempt is made to study the urban consumer profile, buying behavior and the factors behind their choices. A deeper insight has been sought after into the consumer of Addis Ababa with focus on FMCG.

Menke (2007) defines FMCG as those goods which have very low prices and are manufactured at low cost as well. They are produced in high volume and it is aimed to achieve high profit through economies of scale. FMCG, also referred to as consumer packaged goods (CPG) by Cox (2003), have a short shelf life, either as a result of high turnover or because of the product perishability. They are generally replaced or fully used up over a short period of days, weeks, or months, and within one year (Smith, 2010).

Kotler and Keller (2009) said that FMCG are low involvement products purchased by consumers very frequently without much time on decision making process. Dibb et al. (2006) also agree with the minimal purchasing effort involved in FMCG which are inexpensive, frequently purchased and rapidly consumed products. Examples of FMCG include soaps and detergents, soft drinks, dairy products, confectionaries and deodorants.

The industries concentrated in the FMCG market make up a huge share of a country's economy often up to a third of an economy (e.g. India, Bhagat, 2012). The importance of the growing FMCG industry in the Ethiopian economy is prevalent in the interest of various researchers who studied the area from different perspectives (Gedamnesh, 2013; Getaneh, 2012; Teshome, 2012; Matheos, 2013; Million, 2013; and others).

Mohamed (2013) mentioned rapid urbanization, increased literacy and rising per capita income as the key drivers of the FMCG sector. The Ethiopian economy is witnessing all these

drivers of the sector over the last several years (NBE Annual Report, 2012) validating the conclusion that FMCG sector of the country is witnessing rapid growth.

The entrance of multinational companies (MNC) within the FMCG industry through Joint Ventures, stronger export presence and also big investments have also been increasing significantly in recent years.

- The largest spirits marketer in the world, Diageo has bought Meta Brewery S.C. for \$ 225 million in 2012 (Diageo, 2012);
- The world's second-largest brewer by volume SABMiller also invested \$20 million for a 68% stake in Ambo Mineral Water S.C. in 2009 (Bloomberg, 2010);
- The third largest beer company in the world- Heineken also entered into the market acquiring Harar and Bedele Beer Share Companies for a total of \$ 163.3 million (Fortune, 2012);
- South Africa's largest consumer goods marketer, Tiger Brands, bought majority share of a local FMCG manufacturer-East Africa Group in 2010 (News Article, 2010).

An observation of radio show sponsorships on two FM Radio Stations (FBC 98.1 and Sheger FM 102.1) on December 28, 2013 revealed some interesting facts. The sponsors of the two popular radio shows on this Saturday night were largely FMCG companies. List of the sponsors included Meta Beer, Saint George Beer, Hobby Cosmetics, Kangaroo Foam and Yoko Powder Soap. This amounted to 75% of the sponsors of the radio shows.

The increasing adoption of strong promotional campaigns through wet sampling (as in the case of MALTA Guinness), outdoor banners, buntings, posters and big billboards show the efforts of these companies (Colgate-Palmolive, Unilever, Coca-Cola, Heineken, Diageo, BGI-Ethiopia, Ambo Mineral Waters, Oros Juice).

Europanel (2010), indicated that the shopping frequency and huge number of consumers purchasing such products play a key role for the well-being of FMCG companies. Hence, the marketing concept and the growing importance of FMCG discussed above, coupled even more with a highly important consumers' re-purchase behavior, makes this specific study of consumer buying behavior in the Ethiopian FMCG market an essential one.

1.2 Statement of the Problem

With the established fact that the study of consumer behavior is the most important factor for developing and executing a successful marketing strategy, the researcher presents the theoretical and observational gaps to clearly establish the importance of this study.

Fast Moving Consumer Goods industry is a well-studied and explored sector in most markets. There are countless studies undertaken within the sector by various scholars (Rasool, 2012; Venkata, 2013; Guru et al., 2009). In these studies the perspectives of branding, brand management and advertising strategies, brand loyalty, impact of advertisement, brand awareness and other issues related to FMCG have been addressed.

Research activity is not only limited to these perspectives of FMCG, there are also studies undertaken with the centerpiece of buyer behavior and the factors behind their choices, which is the focus of this study (Priyalatha & Mathi, 2011; Alex & Menon, 2013; Ullah & Prince, 2006; Ali, et al., 2012; Mahalingam & Kumar, 2012; Srivastava, 2013).

However, all these studies are undertaken in different socio-cultural and economic environments of countries like India, Pakistan and Bangladesh. The researcher's inability to find such studies in this market is indeed one of the basic reasons for the study.

Of course, there are few studies in the Ethiopian context, that focus on some of the other innumerable aspects of FMCG (Getaneh, 2012; Tekleab, 2012; Teshome, 2012; Matheos, 2013; Yalew, 2013; Million, 2013). These studies explored FMCG from the perspectives of packaging attributes, sales promotion practices, distribution system and customer based brand equity. A single study on factors of brand choice in FMCG (only on bottled water) was found (Gedamnesh, 2013), which again had a focus on branding.

Let alone a clear understanding of the specific factors behind buying behavior for FMCG; an overall understanding of the Ethiopian FMCG market is yet to be established. And as a result of this low level understanding, marketers of FMCG find themselves in the crossroads to develop and implement the appropriate marketing strategy.

Therefore, this research looks into the major factors influencing buying behavior in FMCG market. Hence, with the importance of understanding consumer's buying behavior (Schiffman and Kanuk, 2010; Peter and Olson, 2010; Bhagat, 2012), as well as the ubiquitous nature of FMCG, an inquiry into the area will have a strategic importance and implications.

Furthermore, the FMCG market is witnessing high growth in Ethiopia as a result of the key drivers like urbanization and rising incomes being witnessed in the country (Ali, 2013). The entrance of global FMCG companies into the market is also another indication of the sector's growth. Hence, manufacturing and pushing products into the market will no longer be a feasible strategy, necessitating an understanding of the consumer and implementation of a strong marketing strategy based on that knowledge for a sustainable growth and success.

This research is undertaken with the consideration of all these- necessity of having a deeper understanding of the consumer for FMCG marketers; limited body of extant knowledge in the area as well as the growing importance of the sector in the country. Thus this study is undertaken to examine the major factors influencing of consumer behavior of fast moving consumer goods.

1.3 Research Questions

To understand and explain the problem being discussed, this study raised the following questions.

1. What are the underlying factors influencing consumers' buying behavior of FMCG?
2. Do consumers of FMCG behave in predictable and uniform manner towards their buying behavior across sub-categories?
3. What would be the ideal marketing mix and strategies that a company should implement to have the consumers react in the most desirable way towards a specific FMCG brand?

1.4 Objectives of the Study

This study is primarily aimed at distinguishing the most important factors affecting the consumer's decision and buying behavior within the various sub categories of FMCG.

In addition, the study also has the following specific objectives:

- To find out whether the influence of variables being studied are same across the various subcategories of FMCG
- To present the demographic profile of FMCG shoppers in Addis Ababa,
- To propose an ideal mix of marketing mix or strategy that will have the most desirable impact on consumers' FMCG buying behavior.

1.5 Definition of Terms

Fast Moving Consumer Goods (FMCG): also referred to as Consumer Packaged Goods (CPGs), are those goods that have relatively low prices, are produced in high volume to achieve high profit through economies of scale, have a short shelf life and are purchased by the consumers frequently (Menke, 2007, Cox, 2003).

Consumer Behavior: the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. The study of consumer behavior does not only include reasons for buying but also the consumption process of the consumer at large (Blackwell et al., 2001)

Buying Behavior: is slightly different from consumer behavior as it emphasizes on the actual buying (purchasing) behavior of the consumer and the factors influencing the decision-making process. This is inferred by Solomon et al. (2006) in their explanation of consumer research broadening from its original focus on buying behavior to its focus into the general consumer behavior also taking into consideration what happens before and after the purchase.

Brand Equity: refers to the concept as presented by Keller (2004) to be composed of two building blocks which are brand awareness and brand image.

1.6 Significance of the Study

This is a study undertaken in the Ethiopian market. In this market the practice of marketing has much to mature and become an advance discipline and practice. Hence, this research will contribute for the development of the discipline in this environment.

More specifically, research endeavors are limited within the FMCG market. This study, which is undertaken in the area of consumer behavior in FMCG, will contribute to the development and effective implementation of marketing strategies by FMCG companies. Wiid and Diggins (2009) also underline the importance of sufficient and relevant information for planning and making successful decisions about a marketing strategy.

Additionally, this research will serve as a point of departure for further research by marketers and academicians. This is because the researcher was not able to find an account of a scientific study on the area with similar or related route as adopted in this study.

1.7 Scope and Limitation of the Study

The scope of this study is confined to the exploration and explanation of the Addis Ababa consumer buying behavior of FMCG. It has identified the underlying factors behind the buying behavior of the city's consumers with regards to the widespread sector of Consumer Packaged Goods (CPGs).

This study focuses on five key influence factors selected from models of buying behavior in FMCG proposed by Abbas et al. (2012) and Ullah and Prince (2006). These are: Product Quality, Price, Availability, Advertisement and Brand Equity. Influence of these factors on buying behavior of consumers in Addis Ababa is empirically tested with selected products falling within the three sub-categories of FMCG- Laundry Bar Soap, Packaged Milk and Toothpaste Products.

Two major limitations of the study relate to its scope. The results of the study cannot be taken to explain the factors behind consumer's buying behavior of FMCG in totality. Though the researcher believes the study to be the first in trying to identify and compare buying factors in

more than one FMCG product, it is not an extensive one. This is because of the resource (time and financial) limitations borne by the researcher. The other limitation is related with the number of factors explored in the study. There are a myriad of factors that could go into the consumers' mind to influence buying behavior, but were left out to stand true to one of the basic principles in research - focus.

Hence, the researcher believes this study should further be undertaken on a wider range of FMCG products, incorporating more factors of consumer buying behavior as well as on more regions of the country to ensure the comprehensive analysis and reporting of factors influencing buying behavior for the whole country.

1.8 Organization of the Study

The study is organized under five chapters. Chapter one includes background of the study, statement of the problem, basic research questions, objectives of the study, hypothesis, definition of terms, significance of the study, scope and limitations of the study.

Chapter two includes review of relevant related literature. In this second chapter, theoretical and empirical foundations of the study are presented. The conceptual model as well as the hypotheses of the study are laid out in this chapter.

Chapter three encompasses research design and methodology which includes description of the population, sampling, data collection and data analysis methods. In chapter four results and discussion of the study are presented in detail.

The last chapter presents the summary, conclusions and recommendations of the study. The summary of findings was made based on the results discussed under chapter four. The conclusions were drawn from the summary of findings with practical recommendations at the end.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

In this chapter the theoretical and empirical foundation of the study are outlined. The conceptual model as well as the hypotheses of the study are advanced.

2.2 Theoretical Framework

2.2.1 Consumer Behavior: Definition

The marketing concept has long been argued and established as the appropriate philosophy of doing business. This concept states that an organization should satisfy consumer needs to make profit (Peter & Olson, 2010). This establishes understanding of the consumer at the center of the marketing concept and the necessity of research into consumers behavior.

The American Marketing Association (AMA) (1995) defines consumer behavior as “the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.” In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

Peter and Olson (2010) forwarded insightful framework that links all the elements of this important definition. Marketing strategies are outcomes of the constant relationships and interdependences between the consumers’ affect and cognition, their actions and their environment in the Wheel of Consumer Analysis Model by the authors. As such, consumer behavior reflects the actions of the consumer that prevail as a result of the consumers’ knowledge and feelings as well as the consumer’s environment.



Fig. 2.1: The Wheel of Consumer Analysis, adapted from Peter & Olson (2010).

On top of the marketing concept, this framework also indicates that effective marketing strategies are at the core of understanding the consumer (his/her cognition, affect and behavior). Solomon et al. (2006) also indicate that up-to-date knowledge of consumer characteristics plays an important role in many marketing applications as consumer behavior also has dynamism. This importance of consumer behavior and its dynamic nature brings the key role of continuous consumer research laying the foundation of this study.

Starting from the pioneer book by Engel, Kollat and Blackwell, *Consumer Behavior (1968)*, there have been extensive research and progressive developments in the field. The host of theoretical and empirical data that could be consulted throughout this work of study is, however, limited within the Ethiopian marketing environment. In fact, this was reported in the first chapter and the purpose of this study is to try to fill this strategic gap of limited research work in this market.

Consumer Buying Behavior

Kahn (2006, Page no. 4) defines consumer behavior as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". As this implies, consumer behavior is a general and broad construct that takes into consideration what happens before and after the purchase. For the purpose of this study, however, the researcher will only dwell on consumer buying behavior which refers to the decision-making process and the successive physical activity of buying goods and services.

Research on consumer's buying behavior has been the focus of various scholars and marketing practitioners resulting in the identification of a host of various influencing factors and the development of different models. Personal, cultural, socio-demographic and psychological factors are placed at the broader level (Kotler & Armstrong, 2014) with situational factors like time of the day or product characteristics also influencing buying behavior (Wright, 2006). In this chapter, the researcher presents theoretical and empirical review of consumer's buying behavior to finally arrive at a model of factors influencing buying behavior in FMCGs.

2.1.2 Theories of Consumer Behavior

This section presents a summary of the theoretical foundations in the field of consumer buying behavior. Summary of the most important models of consumer behavior is presented to guide and establish a useful framework within which this study of buying behavior in FMCGs was undertaken. This section, in addition to the focus group discussion with researchers, marketing and brand managers in the FMCG sector of this market which is discussed in the next chapter, is at the core of the researcher's attempt to conceptualize and build the model which is employed in the study.

The researcher's decision to forward and use a conceptual framework based on previous studies is based on the fact that there are many varying models to select from. As Peter and Olson (2010) also described it, there is no any single approach fully accepted, nor is it likely that a single, grand theory of consumer behavior can be devised that all researchers would agree on.

1. Traditional Models of Consumer Behavior

Consumer behavior is a relatively new field of study with no historical body of its own research. As such, it is a sub-field within the discipline of marketing which has heavily borrowed from other scientific disciplines like economics, psychology and sociology (Schiffman & Kanuk, 2010). Below are the earliest models as borrowed from these other disciplines.

a. The Economic Man Model

Utility maximizing behavior of rational and well informed consumers is the concept at the foundation of this model. The neo-classical economist Alfred Marshall (1890) formulated the first model of consumer behavior based on the theory of marginal utility. Marshall's utilitarian economic consumer seeks to get the most utility for his or her money spending the minimum amount for maximum gains in the different scenarios of price, substitute products and income accordingly. This model is often criticized for its assumptions of full and relevant information, homogeneity between consumers and the consistency of rational behavior.

b. Psychological Models

For psychologists, attributes that include perception, motivation, learning, attitude and personality were more important and these have been presented in varying models that can depict buying behavior. Three of the most important models are:

- **Hierarchy of Needs Model:** Abraham Maslow (1954) came up with a theory of motivation in the form of a hierarchy of needs. This model suggests that consumers' buying behavior will be influenced by the specific need state at a particular time from the physiological, safety, social, ego and/or self-fulfillment needs. This need will convert into motivation which will direct the purchasing process and behavior of consumers for psychologists.
- **The Conditioned Consumer (Learning) Model:** this is based on the stimulus-response model of human psychology. Ivan Pavlov's classical conditioned consumer learns through a passive, low-involvement process of responding automatically to frequently repeated cues and rewards. This model suggests that much of our behavior is automatic, unthinking, knee-jerk reactions to environmental stimuli. For this model the consumers' buying behavior is influenced by their association of a specific stimulus to a specific response.
- **Freud's Theory of Consumer Behavior:** for Sigmund, the emotional, hedonic, psychoanalytical consumer is driven by sub-conscious motives, personality traits, unreasoned instincts, symbolic motives and the need for pleasure. This suggests that marketers shall use motivation research to discover and act on such motives that consumers are ordinarily unable or unwilling to discuss and then appeal to them in marketing communications.

c. Sociological Model

The role, status, interaction, group influence, social class and others do have an influence on the buying behavior of consumers. As part of the society a consumer's buying behavior is influenced by the various groups in society. Primary groups of family, friends and close associates exert a lot of influence on an individual's buying behavior.

Thorstein Veblen's social psychological consumer (Veblen, 1899) is concerned with conspicuous consumption which is a buying behavior entirely related to public display of economic power.

2. Contemporary Models

The earliest discipline-specific models of buying behavior laid the foundations of today's advanced field of consumer behavior. Counting on these models to practically explain the buying behavior will not be correct as this call for a multi-disciplinary approach to incorporate and explain all the multifaceted set of entities involved in consumer's buying behavior.

Consequently, some of the best-known comprehensive consumer decision-making models were developed in the 1960s and 1970s as part of a developing discipline of consumer behavior. Among these are models by Howard and Sheth; Nicosia; Engle, Roger and Blackwell; and Kotler (Tyagi & Kumar, 2004).

a. Howard-Sheth Model

Utilizing the learning theory thoroughly and systematically John Howard has come out with the 1st truly integrative model of buyer behavior in 1963 (Du Plessis et al, 1991). He introduced the difference between problem solving, limited problem solving and automatic response behavior as the three levels of decision making.

A more meaningful elaboration has been provided in *Theory of Buyer Behavior* (1969) by Howard and Sheth. This model is considered an important landmark in the development of the theory of buyer behavior by considering three key variables- perception, learning and attitude formation (Prasad, 2009). It is one of the earliest depictions on the configuration of behavioral, situational and economic variables affecting consumer decision processes.

The model is essentially an attempt to explain brand choice behavior over time and therefore, is especially pertinent to this research study. The model relies on four major components- stimulus inputs, hypothetical constructs, response outputs and exogenous variables.

The Input Variables: Consumers learn by finding out the relevant information about products from two sources of information, the commercial and social sources. The information is used for comparison of alternative brands according to various choice criteria. The commercial sources of information focus on the attributes of a product or brand (i.e. quality, price, distinctiveness, service and availability). And the information from the buyer's social environment come from family, reference groups and social class- and these influences must be internalized by the consumer before they can affect the decision process.

Hypothetical Constructs: are psychological variables such as motives, attitudes, perception and learning which influence the consumer decision process by setting the frameworks within which the consumer receives and interprets the stimuli from above.

Output Variables: these are the five observable responses from the buyer with the ultimate output of actual purchase. It flows sequentially from attention to brand comprehension to brand attitude to purchase intention before the final action of purchasing.

Exogenous Variables: The model also includes some exogenous variables which influence all or some of the constructs explained above and through them, the output. They influence the consumer indirectly and vary from one consumer to another. These are the individual's own personality traits, social class, importance of purchase and financial status.

b. Nicosia Model

Francesco Nicosia, one of the prominent motivation researchers, published an influential comprehensive model of buyer behavior in 1966 (Nicosia, 1966). Nicosia divided the model into four basic parts or fields as he termed them.

Of the four fields outlined in this model, field one comprise product attributes and communication on the one hand and consumer characteristics on the other. As the message is received and reacted upon, it leads to the formation of a product or brand attitude. This attitude serves as an input for field two, the reaction field, where the consumer goes for research and evaluation. Field three is the act of purchase or the decision making. Field four highlights the post-purchase behavior and use of the product, its storage and consumption.

The feedback from field four is fed into the firm's attributes or field one, and the feedback from the experience is responsible for changing the pre-disposition of the consumer and later his/her attitude towards the product.

c. **EKB (Engel-Kollat-Blackwel) Model**

These scholars (Engel et al., 1969) applied the term 'multidimensional' to their model to refer to the fact that many processes intervene and mediate between exposure to stimuli and final outcome of behavior. The model consists of four components:

- **Information Processing:** incoming marketing and non-marketing stimuli are processed through the distinct sequential phases of exposure, attention, comprehension and retention.
- **Central Control Unit:** this is the individual's own command center including memory and basic facilities for thinking and directing behavior such as information, experience, evaluative criteria and attitudes each of which is affected by personality.
- **Environmental Influences:** These are the environmental influences of income, social class, family influences, physical influences and other considerations. All these factors may favor or disfavor the purchase decisions.
- **(Consumer) Decision Process:** consist problem recognition, internal and external search, evaluation, purchase and post-purchase behavior. This key part of the model makes the foundation of the five stage model of consumer's decision making. The decision process may not always pass through the complete sequential chain in which case is a limited or habitual decision process.

d. **Kotler's Behavioral Choice Model**

The inputs or buying influence in this model include communication about available brands, their prices, qualities, availability, service, options and images. The channels through which the information reaches the buyer are advertising media, sales men, acquaintances, the buyer's family and observation. After processing of the inputs in the buyer's mind ('black box'), the buyer's responses will be manifested in the form of decisions regarding product choice, dealer choice, quantities to buy and frequency of purchase.

This model can be viewed in terms of the three stages involved: stimuli, buyer's black box and buyer's response. The consumer gets the input from the marketing effort of the firm (4 Ps) and other stimuli which will be processed within the specific characteristics of the buyer.

2.1.3 Fast Moving Consumer Goods

FMCG, also referred to as Consumer Packaged Goods are low-involvement products which have relatively low prices and short shelf life (Menke, 2007, Cox, 2003). These products include body care, home care, food and beverage products bought frequently and with great routine (Laurent & Kapferer, 1985). According to a book, *Selling FMCGs*, (Gough, 2003), main segments of FMCG are:

1. Personal Care- which include toothpaste, hair-care, skincare, soap, cosmetics and paper products such as tissues and sanitary towels;
2. Household Care- fabric wash (laundry soaps and synthetic detergents) and household cleaners (such as dish/utensil cleaners, air fresheners and insecticides);
3. Branded and packaged food and beverages- soft drinks, packaged milk, cereals, biscuits, snack food, chocolates, ice cream, tea, coffee, vegetables, meat, bottled water, etc.

This study investigates factors influencing buying behavior within these sub-categories of FMCG. A single, most important product is selected from each of these sub-categories: toothpaste, laundry bar soap and packaged milk respectively. The rationales being:

- Generalization of buying behavior in FMCG can reasonably be made if at minimum all the major sub-categories or segments are addressed with selected products;
- Comparison of buying behavior across the product categories of FMCG can be made and more useful recommendations can be made.
- A research (Alex & Menon, 2013) had concluded that the FMCG category should not be treated as a single sector, as a result of the findings that revealed consumers to behave differently between the various sub-categories for the researchers.

Doing the study on three varied products made the data collection and analysis more difficult and time consuming on the researcher. However, the researcher accepted this in order to be able to reasonably generalize about factors influencing buyer behavior within the whole category of FMCG. This had also enabled the study to draw comparative conclusions about factors influencing buyer behavior across the sub-categories. The researcher has already mentioned that the attempt to find a study with such magnitude in this market was not fruitful.

2.1.4 Consumer Behavior in Fast Moving Consumer Goods

An important point from the above models that the researcher further discusses is the level of consumer's involvement in the product and/or purchase process. Since it was first analyzed within marketing by Engel et al. (1969), product involvement has been extensively used as a mediating variable in consumer behavior (Dholakia, 1998). It is commonly defined as a consumer's enduring perceptions of the importance of the product category based on inherent needs, values and interests (Mittal, 2004). Pride and Ferrell (2010) consider level of involvement as the degree of interest in a product and the importance the consumer places on that product.

Level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes impacting the process as well as the type of the consumer's decision making or buying behavior (Chakravarti & Janiszewski, 2003). Therefore, level of involvement is a vital framework for understanding consumer buying behavior.

Starting from earlier works (e.g. Engle et al., 1969) till the recent ones (e.g. Neshat et al., 2013), involvement is considered as a significant variable explaining consumer buying behavior. Its impact is reflected on the determination of the type of decision making route the consumer will be taking: routinized response behavior, limited problem solving or extended problem solving (Pride & Ferrell, 2010).

A consumer uses routinized response behavior when buying frequently purchased, low-cost items that require very little search-and-decision effort. Buyers engage in limited problem solving when they buy products occasionally or when they need information about an unfamiliar brand in a familiar product category. Third type of problem solving, the complex

one, occurs when purchasing unfamiliar, expensive or infrequently bought goods- a car or home for instance. These routes are determined by level of involvement which depends on situational and environmental variables as well as characteristics of products and consumers.

Our focus in this study- FMCG-are inexpensive, rapidly consumed, frequently purchased products with minimal purchasing effort (Dibb et al., 2006). For Kotler and Keller (2009), likewise, FMCGs are low involvement products which are purchased by consumers very frequently without spending much time on decision making process.

This doesn't mean that consumers will buy these products arbitrarily, or without any factors influencing their purchase behavior. It rather leaves out the extended problem solving decision process and its attributes such as the need for lots of information, complex set of evaluative criteria, high potential risk as well as long time for decision making (Bulmer, 1998; Fill, 2005; Tanner & Raymond, 2010).

Marketers of low-involvement products often use price and sales promotions to stimulate product trial (Kotler et al., 2005). Key buying influence factors for such products include brand awareness, visibility in store, availability and advertising (McDonald & Christopher, 2003).

The factors hypothesized to influence buying behavior in this study are results of these previous studies. The researcher hypothesizes that more apparent cues like price, quality, advertisement, availability and brand awareness will fall within the sphere of influencing routinized buying behavior. This is systematically developed and presented in the next section of this chapter.

2.3 Conceptual Framework

Forwarding a conceptual framework for use in this study is important because of a couple of reasons. Adopting any one of the above grand models will be inappropriate as these models consider the consumers mostly as rational people who spend a considerable amount of time on searching information, evaluating alternatives and then choosing the best product. However, for many products and especially for the category in this study, consumers will just

spend a little time and effort without engaging in the sequential activities suggested (Bozinoff, 1982).

These grand models have also been criticized for generalizing the decision-making process for any consumer product defying the fact that all consumers (or purchase situations) will not pass through the extensive five stages of decision making (Bums & Gentry, 1990). In fact scholars have even discussed that in many cases grand models complicate a situation that is quite straightforward (Erasmus et al., 2001). Others confirmed that a model that deals with all aspects of consumer behavior in complete detail may be theoretically sound but hopelessly complex in terms of its data requirements and potential for calibration (Lilien, Kotler & Moorthy, 2003).

Various studies have used different models that emphasized on different factors that influence consumers' decision making. For instance, Ali et al. (2012) found out that retailers' recommendation, advertisement, price, product quality and reliability are the key influencing factors in rural purchase of FMCGs in India. For Ullah and Prince (2006), the primary factors in Bangladesh include sales promotion, unavailability of brand, product features, end of aisle display and in-store TVC.

The adoption of models from other studies without any adjustments and revisions do also have its own downsides. An instance could be the inclusion of irrelevant factors such as in-store TVC into a market where we don't observe this tool being employed by stores. In their critical review of consumer decision-making models, Erasmus et al (2001) have underlined that a study of consumer decision-making behavior should be context specific and product specific to provide new insights and to contribute to theory building in the domain of consumer science.

According to Lilien et al. (2003), a buying behavior model that we use in a given situation shall depend on the objectives of the model-builder, the important market phenomena and the availability of relevant theories and data to support the analysis. In fact, a model by its very nature is defined as a representation of some or all of the properties of a large system (Goodhope, 2013). Understanding of the decision making process and the establishment of theory are two of the important benefits from having a buying behavior model (Engel et al, 1995; Du Plessis et al, 1991).

This study uses an adapted framework of the stimuli-black box-response model advanced by Kotler et al. (2005). This model will focus at its best on the marketing factors or stimuli part of the broader model which also incorporates cultural, social, personal and psychological sets of factors (Ibid).

Scientific rationale behind the selection of the factors has been provided by Erasmus et al. (2001) who suggested that use of grand models for all circumstances will not be representative and practical on top of hardly being accepted by researchers (Peter & Olson, 2010). The conceptual framework, forwarded based on the extant literature as well as market and product specific characteristics serves as the foundation for the hypotheses of the study forwarded below.

2.3.1 Product Quality

Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category (Jin & Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key customer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a product's overall excellence or superiority'. Product quality is conformance to requirements (Russel & Taylor, 2006) encompassing the features and characteristics of a product that satisfy stated needs.

Quality is one of the core factors hypothesized to influence buying behavior of FMCGs in this study. Previous studies has investigated and found out that it is significantly related to buying behavior in FMCGs (e.g. Ali et al., 2012; Mahalingam & Kumar, 2012; Ullah & Prince, 2006). In the study, the hypothesized impact of perceived quality is measured by a scale developed based on theoretical definitions and empirical measurements from previous studies.

H1: Product quality significantly influences buying behavior of FMCG consumers in Addis Ababa.

2.3.2 Price

Perceived price is how a consumer perceives a price as high, low or fair and it has a strong influence on purchase behavior. There is a significant amount of research that proves price consciousness as an important variable in consumer purchase decision making (e.g. Lichtenstein et al., 1993; Estalami & Lehman, 2001; Moon et al., 2006; Campbell, 2007).

Within the category of FMCG, price has been one of the most hypothesized, tested and confirmed influencing variable of consumer's buying behavior, as well. Alex and Menon (2013) found out that price perception plays an important role in purchase decision making in FMCG. Others like Miremadi & Faghani (2012), Ali et al. (2012), as well as Gedamnesh (2013) found out that prices have significant influence on buying behavior of FMCGs. In this study, the influence of price will be investigated in the different product segments of FMCG.

H2: Price significantly influences buying behavior of FMCG consumers in Addis Ababa.

2.3.3 Advertisement

Advertising is a core component of integrated marketing communications (IMC). IMC describes the process of developing and coordinating a communications program that allows a brand to reach a wide variety of consumers through the use of various media channels (Kotler et al., 2010; Eagle and Kitchen, 1999). Advertising has evolved to become a vital communications system to help consumers make every day purchase decisions in their lives (Belch & Belch, 2003).

Impact of advertising on behavior of consumers in FMCG has been the focus of numerous researchers who found out that consumers are highly influenced by advertising in their preference to a brand of FMCG (e.g. Shukla et al., 2012; Rasool et al., 2012; Rahman, 2012). Consumers take the "peripheral route" to persuasion when they are dealing with purchase decision in low-involvement products (Bian & Moutinho, 2011). In other words, consumers will base their buying behavior for FMCG products on superficial analysis of readily available and salient factors presented to them through advertisement or other form of marketing communication. This leads to our third hypotheses.

H3: Advertisement significantly influences buying behavior of FMCG consumers in Addis Ababa.

2.3.4 Availability

Consistency of supply and availability at convenient locations are vital for choice of a brand. According to Lin and Chang (2003) convenience of a brand has a significant impact on consumers' brand choice of any product.

More specifically, Dechernatory and Mcdonald (2003) expound consumers are not motivated to search out for low involvement products. Any out of stock situation results in consumers switching to alternative brands. This usually happens in FMCGs as also reflected in the solid work of FMCG marketers to ensure wide availability of their brands. A global ranking of most chosen consumer brands (Kantar World Panel, 2013), revealed that strongest brands have the best distribution networks reaching out existing and new consumer segments.

Corsten and Gruen (2013) found out the impact of availability on buying behavior of FMCG consumers. Peter and Donnelly (2007) also indicated in their book that when consumers are seeking low involvement products, they are unlikely to engage in extensive search, making easy accessibility and availability an important factor.

On top of these, the researcher believes that Ethiopia has much to grow to become a competitive, branded market place for FMCGs. The absence or the late entrance and announcement of FMCG MNCs just this time (Bloomberg, 2014; Diageo, 2012) reflects stage of the market where distribution networks are yet to be built and strengthened. Hence, accessibility and availability of products is hypothesized to influence buying behavior of consumers.

H4: Availability significantly influences buying behavior of FMCG consumers in Addis Ababa.

2.3.5 Brand Equity

An authoritative scholar, Kevin Keller (1993) has developed the construct and its measurements in an influential article. The two building blocks of brand equity are brand awareness and brand image. Brand awareness which is further classified into brand recognition and recall doesn't guarantee purchase intentions, if not coupled with positive and

favorable association which Keller called brand image. Brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand from the perspective of the consumer.

In relation to the current study, researchers have also been focusing on brand equity as one influence on buying behavior. For instance, Mahalingam & Kumar (2012) found out that in addition to product quality, brand awareness is also the most important factor in buying behavior. Brand awareness is said to precede all other steps in the buying process (Rossiter & Prey, 1987).

H5: Brand Equity significantly influences buying behavior of FMCG consumers in Addis Ababa.

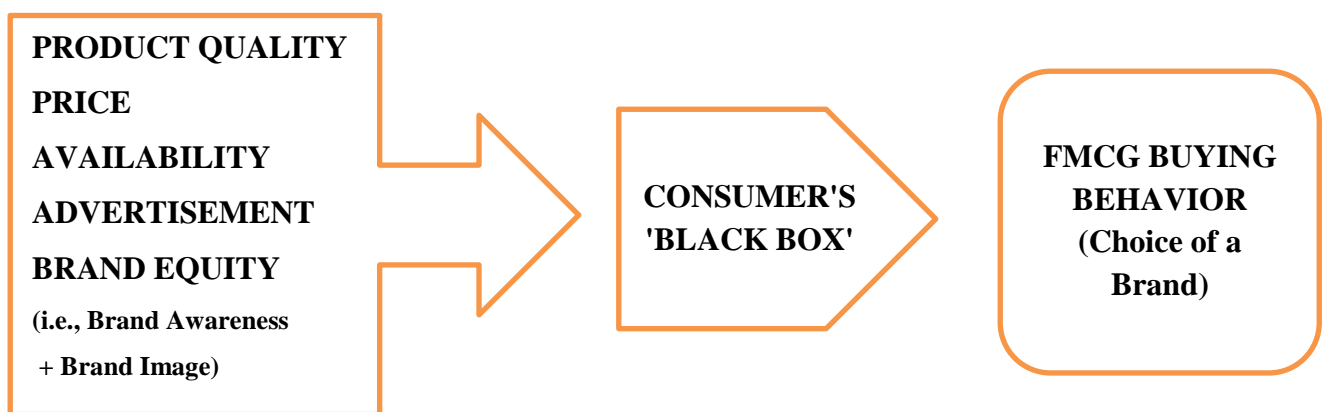


Fig. 2.2: Conceptual Model based on the Adaptation of Kotler et al. (2005)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The relevant theoretical and empirical foundations of this study have been discussed and the conceptual framework for the study has been successfully developed. The hypotheses of the study which will be tested and reported in the next chapter have also been forwarded in the previous chapter.

In this chapter, the appropriate research design, sampling techniques, data collection and analysis methods are presented.

3.2 Research Design

As a plan and framework of a research project, the research design guides the data collection and analysis procedures to ensure that the study will ultimately address the relevant problem (Wiid & Diggins, 2009). This study primarily adopts a quantitative approach.

The study employed a mix of research designs to attain its objectives. An extensive review of the literature and previous studies has been undertaken to develop the conceptual framework or model which was deployed into the empirical test. This exploratory design was also used for the selection of relevant variables hypothesized to influence the buying behavior of FMCG consumers as well as to propose the important product sub-categories of FMCG.

In addition to the use of related literature, the researcher conducted a focus group discussion (FGD) to reach at the relevant, market specific variables of buying behavior and to select the products for investigation. This FGD was moderated between FMCG marketing practitioners in this market environment with the intention of validating the argument from the theoretical and empirical literature. This discussion led to the reasonable confirmation of the five independent variables as pertinent and the choice of the three most appropriate products from each of the FMCG sub-categories.

This is followed by a descriptive analysis of the cross-sectional primary data collected through questionnaires to accomplish the objective of presenting the profile of FMCG consumers as well as most influential sources of information for brand awareness in Addis Ababa. This analysis has been done for all the three products selected in this study.

Causal analyses between the dependent and independent variables were undertaken for the same three products based on the primary data collected. This led to the confirmation and rejection of the hypotheses and revealed a detailed analysis of the relationships between buying behavior and the handful of the other underlying factors. This analysis forms the core findings of the study attaining the primary objective of distinguishing the key underlying factors. This also revealed the differences among the product sub-categories and the magnitude of the impact of each hypothesized independent variable.

3.3 Sampling and Sampling Techniques

Population of this research is the population of Addis Ababa, even though the researcher believes some degree of inferences can be made about the buying behavior of consumers elsewhere in the country based on results. The sampling frame includes consumers of FMCG in the city. And the sample units were chosen based on the non-probability sampling method of convenience sampling, as the sample units were found dispersed across the city.

The researcher employed the judgment that respondents found conveniently at shopping centers and kiosks around the sub-cities would highly be representative of the study's sample frame and adopted this procedure in distributing the questionnaires.

For a very large size of sample population, where a comprehensive survey would be difficult, a scientific sample must be taken out of the population. Naturally the requirement is that the sample must be as representative of the population as possible (Wiid & Diggins, 2009).

In 2004, Kothari explained that there are two approaches for the determination of sample size. One of these approaches is capable of giving a mathematical solution and as such is a frequently used technique for determining a sample size. This calculation gives a sample size that ensures a desired level of precision rate and confidence level.

For this study a 95% confidence level was taken with a confidence interval of ± 5 . According to the 2007 CSA Census, the population of Addis Ababa is 3,430,000. With a 95% confidence level and a confidence interval of plus or minus 5, the sample size of this research will be 384 respondents following the Kothari way of sample size calculation which follows the following formula.

$$n = \frac{z^2 \cdot N \cdot \sigma_p^2}{(N - 1)e^2 + z^2 \sigma_p^2}$$

Where,

N = size of population

n = size of sample

e = acceptable error (the precision)

σ_p = standard deviation of population

z = standard variate at a given confidence level.

Adopting convenience sampling in which the population elements are selected based on ease of access (Kothari, 2004) the researcher selected respondents based on their availability to the survey. The researcher also coupled this sampling method with the expert judgment that the respondents should be those who either consumer or purchase the products under consideration. 384 respondents were selected and interviewed during or just after an actual shopping activity. This has been useful in alleviating the memory bias (Xu & Griffiths, 2008) as well as in improving the strength of the sample representativeness as the sample selection was undertaken in kiosks/shopping centers across all the ten sub cities of Addis Ababa.

For the collection of data from actual consumers of FMCG dispersed all over the city, the calculated sample size was further broken down into the 10 sub cities based on the method of proportional allocation explained by Kothari (2004). This method allocates the sample size in such a way that the sizes of the samples from the different strata are kept proportional to the sizes of the strata. The following table shows this configuration of sample size distribution.

Table 3.1: Sample Size Distribution across the 10 Sub-Cities of Addis Ababa

Sub-City	Population	Sample Size	Sub-City	Population	Sample Size
Addis Ketema	255092	36	Kolfe	428654	60
Arada	212009	30	Nifas Silk	316108	44
Lideta	201613	28	Yeka	346484	49
Kirkos	220991	31	Bole	308714	43
Gulele	267381	37	Akaki Kaliti	181202	25

3.4 Data Collection Methods

The two most important research instruments for collecting primary data, the questionnaire and focus group discussion (Wiid & Diggins, 2009) are employed in the survey research. The questionnaire was carefully developed in a way that will measure the impact of the proposed independent variables on the dependent variable. The type of questions, form, wording and sequences were also considered carefully. It was translated into Amharic to help easy comprehension and accurate response of respondents.

The collection of primary data is carried out during or immediately after an actual shopping of FMCG by respondents across all the 10 sub-cities using these structured questionnaires. The questionnaire was developed based on the hypotheses of the study. The questionnaire consist a set of descriptive items that measure the dimensions of the hypothesized factors which have been borrowed from the model of CBBE (Keller, 1993) and other related studies Gedamnesh, 2013, Yalew, 2013, Getaneh, 2012, Alex & Menon, 2013). These items are characterized by high reliability and validity in measuring the constructs they are supposed to measure as demonstrated in earlier research studies.

This self-administered questionnaire developed for each of the three products with a five point Likert scale is distributed to the sample units through the researcher and some field assistants.

The second important source of primary data, focus group discussion (FGD) was also employed for validating the conceptual framework designed based on the literature review. The FGD was conducted between a group of FMCG Marketers including a handful of Brand

Managers, Marketing Managers and Market Researchers within the Ethiopian market. A discussion guide was prepared and appropriate scientific procedures were followed to garner an unbiased and useful data from this discussion.

In addition to investigating relevance of the conceptual model, this primary data was also used to decide on the 3 products of FMCG that appropriately represent the whole category. This enabled the research findings to be generalizable across FMCG and described the divergences between sub-categories.

As discussed, secondary data was also used to primarily construct the basic framework of the study before proceeding to primary data.

3.5 Method of Data Analysis

For the analysis of the primary data, descriptive and inferential statistical analysis techniques were employed. With regards to the descriptive analysis percentages, means, standard deviations and frequencies have been calculated. This analysis revealed the demographic profile of FMCG shoppers and consumers in the city, the list of most influential variables on buying behavior as well as differences in buying behavior between the three categories of FMCG products.

With regards to inferential statistics, correlation as well as a regression analysis was used to investigate the most important questions and objectives of this study and to arrive at the core findings of the study with regards to the hypotheses forwarded. The correlation analysis reports on the magnitude and direction of relationships between variables in the study. These variables are the five independent variables and the dependent variable (buying behavior).

A multiple regression analysis is employed in order to investigate the impact of the hypothesized factors on the buying behavior or decision making process of FMCG consumers in Addis Ababa. This has enabled hypotheses testing revealing which of the hypothesized independent variables have a statistically significant influences on the decision of the buyer in each of the three products. The regression analysis also reveals the amount of variance explained by the conceptual framework forwarded.

3.6 Reliability Analysis

The internal consistency or reliability of the measurement items under each variable or construct is an important test of sound measurement. Cronbach's Alpha values greater than 0.7 indicate higher degrees of internal consistency (Zikmund, Babin & Griffin, 2010). This coefficient was calculated for all items under each variable and the results show an acceptable level of reliability as shown in table 3.2.

Table 3.2: Reliability of Measurement Items

Variables	Cronbach's Alpha	Number of Items
Product Quality	.783	3
Perceived Price	.761	3
Availability	.802	3
Advertisement	.763	3
Brand Equity	.717	3
FMCG Buying Behavior	.812	5
Collective All Variables	.752	20

Source: Survey Data (2014)

3.7 Validity Analysis

The content validity of measuring instruments provides the assurance that the instruments give adequate coverage of the construct under study (Kothari, 2004). Accordingly its determination is primarily judgmental and intuitive, and as a result the researcher has validated the content of the measuring instruments in the questionnaire through help from the research advisor and discussion and reviews with peer researchers.

The other type of validity, which is construct validity, has been validated through the analysis and calculation of Pearson Correlation. It has been confirmed that the constructs under study do confirm to predicted correlations according to the theoretical propositions from other empirical studies.

With these validity tests and confirmations, the researcher is confident that the measuring instruments employed for the study are valid and have resulted in precise measurements.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents the data analysis and discussion of the research findings. Both descriptive, focusing on the description of the sample population as well as inferential statistics, which makes inferences about the population based on the data from the sample population, are presented in this chapter. The data analysis was undertaken with the help of computer statistics package (IBM SPSS version 21). The demographic profile of the study sample, consumers brand awareness within the FMCG category, source of information and the underlying factors behind their buying behavior are discussed in this chapter.

This chapter is organized in a format to present the characteristics of the sample population, the most important findings of the study within the three major sub-categories of FMCG and the summary of findings for the whole FMCG category.

To test the hypotheses and achieve objectives of the study, a multiple linear regression analysis was employed. Pearson's Correlation Coefficients were also calculated to observe the relationships between the various variables influencing buying behavior and to see the internal consistency of the measures.

The data collected from the sample population was screened for missing values, extreme responses and only complete questionnaires were considered for the data analysis. Out of the total 384 questionnaires distributed, a response rate of 76% was achieved with 15 more questionnaires being discarded because of missing values. For the analysis and findings of this study 277 questionnaires were used.

4.2 Demographic Profile of Respondents

The researcher made sure before giving out questionnaires that respondents do actually involve in the purchasing and consumption of the products under consideration. Hence, the profile of respondents can be taken as being representative of FMCG shoppers and

consumers in Addis Ababa. 75% of these shoppers are females and people between 26 and 50 years of age comprise almost 90% of the shoppers.

Summary of the respondents' demographic profile is presented in Table 4.1 below. It shows the distribution of the sample respondents based on gender, age, educational level as well as monthly income.

Table 4.1: Summary of Demographic Profile of Respondents

#	Demographic Characteristic	Frequency	Percentage
1	Gender		
	Female	208	75.1
	Male	69	24.9
2	Age in Years		
	18-25	25	9.0
	26-35	113	40.8
	36-50	130	46.9
	Above 51	9	3.2
3	Education Level		
	Under 12 th Grade	84	30.3
	Completed High school	83	30.0
	Diploma	54	19.5
	B.A. Degree and Above	56	20.2
4	Monthly Income		
	Below 1000	40	14.4
	1001-2500	116	41.9
	2501-5000	73	26.4
	Above 5001	48	17.3

Source: Survey Data (2014)

4.3 Descriptive Analysis

4.3.1 Brand Awareness and Source of Information

Respondents were asked to identify the first brand that comes to their mind so that the study can gauge the level of awareness in each of the FMCG product sub-categories. They also distinguished the sources of information where they've heard or get introduced with these brands. The following table summarizes the findings with this regards.

Table 4.2: First Brand that comes to Your Mind

Laundry Bar Brand	Frequency (Percentage)	Packaged Milk Brand	Frequency (Percentage)	Toothpaste Brand	Frequency (Percentage)
Peacock	111 (40%)	Mama	133 (48%)	Colgate	132 (48%)
B-29	93 (34%)	Shola	82 (30%)	Aquafresh	68 (24%)
Popular	31 (11%)	Family	53 (19%)	Signal	55 (20%)
Solar	18 (6.5%)	Etete	9 (3%)	Close-Up	16 (6%)
Saba	9 (3.2%)	-		ZACT	6 (2.2%)
Polar (Shemu)	15(5.4%)	-		-	

Source: Survey Data (2014)

As this table summarizes, the awareness of brands in the consumer's mindset is highly concentrated within a couple of brands in each sub-category. For laundry bar soaps, a cumulative 74% of respondents said at the top of their minds are two brands: Peacock (40%) and B-29 (34%). For packaged milk products it is even more concentrated with 80% of the time only two brands coming at the top of consumers' minds.

The following table gives indication of the top three well-known brands of FMCG by the three sub-categories of the industry- Home Care, Food & Beverage and Personal Care.

Table 4.3: Top of the Mind Brands of FMCG by Category

For Laundry Bar Soap	For Packaged Milk	For Toothpaste
Peacock	Mama	Colgate
B-29	Shola	Aquafresh
Popular	Family	Signal

Source: Survey Data (2014)

Consumers of FMCG get acquaintance with these brands through a variety of information sources from their environment. The top three sources of information for each sub-category of FMCG according to the findings of this study are presented below.

Table 4.4: Top Three Sources of Information by FMCG sub-categories

#	FMCG Sub-Categories	Sources of Information	Frequency
1	Laundry Bar Soap	Exposure in Store/Kiosk Display	101 (36.5%)
		Friends and Family	78 (28%)
		Retailer Recommendation	59 (21%)
2	Packaged Milk	Exposure in Store/Kiosk Display	71 (26%)
		Retailer Recommendation	64 (23%)
		Billboards & Vehicle Branding	53 (19%)
3	Toothpaste	Friends and Family	90 (32%)
		TV & Radio Ad	87 (31%)
		Billboard & Vehicle Branding	48 (17%)

Source: Survey Data (2014)

The most important sources of information for brand awareness as presented by sub-category in the above table, gave an interesting insight within the FMCG sector within Addis Ababa. For laundry bar soaps exposures in shops to brands had been reported as the prime source of brand awareness by the respondents. Friends and family as well as the recommendation of the traditional small kiosk retailer were also present as influential source of information in the category. The impact of mass media advertisements as well as other marketing activities by the brands is not a source of information for laundry bar brand awareness possibly because of the limited activities by the manufacturers of such products. This can also give an indication of the finding of this study as to the underlying factors of buying behavior.

For packaged milk products, the trend seems similar; with exposure in shops and retailer's recommendation reported as important sources of information. Only reasonably because of the intrinsic nature of the industry in distributing products through own branded vehicles and vans of the companies making the products, the third important source of information was reported to be vehicle branding.

Finally, the toothpaste product sub-category, which seems to have a different structure of sources of information, is also presented in the table. In addition to family and friends as important sources of information, two marketing related sources of information are reported in this category - billboards and TV and radio advertisements. Different brands of toothpaste products in the market do actually involve in marketing activities more than the above two

sub-categories. This might be related to the fact that these products are manufactured by bigger multinational FMCG companies, which have the financial strength as well as the marketing expertise.

These discussions of important sources of information can also give an indication of the more influential factors in the consumer's buying behavior. As a case in point, a possible generalization could be that a consumer who buys a toothpaste product would be influenced by advertising than a consumer who buys laundry soap, where possibly takes the recommendation of the retailer usually as important source of information.

4.3.2 Brand Choice and Underlying Factors

4.3.2.1 Laundry Bar Soap

Shoppers of laundry bar soaps have identified their usually preferred brand of product in the survey. This preference of consumers has a noteworthy relationship with the awareness of the brands discussed above. That is the more a consumer is aware of a brand or the brand is at the top of his/her mind, the more likely is the consumer to usually buy that specific brand. Brands of laundry soap that are mostly purchased by consumers in Addis Ababa are Peacock, B-29 and Popular. This result is presented below in table 4.5.

Table 4.5: Purchase (Consumption) Trends of Laundry Bar Soap by Brands

Laundry Bar Brand	No. of Respondents Preferring Brand (Percentage)
Peacock	87 (31%)
B-29	81 (29%)
Popular	56 (20%)
Shemu	30 (11%)
Solar	16 (6%)
Saba	7 (2.5%)

Source: Survey Data (2014)

Accordingly, the laundry soap named Peacock which stands at the top of mostly purchased brands of laundry soap has similarly been reported as the number one brand of laundry soap when respondents were asked to name the first brand of laundry soap that comes to their mind.

Proceeding further into the major underlying factors behind consumers' buying behavior in laundry bar soaps, a descriptive analysis of means and standard deviation is calculated on each of the measurement items and variables in the study.

The statistical approach of calculating and analyzing the mean and standard deviation of the variables of interest in a study gives a good indication of the significance of the variables under consideration (Marczyk, Dematteo & Festinger, 2005). The mean indicates to what extent the sample population averagely agrees or does not agree with the different statements. The higher the mean, the more the respondents agree with the statement. The standard deviation, which is also presented in the following table for laundry bar segment of FMCG, on the other hand indicates the variability of an observed response from a single sample.

Table 4.6: Descriptive Analysis of Variables in Laundry Bar Soap Buying Behavior

Measurement Items and Variables	Mean	Standard Deviation
I trust its quality	3.89	.618
I know it has very good quality	3.66	.906
I know it offers excellent features	3.79	.962
Perceived Product Quality	3.78	.703
Its price is affordable for me	3.83	.804
Its price is fair	3.35	.976
Low price is my priority	3.29	.923
Perceived Price	3.49	.743
It is widely available	3.71	1.159
It is always found in my neighborhood	3.83	.987
If preferred brand is not available, I buy any other soap	3.67	1.144
Brand Availability	3.74	.930
I buy this brand because it is advertised on TV and Radio	1.70	.905
I buy this brand because it has attractive and recognizable ad	1.87	.783
Ads have influence over the types of laundry bar soap I buy	2.22	1.060
Advertisement	1.93	.760
Because its features come to my mind quickly	3.49	.824
Because I am familiar with it	3.95	.898
Because I think it is the number one among competing brands	3.63	.861
Brand Equity	3.69	.688

Source: Survey Data (2014)

This analysis shows that perceived quality of the product plays the most important role in influencing consumers' buying behavior. The mean of this variable is around 3.8 indicating that the average consumer agrees to the statement that product quality is an important consideration in his/her buying decisions. The second most important variable within the set of the consumer's buying behavior is wide availability of the product or brand. The average consumer agrees to the importance of availability at 3.74 mean points, which makes this variable only slightly less important than product quality.

It was discussed in the literature that for fast moving, low-involvement products such factors as perceived product quality (especially which is formed based on such cues as information from friends or retailer's recommendation which are also the most important sources of information as discussed above) and product availability, the mere fact of the product being widely available play significant influence on the buying behavior of consumers.

Brand equity which measured awareness and image of brands based on Keller's model, is one of the significant factors influencing buying behavior of laundry soap. The discussion made earlier on the strong relationship between top of the mind brand and usually purchased brand adds substance to this discussion. At 3.69 mean points the average consumer favors brands that he/she is familiar with when considering purchase in laundry soap.

Price is also an important consideration for consumers in this market environment as depicted in the mean score of 3.49.

An important point indicated in the literature was that such low involvement products do benefit from advertisements in mass media, whereas this finding showed that advertisement is the least important factor influencing buying behavior of consumers in laundry bar soap. This might rather be explained as a consequence of the low penetration of mass media advertising by companies making laundry bar soaps. These companies' financial strength and marketing capacities seem to inhibit them from making big budget, successful advertisement campaigns.

4.3.2.2 Packaged Milk

Proceeding to the second product segment of FMCG under focus in this study, the packaged milk brand that is at the top of their mind was reported in the previous section under brand awareness. The other important question was with regards to the packaged milk brand that consumers usually buy and consumer, the result of which is depicted below.

Table 4.7: Purchase (Consumption) Trend of Packaged Milk by Brands

Packaged Milk Brand	No. of Respondents Preferring Brand (Percentage)
Mama	119 (43%)
Shola	80 (29%)
Family	63 (23%)
Ada'a	15 (5.4%)

Source: Survey Data (2014)

The packaged milk brand which stands at the top of mostly purchased brands, Mama Milk, as reported in the earlier section of brand awareness enjoyed an equally top performance with regards to appearing at the top of the respondents mind. By just observing the market situations in the city, some of the key factors that might explain this high level of awareness and brand usage include the aggressive distribution network of Mama Packaged Milk supported by satellite distribution centers and strong van (door-to-door) sales to retailers.

In a similar manner with what has been done for the laundry bar soap segment, the underlying factors behind consumers' buying behavior are explored through the descriptive analysis of means and standard deviations on the measurement items and variables within the packaged milk sub-category as well.

Table 4.8: Descriptive Analysis of Variables in Packaged Milk Buying Behavior

Measurement Items and Variables	Mean	Standard Deviation
I trust its quality	4.14	.724
I know it has very good quality	4.12	.738
I know it offers excellent features	3.94	.759
Perceived Product Quality	4.06	.392
Its price is affordable for me	2.27	.684
Its price is fair	2.27	.447
Low price is my priority	2.34	.918
Perceived Price	2.29	.291
It is widely available	3.69	.695
It is always found in my neighborhood	3.74	.841
If preferred brand is not available, I buy any other soap	3.64	.583
Brand Availability	3.69	.373
I buy this brand because it is advertised on TV and Radio	1.79	.755
I buy this brand because it has attractive and recognizable ad	1.82	.388
Ads have influence over the types of laundry bar soap I buy	2.19	.814
Advertisement	1.94	.274
Because its features come to my mind quickly	3.62	.778
Because I am familiar with it	3.34	.474
Because I think it is the number one among competing brands	3.60	.586
Brand Equity	3.52	.353

Source: Survey Data (2014)

This descriptive analysis reveals that for the respondents of this study, perceived quality of the product is a significant influencing variable that is considerably taken into account when the purchase of a packaged milk product is considered. Mean of this variable is the highest with 4.06 points and trust of the product quality item has the highest recorded mean score of all of the items. This can reasonably be deducted from people's perception of quality as the most important parameter when it comes to consumption of food and drink products. A study on buying behavior of bottled water (Gedamnesh, 2013) also confirms this finding of product quality as the foremost important quality in the category.

The second most important variable according to these mean scores happens to be brand availability. Consumer's choice of packaged milk brands tends to be highly determined by the availability of the brands in their neighborhoods. This relates to the industry's key challenge of delivering products at every corner of the city, which has been a case in point in a recent feature article on the industry by one of the city's business weekly (Elleni Araya, 2012).

The third important variable to which on average respondents of this research agreed to a significant level is brand equity which measured consumers' awareness and image of the brands under investigation as per Keller's model. Accordingly, respondents' familiarity, perception of features and the place of brand among competing variables has been reported as important items to be considered during a purchase of a packaged milk product.

Whereas on the other hand, the two remaining variables- perceived price and advertisement didn't enjoy the average agreement of the respondents as important variables of consideration during a purchase decision of packaged milk. Advertisement has the most average disagreement of the survey's respondents, possibly because of the same analogy as in the laundry bar soap case- low penetration of mass media advertisement. This could be attributed to the suppliers' market scenario of the industry with huge demand yet to be satisfied (ibid.).

The other variable with more average disagreement of respondents is the perceived price of packaged milk brands as influencing choice variable in buying behavior. This could be a reflection of the monotonous price structures adopted by almost all suppliers in the market. There are no classes or categories of milk products in the market with adoption of different price points as in the case of laundry bar soaps, where high priced brands with wrapped packages and low-priced brands without wrapping coexist in the market. With the major market share holders of the packaged milk industry the consumer price point of ETB 10 is adopted in uniform manner.

4.3.2.3 Toothpaste

The third sub-category of fast moving consumer goods, personal care, was investigated in this study by a selection of the toothpaste product category. Consumers were asked to identify the brand of toothpaste that comes to the top of their mind and this was reported in the descriptive analysis of brand awareness in earlier section of this chapter. Accordingly,

advertisement was one of the most important sources of information based on which the researcher made the proposition that advertisement would be one of the underlying influencing factors of buying behavior. Findings with this regard will be presented here.

The other important point respondents were asked to reflect was the brand of toothpaste product they most often buy and consume, so that their responses with regards to the influencing variables are confined in their minds as to why they buy this specific brand. Result is presented.

Table 4.9: Purchase (Consumption) Trend of Toothpaste by Brands

Toothpaste Brand	No. of Respondents Preferring Brand (Percentage)
Colgate	108 (39%)
Aquafresh	81 (29%)
Signal	73 (26%)
Close-Up	12 (4%)

Source: Survey Data (2014)

In the following section, the underlying factors of buying behavior in this product sub-category of FMCG will be investigated using a descriptive analysis of means and standard deviations as well as a linear multiple regression analysis.

Table 4.10: Descriptive Analysis of Variables in Toothpaste Buying Behavior

Variables	Mean	Standard Deviation
I trust its quality	4.49	.501
I know it has very good quality	3.99	.648
I know it offers excellent features	4.19	.808
Perceived Product Quality	4.23	.547
Its price is affordable for me	2.78	.764
Its price is fair	2.86	.729
Low price is my priority	2.12	.830
Perceived Price	2.59	.615
It is widely available	2.76	1.097
It is always found in my neighborhood	2.66	1.189
If preferred brand is not available, I buy any other soap	2.21	.862
Brand Availability	2.54	.858
I buy this brand because it is advertised on TV and Radio	3.96	.550
I buy this brand because it has attractive and recognizable ad	3.52	1.163
Ads have influence over the types of laundry bar soap I buy	4.13	1.228
Advertisement	3.87	.813
Because its features come to my mind quickly	4.06	.679
Because I am familiar with it	4.20	.650
Because I think it is the number one among competing brands	3.83	.745
Brand Equity	3.76	.553

Source: Survey Data (2014)

This analysis shows that once again perceived quality of an FMCG category product is at the top of consumers' buying behavior influencing their decision making process. The high mean score of this variable at 4.23 points indicate that the average consumer agrees to the statement that product quality is of top importance while buying toothpaste. An important indication of this mean score (which appeared to be the highest mean score of all the variables in this survey) is that here for a product to be used for oral care and hygiene, the average respondent felt that product quality is even more important.

Another significant conclusion from these mean scores relates to the second important variable within toothpaste buying behavior. This variable is the *Advertisement*, which has not thus far topped the list in both laundry bar and packaged milk brands. As discussed previously, this is most likely a result of the strong marketing communication and advertisement campaigns implemented by the toothpaste brands. The top brands *Colgate*, *Aquafresh* and *Signal* are manufactured and marketed by the American Colgate-Palmolive, the British GlaxoSmithKline and the Anglo-Dutch Unilever, respectively. These big multinationals have a considerable, if not the maximum, expertise and financial strength to undertake effective marketing communication of their products.

Hence, it can be observed from these statistics that a well-advertised FMCG product does indeed influence the decision making process and buying behavior of consumers in Addis Ababa. This is an interesting finding considering the consistent findings in both of the previous two FMCG products where Advertisement was only the least and rejected variable of buying behavior. This would have biased the finding of this research had it been a research only in a single or two of the product categories above.

The following variable which earned more of the average respondents' agreement is Brand Equity, which scored 3.76 mean points. This indicates that brand awareness and image are also within the list of important considerations the average consumer takes into account while buying toothpaste products. It is in fact comprehensible that both constructs of awareness and image are in part built by the marketing communication efforts of the brands in question.

However, the average respondents of this survey disagree on the significance importance and consideration of the *Brand Availability* (2.54) and *Perceived Price* (2.59) variables of the conceptual model as per the mean statistics. These might be explained as a one result of the relatively higher and similar prices of toothpaste products in the market, as a consequence of which consumers wouldn't be making their purchase decision based on the perceived price variable. For the availability of the brands, this is a product purchased at less frequency than laundry bar soaps and packaged milk. Plus this product is usually bought at pharmacies and drug stores other than the traditional kiosks or corner shops where majority of the FMCG products are sold in the city. Hence, these and other factors might have a contribution for the consideration of availability as the most significant influencing variable of buying behavior.

4.4 Regression Analysis (Hypotheses Testing)

4.4.1 Laundry Bar Soap

To investigate whether the hypothesized independent variables have any influence on the dependent variable - buying behavior of consumers in Addis Ababa and to estimate the level or magnitude of their contribution, a multiple linear regression analysis was employed. This model (presented in Appendix 2a), explains 48% of the variation in consumer's buying behavior is explained by the five predictor variables.

In order to confirm a basic assumption of multiple linear regressions, which is the absence of high correlations between independent variables, collinearity statistics were calculated during the data analysis. Both Tolerance and Variance Inflation Factor statistics (Appendix 2a) proved that the independent variables doesn't have a problem of multi-collinearity with their values of higher than 0.1 and lower than 10 respectively (Green, 2000).

Table 4.11: Regression on Factors influencing Buying Behavior - Laundry Bar Soap

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.080	.186		6.598	.000
Product Quality	.013	.037	.168	2.356	.002
Price	.029	.031	.265	2.921	.003
Availability	.156	.023	.317	4.263	.000
Advertisement	.021	.031	.047	.357	.512
Brand Equity	.021	.036	.244	3.591	.015

Source: Survey Data (2014)

For all the independent variables, except *Advertisement*, coefficients of the predictor variables are statistically significant at less than five percent indicating is a significant relationship of these variables to the dependent variable.

Considering the results of significance for the independent variables:

H1 Product Quality significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted;

H2 Price significantly influences buying behavior of FMCG consumer in Addis Ababa is accepted;

H3 Advertisement significantly influences buying behavior of FMCG consumers in Addis Ababa is rejected;

H4 Availability significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted; and

H5 Brand Equity significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted.

The coefficients of the independent variables or their Beta weights presented in Table 4.7 above are heavily relied on to assess the importance of the independent variables in explaining the variation in the dependent variable. These weights indicate the expected score difference in dependent variable as a result of one unit change from a specific independent variable with all other independent variable scores held constant (Johnson, 2004).

And the magnitude of relationship between these independent variables and consumer's buying behavior is predicted using the Standardized Beta Values. Based on the results *Availability* is the most significant influencing variable in buying behavior of Laundry Bar Soaps (with Beta coefficient of 0.317). Following are *Price* (0.265), *Brand Equity* (0.244) and *Product Quality* (0.168) respectively.

4.4.2 Packaged Milk

The hypothesized independent variables' significant contribution to the dependent buying behavior of consumers in Addis Ababa was also investigated through an inferential statistics tool for the packaged milk product sub-category. This was undertaken through a multiple linear regression analysis which ultimately gave statistical values predicting the relevance and magnitude of influence on buying behavior from the independent variables.

The regression model (see Appendix 2) presents how much of the variance in the measure of consumers' buying behavior is explained by the hypothesized factors. The model with its predictor variables have accounted for 47% of the variance in the dependent variable.

To fulfill the objective of this study in distinguishing the most contributing variables in the prediction of the dependent variable, the strength of each predictor variable on the criterion variable was investigated via the Standardized Beta Coefficients. These coefficients explain the average amount of change in the dependent variable that is caused by a unit change in the independent variable.

Table 4.12: Regression on Factors influencing Buying Behavior - Packaged Milk

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.220	.437		2.793	.006
Product Quality	.347	.055	.432	6.330	.000
Perceived Price	.790	.083	.026	9.510	.002
Availability	.472	.064	.382	7.354	.000
Advertisement	-.198	.070	-.163	-2.844	.200
Brand Equity	.732	.052	.356	7.125	.000

Source: Survey Data (2014)

The coefficients of significance give the following results on the statistical significance of the independent variables. The results of the hypotheses are outlined below:

H1 Product Quality significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted;

H2 Price significantly influences buying behavior of FMCG consumer in Addis Ababa is accepted;

H3 Advertisement significantly influences buying behavior of FMCG consumers in Addis Ababa is rejected;

H4 Availability significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted; and

H5 Brand Equity significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted.

This result leads to the acceptance of the remaining four hypotheses related with the positive significant contribution of *Availability*, *Product Quality*, *Perceived Price* and *Brand Equity* on the packaged milk buying behavior of consumers in Addis Ababa.

The coefficients of the independent variables indicated in the Standardized Beta weights presented in Table 4.7 above, give measures of the magnitude of the impact of the accepted independent variables on the dependent variable.

Based on the results, *Product Quality's* Beta weight shows that this variable is the most significant influencing variable in buying behavior of packaged milk products (with Beta coefficient of 0.432). Following are *Availability* (0.382), *Brand Equity* (0.356) and *Perceived Price* (0.026) respectively.

The negative beta coefficient of the advertisement variable also needs a discussion. This might be a result of the consumer's perception that advertisement will not impact their decision considering the absence of any such campaign by the brands in this sub-category.

4.4.3 Toothpaste

The regression model (see Appendix 2c) developed based on the conceptual model and the primary data collected predicts around 50% of the variance in the measure of consumers' buying behavior when it comes to the category of toothpaste products. The Beta coefficients of this regression and the significance values are presented in Table 4.14 below.

Table 4.13: Regression on Factors influencing Buying Behavior - Toothpaste

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.962	.225		13.168	.000
Product Quality	.060	.057	.360	1.069	.002
Price	.170	.041	.062	2.412	.000
Availability	.082	.024	.050	4.923	.150
Advertisement	.153	.027	.372	.197	.003
Brand Equity	.136	.062	.228	2.196	.029

Source: Survey Data (2014)

The significance coefficient of the *Availability* variable shows that, this variable is the only predictor variable that is not statistically significant at less than five percent for the product sub-category of toothpaste.

H1 Product Quality significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted;

H2 Price significantly influences buying behavior of FMCG consumer in Addis Ababa is accepted;

H3 Advertisement significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted;

H4 Availability significantly influences buying behavior of FMCG consumers in Addis Ababa is rejected; and

H5 Brand Equity significantly influences buying behavior of FMCG consumers in Addis Ababa is accepted.

From the Beta coefficients of these four variables we can understand that *Advertisement* (at 0.372) has the largest expected impact influencing buying behavior. This indicates the fact that advertisement, if implemented within the category of FMCG will indeed have its influence in agreement with most of the literature presented in this study. Theoretical and empirical data presented showed that for low involvement products, which include FMCG and which by definition doesn't inquire complex and extensive thought processes behind consumer's buying behavior, one of the most important influencing factors include advertisement (McDonald & Christopher, 2003).

Product quality, brand equity and *perceived price* do also have significant positive influences in their order on buying behavior of toothpaste brands in Addis Ababa as can be observed from the regression analysis coefficients. Price has the least contributing effect in this model possibly as a result of the relatively similar price ranges within which these most usually purchased and used brands of toothpaste products in the city are sold.

The perception of *brand quality* (at Beta value of 0.36) has the second largest amount of Beta coefficient indicating the perception of quality is important within this category. Brand equity with its parameters of brand awareness and perceived image is also presented as good influencing variable within the category.

4.5 Discussion of Findings on FMCG Buying Behavior

By looking at the demographic profile of the shoppers and information source of brand awareness, two important points are worth discussing. The first point is that the market is highly dominated by the purchasing decisions of females within the households in Addis Ababa. An important implication for marketers is the development of marketing strategies based on the right knowledge of the decision maker and shopper.

The other important point arises from the list of important sources of information for brand awareness. Retailer's recommendation, family and friends as well as exposure to brands in shops have been identified as the most important sources of information. This informs the marketer about whose information is the most valuable and acceptable. Regarding source of information, advertisements were also found to be important sources of information within the sub-category of toothpaste products.

A vital understanding that could be taken out of this study includes the fact that the FMCG market and its sub-categories have much to mature with regards to advancing the marketing landscape. It was found out, for instance, that marketers of the products under two categories didn't have strong marketing and communication campaigns as well as the price structures of most of the brands were monotonous.

The FMCG sub-categories share major similarities when it comes to the list of key variables influencing buying behavior. It should of course be noted that there were few significant differences observed as a result of the market specific characteristics between the sub-categories. The major difference was the fact that *Advertisement* was found as a significant predictor variable within the toothpaste category while it has the least and insignificant influence within the other sub-categories of FMCG. This will be discussed further.

As brought to the reader in the fore heading section, the factors within the set of the consumer's decision making and buying behavior led to the acceptance of nearly all the hypothesized predictor variables. These variables were developed through the exploratory research and adoption of major theoretical foundations from the more advanced markets of such products like India, Bangladesh and western countries. The independent variables including product quality, perceived price, availability, advertisement as well as brand equity

were found to be major influencing variables for FMCG category products; of course there are varying degrees and acceptance of the variables between the sub-categories.

For products within the home care category, the extension of discussions based on the findings in the laundry bar soap survey and analysis, indicates that the significant predictor variables are *availability*, *perceived price*, *brand equity* and *product quality* in this order of magnitude. The research within the sub-category of toilet bar soaps in the Indian market (Mahalingam & Kumar, 2012) also found out that wide availability and perceived quality of the products have significant influences on choice of brands by the consumer. Within this category, *advertisement* was found as an insignificant predictor of buying behavior.

In the second sub-category of FMCG, food and beverage, the researcher investigated buying behavior within the fresh packaged milk products. This market has been found as the most concentrated FMCG market where two brands seem to dominate the category. As for the influencing variables of buying behavior, *product quality* was the most significant followed by *brand availability*, *brand equity* and *perceived price*. The advertisement variable was found to be an insignificant indicator of buying behavior. A plausible reason has been indicated as being a result of the fact that in the packaged milk market demand by far exceeds the capacity and capability of the suppliers to satisfy it.

Similarly, a study within the bottled water product sub-category of FMCG undertaken within the Addis Ababa market (Gedamnes, 2013) has forwarded perceived quality to be the most significant predictor of consumer's buying behavior.

The third product - toothpaste is incorporated within the personal care sub-category of FMCG. For toothpaste brands, *perceived product quality* was found to be the most significant variable of buying behavior. For this variable the highest mean score of agreement from respondents was recorded from all of the surveys in this study. *Advertisement* was uniquely found to be an important indicator of buying behavior for the toothpaste product category.

For toothpaste, *availability* did not have a significant influence on the consumer's buying decisions. This might have been the result of the different route to market structure by the product category. It is in the researcher's observation that consumers usually buy this product

from pharmacies, cosmetics shops and super markets other than the traditional corner shops in the neighborhoods.

This category was found to be indicative of a profound point for an important conclusion or finding of this study within the Ethiopian FMCG category. In the two previous categories, the impact of *Advertisement* was found to weak and insignificant. In fact, the researcher had propositions that this would be a result of the low advertisement and marketing communication activities along with other product specific observations put in place and faced by these two categories.

The findings from the toothpaste category were important in confirming these propositions, by revealing a significant positive contribution of *Advertisement* on the toothpaste buying behavior of consumers. Both the descriptive and the regression analyses of the toothpaste category were unique with this specific result. The researcher also reported from survey results that mass media advertisement was an important source of information in this category. Marketers of brands within this category were also found to be stronger in financial as well as marketing capabilities than the marketers of the other products.

Hence, it can be concluded that as with the findings and writings in most of the FMCG category, *Advertisement* has been found to play key role of influencing the buying behavior of consumers in Addis Ababa. As highlighted in the previous section, this finding might have been impossible to reach with this study if it was not for the selection and incorporation of all the three sub-categories. Only because the other two sub-categories didn't have strong marketing campaigns or other reasons, advertisement would have totally been rejected from the list of significant variables influencing buying behavior.

Generalizing the findings between the three sub-categories of FMCG, it should be noted that there are differences in the variables influencing buying behavior as there are significant similarities. One of the major conclusions from the research by Alex and Menon (2013) was that the FMCG category should not be treated as a single sector, as they found out consumers to behave differently between the various sub-categories. However, this study did not found out support for the absolute disparity of influencing variables in Addis Ababa. The differences across the sub-categories were mostly related to the magnitude of the same variables and significance and insignificance of a single variable between the categories.

Hence, the researcher believes that critical analysis should be there to effectively identify the most important variables influencing buying behavior between the sub-categories. Marketers of FMCG can to a significant amount consider the same set of variables as influencing buying behavior and adopt strategies based on these; however, they should also be cautious of not being trapped in implementing uniform marketing strategies between the different sub-categories.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this chapter of the study, the researcher presents summary of major findings, concluding remarks and also highlights recommendations that might be useful to marketers of FMCG and other researchers.

5.2. Summary of Findings

This study's inception is rooted deep down in the importance of the consumer behavior discipline that has been growing in importance within the field of marketing since prime works in the early 1960s. The researcher believes that research within the consumer behavior discipline in general and specifically within the product category of fast moving consumer goods is highly limited. Hence, proposed and undertaken this study.

This study was undertaken within the conceptual model developed through the exploratory study and focus group discussion between marketing, research and brand managers in the market. These methods resulted in a conceptual model based on the adoption of Kotler's black box model with product quality, price, availability, advertisement and brand equity as the independent variables influencing buying behavior. This model was empirically tested within the scientific selection of three products of FMCG. The Addis Ababa consumer was taken as the sampling frame and respondents were selected using convenience sampling technique.

Descriptive and inferential statistical techniques were used to analyze the primary data collected through structured questionnaires from shoppers and consumers of the FMCG products under investigation. These analyses showed the significance and importance of the five hypothesized variables in describing and influencing buying behavior in each of the three products selected.

Generally speaking the influencing variables were found to significantly influence buying behavior summing up results across the sub-categories. However, there were few differences in the magnitude and significance of the variables in explaining buying behavior between the sub-categories.

On top of these, the study also revealed some important findings on the demography of the shoppers and decision makers (influencers) of FMCG products which were found to be highly dominated by female members of the households, on tendency of the market being controlled by few brands with top of the mind awareness as well as on the lack of strength from a marketing perspective from the companies and marketers in the categories.

5.3. Conclusion

Consumer behavior lies at the core of the marketing function. This study once again proved this contention by bringing into the table important finding within the stream of buying behavior in Addis Ababa with special focus on FMCGs. Some concluding remarks will be made in this section based on the finding of this research undertaking.

As laid out in the summary of findings, most of the respondents in this study are women. This means that the decision making of which products and brands to buy within the category of FMCG is mostly concentrated within this category of gender. It was reported that almost all purchases are also found within the age group of 26-45 years. Both this set out there will always be a target market with specific demographic and psychographic characteristics for products.

Most brands with high reported top of the mind statistics were also the same brands which enjoyed high reporting of usually bought brands. This shows that brand awareness or familiarity is a primary selection criterion for brand choice and purchase. Hence, building strong brand awareness and familiarity within the target market will be an important building block of building a brand in this market.

In a nutshell, buying behavior and decision making process of consumers in the FMCG sub-categories were found to be significantly influenced by similar set of variables. However,

differences were reported between the influencing variables and the magnitude of their impact on buying behavior across the sub-categories. *Advertisement* was not accepted as a significantly contributing variable within the buying behavior of laundry bar soap and packaged milk products, while it was one of the significant predictors in the toothpaste sub-category. For the *availability* variable, it was rejected with toothpaste products whereas it was accepted as a significant predictor in the other two sub-categories. Therefore, an important insight to FMCG marketers is the fact that though similar set of variables were found as significant determinants of buying behavior in the whole category, there still exist few significant differences between sub-categories as the findings suggest.

These differences also give indication of the fact that the FMCG category could be more complex and diverse than just a single segment and calls for further cross-product and single product specific investigations and exploration.

Going back to the objectives of this study, it can be concluded that this study has confirmed the fact that buying behavior in FMCG are influenced by the hypothesized variables, has given important insights on the existence of a few differences in buying behavior between sub-categories as well as given a good indication of the demographic profile of FMCG shoppers.

5.4. Recommendations

In addition to its major objective of identifying the major underlying factors behind consumers buying behavior in FMCG, this study was undertaken with a couple of specific objectives which included proposing an ideal marketing strategy and mix to market products based on consumers' buying behavior. This and other recommendations, which will be useful to marketers of such products and researchers in this area, are presented below.

- The FMCG business is growing as a result of the integration of the country in to the trend of consumerism, which is a result of urbanization and modern life style as well as with the entrance of big MNCs in to the market. Hence, companies and marketers of such products should give due attention to the consumers' behavior to be

successful. One of the pathways to achieve this is to adopt a strategy of strong research platforms to study the behavior of the consumer.

- FMCG marketers should also be wary of the specific target markets of their different products and brands. This is because it has been found in this study that mostly females make a significant amount of the decision with regards to such purchases. This is an important shopper and consumer insight to marketers of such products. For Kotler and Keller (2012) identifying the target market of one's products, which include decision influencers, shoppers and consumers, is an important first step in devising the right marketing strategy for effectiveness. Hence, this study puts as recommendation for marketers of FMCG to focus on the identified target market while devising their strategy.
- An important strategy or pathway that should be adopted by the FMCG marketers in this environment is to take the issue of brand awareness as one of their top priority. It has been found out that top of mind awareness strongly translates into mostly purchased brands.
- Even though the general findings of the study indicate that buying behavior is influenced by the consideration of nearly all the predictor variables assessed in this study, the differential impact of the variables across the sub-categories should strongly be taken into account for an appropriate, product specific marketing strategy.
 - **Marketers of Laundry Bar Soap:** should give priority for the availability variable according to the results of this study. That could for instance mean that the marketers should establish strong distribution network ensuring wide availability of their products.
 - **Marketers of Packaged Milk:** top priority for this sub-category should be the product quality variable. The availability variable is also one of the top most important variables that should be considered.
 - **Marketers of Toothpaste:** for this personal care sub-category, product quality is again at the top of the most important marketing variables. As advertising has already established itself as an important variable according to the findings, these marketers should strive to use this tool in an advanced level.

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APPENDICES

APPENDIX 1A (English Questionnaire)

Addis Ababa University School of Graduate Studies, School of Commerce Questionnaire on "Factors Influencing Consumer Buying Behavior of FMCG"

Dear Respondent,

My name is Fitsum Kelilie. I am working on a research for fulfillment of my Master of Arts Degree in Marketing Management from the School of Commerce, Addis Ababa University.

I kindly ask you to *fill all questions* in this questionnaire to help me collect the most important pieces of information regarding consumers' buying behavior in Fast Moving Consumer Goods in Addis Ababa.

I am very thankful for the support you are giving me and I would like to assure you that all your responses will be *kept confidential and will only be used for research purpose*. You can contact me through 0911 95 34 77 or fitkman@gmail.com

Part I: General Information

In answering this part of the questionnaire, please use tick (✓) mark in the boxes provided.

1. Gender

Female Male

2. Educational Background

Under 12th Grade Completed High School College Diploma B.A. Degree & Above

3. Age Group

18 - 25 Years 26-35 Years 36-50 Years Above 51 Years

4. Monthly Income in ETB

Less than 1,000 1,001-2500 2501-5000 Above 5001

Part II: Specific Information

This part of the questionnaire collects information to identify the most important factors influencing the consumers' buying behavior of Fast Moving Consumer Goods (FMCGs) in Addis Ababa.

2.1. LAUNDRY BAR SOAP

1. What is the first brand of Laundry Bar Soap that comes to your mind? _____

2. Please list 3 Brands of Laundry Bar Soap you remember.

3. What were the means you knew about these brands of Toothpaste?

Exposure to Brands in Shops From Friends and Family
 TV and Radio Advertising Retailer's Recommendation

Billboards & Vehicle Branding Any other _____

4. Which Laundry Bar Soap Brand do you usually buy and use? _____
5. Based on your answer to question no. 4 (above), please rate the following.

PRODUCT QUALITY	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
I buy this Laundry Bar Soap because I trust its quality					
I buy this Laundry Bar Soap because it has very good quality					
I buy this Laundry Bar Soap because it offers excellent features					
PRICE					
I buy this Laundry Bar Soap because it's affordable					
I buy this Laundry Bar Soap because it has fair price					
I buy this Laundry Bar Soap because it has low price					
AVAILABILITY					
I buy this Soap because it's widely available					
I buy this Soap because I found it in my neighborhood					
If my preferred brand is not available in the shop, I will buy any other soap available.					
ADVERTISEMENT					
I buy this Soap because it is advertised on TV and Radio					
I buy this Soap because it has an attractive and recognizable advertisement					
Ads have influence over the types of laundry bar soap I buy					
BRAND EQUITY					
I buy this Soap because its features come to my mind quickly					
I buy this Laundry Bar Soap because I am familiar with it					
I buy this Soap because I think it's the number one brand					

2.2. PACKAGED MILK

1. What is the first brand of Packaged Milk that comes to your mind? _____
2. Please list 3 Brands of Packaged Milk Products you remember.

3. What were the means you knew about these brands of Toothpaste?

- Exposure to Brands in Shops From Friends and Family
 TV and Radio Advertising Retailer's Recommendation
 Billboards & Vehicle Branding Any other _____

4. Which Packaged Milk Brand do you usually buy and consume? _____
5. Based on your answer to above question (No. 4) please rate the following.

PRODUCT QUALITY	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
I buy this Packaged Milk because I trust its quality					
I buy this Packaged Milk because it has very good quality					
I buy this Packaged Milk because it offers excellent features					
PRICE					
I buy this Packaged Milk because it's affordable					
I buy this Packaged Milk because it's priced fair					
I buy this Packaged Milk because it has low price					
AVAILABILITY					
I buy this Packaged Milk because it's widely available					
I buy this Packaged Milk because I found it in my neighborhood					
If my preferred brand is not available in the shop, I will buy any other Packaged Milk available					
ADVERTISEMENT					
I buy this Packaged Milk because it is advertised on TV and Radio					
I buy this Packaged Milk because it has an attractive and recognizable advertisement					
Ads have influence over the types of Packaged Milk I buy					
BRAND EQUITY					
I buy this Packaged Milk because its features come to my mind quickly					
I buy this Packaged Milk because I am familiar with it					
I buy this Packaged Milk because I think it is the number one among other competing brands					

2.2. TOOTH PASTE

1. What is the first brand of Toothpaste that comes to your mind? _____

2. Please list top 3 Brands of toothpaste you can remember.

3. What were the means you knew about these brands of Toothpaste?

- Exposure to Brands in Shops From Friends and Family
 TV and Radio Advertising Retailer's Recommendation
 Billboards & Vehicle Branding Any other _____

4. Which Toothpaste Brand do you usually buy and use? _____

5. Based on your answer to the question above (No. 4) please rate the following.

PRODUCT QUALITY	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
I buy this Toothpaste because I trust its quality					
I buy this Toothpaste because it has very good quality					
I buy this Toothpaste because it offers excellent features					
PRICE					
I buy this Toothpaste because it's affordable					
I buy this Toothpaste because it's priced fair					
I buy this Toothpaste because it has low price					
AVAILABILITY					
I buy this Toothpaste because it's widely available					
I buy this Toothpaste because I found it in my neighborhood					
If my preferred brand is not available in the shop, I will buy any other Toothpaste available					
ADVERTISEMENT					
I buy this Toothpaste because it is advertised on TV and Radio					
I buy this Toothpaste because it has an attractive and recognizable advertisement					
Ads have influence over the types of Toothpaste I buy					
BRAND EQUITY					
I buy this Toothpaste because its features come to my mind quickly					
I buy this Toothpaste because I am familiar with it					
I buy this Toothpaste because I think it is the number one among other competing brands					

6. How do you rate your buying behavior with regards to the above and related products?

CONSUMER'S BUYING BEHAVIOR	Strongly Disagree (1)	Disagree (2)	Agree (4)	Strongly Agree (5)
I usually buy the best quality brands				
I usually buy fair priced brands				
I usually buy widely available brands				
I usually buy well-advertised brands				
I usually buy the brands I know very well				

Thank You for Your Time!

APPENDIX 1B (Amharic Questionnaire)

አዲስ አበባ ዩኒቨርሲቲ የድኅረ ምረቃ ትምህርት ቤት የንግድ ሥራ ትምህርት ቤት መጠይቅ

ውድ ተጠያቂ

ስሜ ፍፁም ከልሌ ነው። በአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ማስትሬት ዲግሪ ተመራቂ ስሆን ይህንን ጥናት የማካሄደው ትምህርቴን ለማጠናቀቅ እንዲረዳኝ ነው። በዚህ መጠይቅ የተካተቱትን ሁሉንም ጥያቄዎች እንዲመልሱልኝ በትህትና እጠይቅዎታለሁ።

ለሚያደርጉልኝ ትብብር ያለኝን ክፍተኛ ምስጋና እያቀረብኩ ምላሽዎ ለዚህ የጥናት ሥራ ብቻ የሚውል መሆኑን ልገልጽልዎት እወዳለሁ። ለሚኖርዎት ጥያቄ በኢሜይል አድራሻዬ fitkman@gmail.com ወይም በቁጥር 0911 95 34 77 ሊደውሉልኝ ይችላሉ።

ክፍል አንድ፡ ጠቅላላ መረጃ

- 5. ጾታ ሴት ወንድ
- 6. እድሜ 18 - 25 26-35 36-50 ከ51 በላይ
- 7. የትምህርት ደረጃ
 - ከ12ኛ ክፍል በታች ሁለተኛ ደረጃ ዲፕሎማ የመጀመሪያ ዲግሪ እና ከዚያ በላይ
- 8. ወርሃዊ ገቢ በብር
 - ከ 1,000 በታች ከ1,001-2500 ከ2501-5000 ከ 5001 በላይ

ክፍል 2 2.1. ደረቅ የልብስ ሳሙና

- 1. ደረቅ የልብስ ሳሙና ሲያስቡ ወደ አዕምሮዎ የሚመጣው የመጀመሪያ የልብስ ሳሙና ዓይነት/ብራንድ (brand) የትኛው ነው?

 - 2. እባክዎ በጣም የሚያስታውሷቸውን ሦስት ደረቅ የልብስ ሳሙና ዓይነቶች/ብራንዶች (Brands) ይዘርዝሩ።

 - 3. ስለ እነዚህ ደረቅ የልብስ ሳሙናዎች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?
 - በሱቆች ውስጥ አይቼ ከጓደኞቹ እና ቤተሰቦቹ ሰምቼ ከቴሌቪዥንና የሬድዮ ማስታወቂያዎች
 - የባለሰብ (ሽያጭ ሰራተኛ) ምክር (አስተያየት) የህትመት፣ ቢልቦርድ፣ የመኪና ላይ ማስታወቂያ
- ሌላ ካለ ይግለጹ _____

4. አብዛኛውን ጊዜ የሚገዙትና የሚጠቀሙት ደረቅ የልብስ ሳሙና የትኛው ዓይነት/ብራንድ (Brand) ነው?

5. ለጥያቄ ቁጥር 4 የሰጡትን መልስ መሠረት በማድረግ ለሚከተሉት ጥያቄዎች መልስዎን ይስጡ፡፡

	በጣም አልሰማም	አልሰማም	አስተያየት የለኝም	አሰማለሁ	በጣም አሰማለሁ
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በጣም ጥሩ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ዋጋው ከገቢዬ ጋር ስለሚመጣጠን ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ከሚሰጠው አገልግሎት አንፃር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ሁል ጊዜ በሰፊ ስለሚገኘው ነው					
የምመርጠውን ደረቅ ልብስ ሳሙና ካላገኘሁ ማንኛውንም ሌላ ዓይነት ሳሙና አገዛለሁ					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በቴሌቪዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በደረቅ ልብስ ሳሙና ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን ደረቅ ልብስ ሳሙና የምገዛው ቶሎ ወደ አዕምሮዬ የሚመጡ ባሕርያት ስላሉት ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በሱቅ ወይም መደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው ሳሙና ስለሆነ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በደንብ ስለማውቀው ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በከተማው ውስጥ በደንብ የሚታወቅ ስለሆነ ነው					
ይህንን ደረቅ ልብስ ሳሙና የምገዛው ካሉት ልብስ ሳሙናዎች ሁሉ አንደኛ ስለሆነ ነው					

2.2. ፈሳሽ የታሸገ ወተት

1. ወደ አዕምሮዎ የሚመጣው የመጀመሪያ የታሸገ ወተት ዓይነት/ብራንድ (brand) የትኛው ነው? _____

2. እባክዎ በጣም የሚያስታውሷቸውን ሦስት ፈሳሽ የታሸገ ወተት ዓይነቶች/ብራንዶች (Brands) ይዘርዝሩ፡፡

3. ስለ እነዚህ ፈሳሽ የታሸጉ የወተት ዓይነቶች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?

- በሱቆች ውስጥ አይቼ
- ከጓደኞቼ እና ቤተሰቦቼ ሰምቼ
- ከቴሌቪዥንና የሬድዮ ማስታወቂያዎች
- የባለሰብቱ (ሽያጭ ሰራተኛ) ምክር (አስተያየት)
- የህትመት፣ ቢልቦርድ፣ የመኪና ላይ ማስታወቂያ ሌላ ካለ ይግለጹ _____

4. አብዛኛውን ጊዜ የሚገዙትና የሚጠቀሙት ፈሳሽ የታሸገ ወተት የትኛው ዓይነት/ብራንድ(Brand) ነው? _____

5. ለጥያቄ ቁጥር 4 የሰጡትን መልስ መሠረት በማድረግ ለሚከተሉት ጥያቄዎች መልስዎን ይስጡ፡፡

	በጣም አልሰማም	አልሰማም	አስተያየት የለኝም	እሰማለሁ	በጣም እሰማለሁ
ይህንን ፈሳሽ የታሸገ ወተት ዓይነት የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በጣም ወሳኝ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ዋጋው ከገቢዬ ጋር ስለሚሄድ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ከአገልግሎት አንጻር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ሁል ጊዜ በሰፊው ስለሚገኘው ነው					
የምመርጠውን ፈሳሽ ወተት ካጣሁ ማንኛውንም ዓይነት የታሸገ ወተት አገዛለሁ					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በቴሌቪዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በፈሳሽ የታሸገ ወተት ዓይነት ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ቶሎ ወደ አዕምሮዬ የሚመጡ ባሕርያት ስላሉት ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በሱቅ/መደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው ስለሆነ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በደንብ ስለማውቀው ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በከተማው ውስጥ በደንብ ስለሚታወቅ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ካሉት ሌሎች ወተቶች ሁሉ አንደኛ ስለሆነ ነው					

2.3. የጥርስ ሳሙና

1. የጥርስ ሳሙና ሲያስቡ ወደ አዕምሮዎ የሚመጣው የመጀመሪያው የጥርስ ሳሙና ዓይነት/ብራንድ (brand) የትኛው ነው?

2. እባክዎ በጣም የሚያስታውሷቸውን ሦስት የጥርስ ሳሙና ዓይነቶች/ብራንዶች (Brands) ይዘርዝሩ፡፡

3. ስለ እነዚህ የጥርስ ሳሙና ዓይነቶች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?

- በሱቆች ውስጥ አይቼ ከጓደኞቼ እና ቤተሰቦቼ ሰምቼ ከቴሌቪዥንና የሬድዮ ማስታወቂያዎች
 - የባለሱቁ (ሽያጭ ሰራተኛ) ምክር (አስተያየት) የህትመት፣ ቢልቦርድ፣ የመኪና ላይ ማስታወቂያ
- ሌላ ካለ ይግለጹ _____

4. አብዛኛውን ጊዜ የሚገዙትና የሚጠቀሙት የጥርስ ሳሙና የትኛው ዓይነት/ብራንድ (Brand) ነው?

5. ለጥያቄ ቁጥር 4 የሰጡትን መልስ መሠረት በማድረግ ለሚከተሉት ጥያቄዎች መልስዎን ይስጡ::

	በጣም አልሰማም	አልሰማም	አስተያየት የለኝም	አሰማለሁ	በጣም አሰማለሁ
ይህንን የጥርስ ሳሙና የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን የጥርስ ሳሙና የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በጣም ወሳኝ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ዋጋው ከገቢዬ ጋር ስለሚሄድ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ከሚሰጠው አገልግሎት አንጻር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ሁል ጊዜ በሰፊው ስለሚገኝ ነው					
የምመርጠውን የጥርስ ሳሙና ካጣሁ ማንኛውንም ሌላ ዓይነት የጥርስ ሳሙና አገዛለሁ					
ይህንን የጥርስ ሳሙና የምገዛው በቴሌቪዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በጥርስ ሳሙና ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን የጥርስ ሳሙና የምገዛው ቶሎ ወደ አዕምሮዬ የሚመጡ ባሕርያት ስላሉት ነው					
ይህንን የጥርስ ሳሙና የምገዛው በመደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው የጥርስ ሳሙና ስለሆነ ነው					
ይህንን የጥርስ ሳሙና የምገዛው በደንብ ስለማውቀው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በከተማው ውስጥ በደንብ የሚታወቅ ስለሆነ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ካሉት የጥርስ ሳሙናዎች ሁሉ አንደኛ ስለሆነ ነው					

ከላይ የተጠቀሱትን እና መሰል ምርቶችን በሚገዙበት ወቅት ግዢዎን የሚወስኑት ነገሮች የትኞቹ ናቸው?

	በጣም አልሰማም	አልሰማም	አሰማለሁ	በጣም አሰማለሁ
በአብዛኛው በጣም ከፍተኛ የጥራት ደረጃ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ				
በአብዛኛው ተመጣጣኝ ዋጋ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ				
በአብዛኛው በሁሉም ቦታ የማገኛቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ				
በአብዛኛው የሚተዋወቁ/ማስታወቂያ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ				
በአብዛኛው በደንብ የማውቃቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ				

እጅግ አድርጌ አመሰግናለሁ!

APPENDIX 2a: Regression Analysis of Laundry Bar Soap

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.468	.33315

a. Predictors: (Constant), BrandEquity, Availability, Price, Advertisement, ProductQuality

b. Dependent Variable: BuyingBvr

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.134	5	3.027	29.242	.000 ^b
	Residual	24.089	271	.111		
	Total	48.213	276			

a. Dependent Variable: BuyingBvr

b. Predictors: (Constant), BrandEquity, Availability, Price, Advertisement, ProductQuality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.080	.186		6.598	.000		
	Product Quality	.013	.037	.168	2.356	.002	.602	1.662
	Price	.029	.031	.265	2.921	.003	.739	1.352
	Availability	.156	.023	.317	4.263	.000	.880	1.137
	Advertisement	.021	.031	.047	.357	.512	.715	1.398
	Brand Equity	.021	.036	.244	3.591	.015	.667	1.499

a. Dependent Variable: Buying Bvr

APPENDIX 2b: Regression Analysis of Packaged Milk

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^a	.478	.468	.24125

a. Predictors: (Constant), Brand Equity, Perceived Price, Advertisement, Product Quality, Availability

b. Dependent Variable: Buying Behavior

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.440	5	2.888	49.621	.000 ^b
	Residual	15.773	271	.058		
	Total	30.213	276			

a. Dependent Variable: Buying Behavior

b. Predictors: (Constant), Brand Equity, Perceived Price, Advertisement, Product Quality, Availability

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.220	.437		2.793	.006		
Product Quality	.347	.055	.432	6.330	.000	.457	2.186
Perceived Price	.790	.083	.026	9.510	.002	.360	2.778
Availability	.472	.064	.382	7.354	.000	.368	2.718
Advertisement	-.198	.070	-.163	-2.844	.200	.583	1.716
BrandEquity	.732	.052	.356	7.125	.000	.628	1.593

a. Dependent Variable: BuyingBehavior

APPENDIX 2c: Regression Analysis of Toothpaste

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.506	.491	.32949

a. Predictors: (Constant), Brand Equity, Advertisement, Availability, Price, Product Quality

b. Dependent Variable: Buying Behavior

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.792	5	.158	1.460	.203 ^b
Residual	29.421	271	.109		
Total	30.213	276			

a. Dependent Variable: BuyingBvr

b. Predictors: (Constant), BrandEquity, Advertisement, Availability, Price, ProductQuality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.962	.225		13.168	.000		
	Product Quality	.060	.057	.360	1.069	.002	.409	2.443
	Price	.170	.041	.062	2.412	.000	.610	1.639
	Availability	.082	.024	.050	4.923	.150	.913	1.095
	Advertisement	.153	.027	.372	.197	.003	.824	1.214
	Brand Equity	.136	.062	.228	2.196	.029	.334	2.998