

Addis Ababa
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FACTORS AFFECTING CONSUMERS BUYING DECISION OF CERAMIC SANITARY WARES

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE – GRADUATE
STUDIES PROGRAM DEPARTMENT OF MARKETING
MANAGEMENT**

**BY
JEMAL HASSEN**

**JUNE, 2015
ADDIS ABABA**

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**A THESIS SUBMITTED FOR THE DEGREE OF MASTERS OF ARTS IN
MARKETING MANAGMENT**

BY

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ADVISOR: SHIMELIS ZEWADE (PHD)

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BY

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Statement of certification

This is to certify that Jemal Hassen has carried out his research work on the topic entitled FACTORS AFFECTING CONSUMERS BUYING DECISION OF CERAMIC SANITARY WARES.

The work is original and is suitable for submission for the award of Masters Degree in Marketing Management.

Advisor: Dr. Shimelis Zewide

Date: _____

Statement of Declaration

I hereby declare that “FACTORS AFFECTING CONSUMERS BUYING DECISION OF CERAMIC SANITARY WARES” project is wholly the work of Jemal Hassen. I have carried out this study independently with the guidance and support of the research advisor, Dr. Shimelis Zewide. Also any other contributors or sources have either been referenced in the prescribed manner or are acknowledged in the acknowledgments together with the nature and the scope of their contribution. And the study has not been submitted for award of any Degree or Diploma program in this or any other institution. It is in partial fulfillment to the requirement of the program Masters Degree in Marketing Management.

Jemal Hassen

Date: _____

ABSTRACT

The general purpose of this study is to measure the impact of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase on consumers buying decision of water closets and hand wash basins in Addis Ababa. Specifically, the purpose is to find out whether there exists a relationship between independent variables and dependent variable, which factor/s has/have a positive and statistically significant effect on buying decision, and to identify the top preferred brand of water closets and hand wash basins. A sample size of 384 respondents was selected using non-probability quota sampling. Data was collected through both secondary and primary methods using survey (interview and questionnaire) and observation technique from sample units of residential houses, shopping malls, educational institutions, hospitals, and hotels and restaurants to analyze the data quantitatively. The data was analyzed using descriptive (frequency percentage, mean, standard deviation, and bar chart) and inferential statistics (correlation and multiple regressions) by SPSS version 16. With a response rate of 96% questionnaire the following findings were obtained: all the independent factors have a positive relationship but only product features and price have statistically significant effect with consumers buying decision of water closets and hand wash basins. Acqua, Goldragon, and Anchor were also identified as the top preferable brands by consumers in Addis Ababa.

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CHAPTER ONE: INTRODUCTION

1.1. Background of the study

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (G.schiffman K. a., 2006). The term “consumer” can describe either individual or organizational consumers. Individual consumers purchase goods and services to satisfy their own personal needs and wants or to satisfy the need and wants of others. Organizational consumers purchase goods and services in order to: produce other goods or services, resell them to other organizations or to individual consumers, and help manage and run their organization (R.Kardes, 2011).

In the most general terms, a decision is the selection of an option from two or more alternative choices. In other word, for a person to make a decision, a choice of alternatives must be available (G.schiffman K. a., 2006). The presence of choice provides an opportunity for consumers to make decisions and it can be a very good business strategy for a firm to increase a sale (G.schiffman K. a., 2006).

People do not buy products or services, they buy benefits, consumers make purchases not for the products themselves, but for the problems they solve or the opportunities they offer. Hence, consumer benefits are those positive factors that the consumer obtains as a result of the possession and or use of a product or service. Consumers typically do not seek a single benefit but a bundle of benefits (brand name, color, shape, design ...) (D.Lindquist, 2003).

A consumer’s problem solving task is depends on several factors: the importance of the decision, the extent of previous experience, evaluative criteria for selection, information about each brand, the number of brands available, and consumers emotion (G.schiffman K. a., 2006).

Ceramic sanitary wares are used for *sanitation purposes* (Br.MSME-DI, 2011). Ceramic are made of clay that has been baked (Oxford University, 2000). Because of its good properties like good corrosion resistance, good abrasion resistance, glazy surface with different appealing colors, the use of ceramic sanitary wares for sanitation purpose has not yet been remarkably replaced by other materials like steel, fiber etc (Br.MSME-DI, 2011).

The elements of ceramic sanitary wares are different from source to source. It includes wash basin, closets, urinals, sinks, bath tubs etc (Br.MSME-DI, 2011). Other source classify it as sinks, washbasins, washbasin pedestals, baths, bidets, water closet pans, flushing cisterns, urinals and similar sanitary fixtures (ECORYS, 2008). Ceramic sanitary wares are also classified as follows: *main pieces* includes water closet, basin, lavatory; *larger bathroom pieces* include shower tray, bathtub; *other pieces* include bidets, pedestals, washbasins and water closet for communities and for disabled people, etc (Alberto Bonilauri, 2005). Generally, ceramic sanitary wares are grouped in to the following categories: *sanitary wares made of ceramic* includes sink, wash basins, wash basin pedestal, baths, bidets, lavatory pans, flushing cisterns, urinals and similar sanitary fixtures; *sanitary wares made of plastic* include baths, showers, washbasins, bidets, lavatory pans, seats and covers, flushing cisterns; *sanitary wares made of iron or steel* include baths, shower basins and wash basins (EU Market Survey, 2002). From the above mentioned sources and interview findings from consumers, sales people, and few sellers the student researcher classifies ceramic sanitary wares (bathroom appliances) as follows:

- Sitting toilet + seat cover + cistern/water tank with flush fittings/ or toilet combination with flexible water supply pipe or *more simply water closet* (there is also wall mounted toilet of this type).
- Squatting toilet/pans/ + cistern with flush fittings and flexible water supply pipe.
- Hand wash basin + full/half pedestal + cold and hot water mixer with flexible water supply pipe or *more simply hand wash basin* (there is also wall mounted hand wash basin of this type).
- Bath or shower tray
- Kitchen sinks (a basin to wash various utensils and vegetables in the kitchen).
- Laboratory sinks (a basin to wash laboratory or medical equipment in a hospital).
- Urinals (a receptacle that is attached to a wall and plumbed in, used for men to urinate into).

- Bidets (low basin resembling a toilet used for washing the genital and anal areas). Today it is replaced by *flexible hose* which is elongated plastic tube equipped with plumbing fixtures to serve the same purpose of bidets.
- Water heater
- Soap dishes
- Tooth-brush holders
- Towel hooks
- Toilet paper holders, and
- Toilet brush.

Bathrooms were once considered just as one portion where people usually visit early in the morning to perform their daily routine (Raghav, 2009). *Today they are one of the important considerations for consumers* in various buildings or *when they renovate the buildings or replace the previous one due to technological advancement* (Raghav, 2009). Bathrooms are becoming more and more eco friendly which not only saves water but also gives unbelievable facility to their users. Bathrooms are becoming comfort zone today (Raghav, 2009).

From various discussions of literatures in chapter two; interview findings from sales personnel, few sellers, and consumers of selected water closets and hand wash basins retail outlets in Addis Ababa, the following factors are taken in to consideration in purchase decision of ceramic sanitary wares which are discussed in chapter two in more detail.

1. *Product features* of water closets and hand wash basins related factors:

- ✓ Toilet flush type (conventional/traditional/single or dual/double flush)
- ✓ Looks/appearance
- ✓ Size (small, medium, and big or large)
- ✓ Toilet waste flush direction (waste through the wall or “P” trap and waste through the floor or “S” trap)
- ✓ Reliability/dependable performance
- ✓ Color/white or non-white/

2. *Retail store image* for sales of water closets and hand wash basins related factors

- ✓ Product assortment

✓ Convenience of location

3. *Brand name* of water closets and hand wash basins (brand as representing quality, and search time reducer).
4. *Price* of water closets and hand wash basins/affordability and buying at whatever price provided that the product is quality/
5. *Plumbers' opinion* for water closets and hand wash basins purchase (as risk and search time reducer).
6. *Satisfaction on the previous purchase* of water closets and hand wash basins
 - ✓ Product performance as expected
 - ✓ Provision of spare parts when required

This study limits itself to the region of Addis Ababa only. As per the student researcher's observation of the industry water closets and hand wash basins provide usage almost everywhere and demanded jointly among sanitary wares, accordingly this study considers only these two items among sanitary wares. They have also the same brand name. The student researcher found the following major brand names in the market: Goldragon, Summit, Acqua, Besile, Turkaz, Anchor, Goodone, Imex, RAK, Tans, Hirosoy, and Ambi etc.

Water closets and hand wash basins have greater health and economic benefit, which are discussed in chapter two. In this regard it is worthy to study what factors are incorporated in consumers buying decision behavior of water closets and hand wash basins. This in turn has a greater importance to consumers, importers/manufacturers of this sector and society at large. That is why the student researcher also interested in this survey.

Identifying customers' need or benefit packages have significant value for both consumers and firms. Today Ethiopian firms believe that whatever they supply to the market, simply by ignoring consumers need or consideration, will sell itself. But the result is not as per their expectations. As interview findings from sales people indicated that, many of the products stay long on the display or warehouse or fast technologically advanced products are replace them with a better model. And therefore may not achieve their profit maximizing objectives as planned. Hence, identifying factors or variables that can be considered by consumers during purchase of water closets and hand wash basins have the following advantages.

- Consumers enjoy their choice and alleviate their problems (they are satisfied).
- Enable firms to have a competitive advantage through better market segmentation and positioning.
- Sales may increase and hence profit objective of firms are achieved.

Therefore, the purpose of this study is to measure the impact of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase of water closets and hand wash basins on consumers buying decision of water closets and hand wash basins in Addis Ababa.

1.2. Statement of the problem

Investigating which factors are most highly considered by consumers of water closets and hand wash basins provide a great opportunity for importers/manufacturers of this sector to provide the right consumers benefit or choice and there by guarantee their competitive advantage.

Marketers who understand their consumers through research can create better products and services, promote their products and services more effectively, and develop marketing plans and strategies that foster sustainable competitive advantages (R.Kardes, 2011). Understanding of consumers' behavior enables marketers to predict what motivates people to buy and then to deliver products that respond to those motivations, there by successfully meeting and exceeding customer expectations over time (R.Kardes, 2011).

In the most general terms, a decision is the selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available (G.schiffman K. a., 2006). The presence of choice provides an opportunity for consumers to make decisions and it can be a very good business strategy for a firm to increase sales (G.schiffman K. a., 2006).

The assumption underlying the marketing concept is that, to be successful, a company must determine the needs and wants of specific target markets and deliver the desired satisfaction better than competition (G.schiffman K. a., 2006). Companies that understand their customers are the ones that continue to grow and remain leaders in their industries in spite of increased competition and changing business environments (G.schiffman K. a., 2006).

Intelligent companies find out what consumers need is, and what factors or variables consumers take into consideration while they make a choice among alternatives or brands. They know profits are come through consumers' satisfaction or through making available or supply products according to the criteria that consumers specify. Various previous surveys that are discussed under chapter two confirm this fact.

Identifying consumers need or benefit packages therefore have significant value for both consumers and firms. Today Ethiopian firms believe that whatever they supply to the market, simply by ignoring consumers need, will sell itself. But the result is not as per their expectation. As interview findings from salespeople indicated that, many of the products stay long on display or in their warehouse or fast technologically advanced products are replace them with a better model or option. And therefore may not achieve their profit maximizing objectives as planned. Hence, identifying factors or variables that are considered by consumers during purchasing of water closet and hand wash basins have the following advantages.

- Consumers enjoy their choice and alleviate their basic problems (they are satisfied).
- Enable firms to have a competitive advantage through better market segmentation and positioning.
- Sales may increase and hence profit objective of firms are achieved.

1.3. Objectives of the study

The *general objective/purpose* of this study is to measure the impact of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase of water closets and hand wash basins on consumers buying decision of water closets and hand wash basins in Addis Ababa. Moreover this study has the following *specific objectives*:

- ✚ To find out whether there exist a relationship between the factors identified and consumers buying decision of water closets and hand wash basins.
- ✚ To find out which factor/s has/have statistically significant effect on consumers buying decision.
- ✚ To identify which brands of water closets and hand wash basins are most preferred by consumers.

1.4. Research questions

This study tries to answer the following basic questions:

- Is there a relationship between each identified factor and consumers buying decision?
- Which factor/s has/have a positive relationship and statistically significant impact/effect on consumers buying decision of water closets and hand wash basins?
- Which brands of water closets and hand wash basins among the alternatives are most preferred by consumers?

1.5. Research hypothesis

The hypothesis of this study (they are discussed under chapter two) includes:

H1: Product features have a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

H2: Retail store image has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

H3: Brand name has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

H4: Price has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

H5: Plumbers' opinion has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

H6: Satisfaction on the previous purchase of water closets and hand wash basins has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.

1.6. Significance of the study

This study has a greater importance to the following parties:

- Importers/manufacturers of this sector: through identifying consumers need and buying considerations of water closets and hand wash basins and thereby providing it to the market accordingly enables them to maximize profits through consumers' satisfaction. A better market segmentation and positioning can also be achieved.
- Consumers are satisfied through exercising their choice and preference.

1.7. Scope of the study

This study limited itself to the region of Addis Ababa only. As per the student researcher's observation of the industry water closets and hand wash basins provide usage almost everywhere and demanded jointly among sanitary wares, accordingly this study considered only these two items among sanitary wares. In addition, this study mainly concentrated on not on macro factors that affect consumers' behavior (like cultural, psychological, and social factors) but evaluative factors that can be considered by consumers while making purchase decision on water closets and hand wash basins. Furthermore this study mainly focused on consumers rather than customers buying decision of water closets and hand wash basins.

This research is conducted only on residential houses, shopping mall, educational institutions, hospitals, and hotels and restaurants that purchased water closet and hand wash basin over the past five years in Addis Ababa with a sample size of 384.

1.8. Limitation of the study

The primary limitation for this study was absence of sufficient related studies that were conducted on factors affecting consumers buying decisions of ceramic sanitary wares on water closets and hand wash basins especially in Addis Ababa even in Ethiopia.

On the other hand the nature of this study, as discussed in chapter three, permits the use of non-probability sampling methods of sample selection which limits generalization of the study result.

Finally, the geographical coverage of this study prohibits generalization of the results to other areas of the country and hence can be taken as a limitation.

1.9. Operational definition

- ✚ Ceramic sanitary wares or bath wares or bathroom suits or bathroom appliances – sanitary appliances made of ceramic (hard fired clay) and used for sanitation. It includes sitting toilets, squatting toilets, hand wash basins, baths, kitchen and laboratory sinks, urinals, bidets, soap dishes, tooth-brush holders, towel hooks, toilet paper holders, water heater, and toilet brush.
- ✚ Water closet – a sitting toilet which is a toilet with pedestal to sit on to dispose urine and feces.
- ✚ Squatting toilet – a toilet used by squatting (sit with one’s knees bent and one’s heels close to or touching one’s buttocks), rather than sitting.
- ✚ Hand wash basin – a bowl (round container) with pedestal (supporting base) to wash *hands* and face.
- ✚ Sink – a basin (bowl) to wash various utensils in home and laboratory and vegetables (home).
- ✚ Urinals – sanitary fixtures for male to urinate in to.
- ✚ Bidets – low basin resembling a toilet used for washing the genital and anal areas.
- ✚ Toilet brush – a brush for the cleaning of toilet pan.
- ✚ Single flush toilet – toilet that uses one button on the top of a toilet water tank to flush water for both solid and liquid waste removal.
- ✚ Dual or double flush toilet – toilet that uses two buttons on the top of a toilet water tank to flush different levels of water (one for *solid waste – large flush* – and the other for *liquid waste – small flush*). This economizes water consumption.
- ✚ ‘P’ trap toilet – a water closet where waste is removed through the wall.
- ✚ ‘S’ trap toilet – a water closet where waste is removed through the floor.

1.10. Organization of the paper

This study is organized in to five chapters. The first chapter deals with the introduction of the study. The second chapter reviews related literatures. The third chapter focuses on the research methodology. The fourth chapter presents and analyses the data. The final chapter deals with conclusions and recommendations.

CHAPTER TWO: REVIEW OF RELATED LITRATURES

2.1 Definition of consumer behavior

Consumer behavior is defined as the behavior that consumers display in searching for, using, evaluating, and disposing of products and services that they expect will satisfy their needs (G.schiffman K. a., 2006). The term “consumer” can be either individual or organizational consumers (R.Kardes, 2011). Individual consumers purchase goods and services to satisfy their own personal needs and wants or to satisfy the need and wants of others. Organizational consumers on the other hand purchase goods and services in order to: produce other goods or services, resell them to other organizations or to individual consumers, and help manage and run their organization (R.Kardes, 2011).

Consumers do not buy products or services; they buy benefits (D.Lindquist, 2003). Identification of these benefits will help in market segmentation and product positioning (D.Lindquist, 2003). Consumers make purchases not for the products themselves, but for the problems they solve or the opportunities they offer (D.Lindquist, 2003). *Consumers typically do not seek a single benefit but a bundle of benefits* and this broader view of goods and services as a sum of their benefits are known as the *total product concept* (D.Lindquist, 2003). This total product concept can be divided in to four types of benefits (D.Lindquist, 2003):

- a) The basic core of a product – is the bundle of utilitarian benefits related to product features, warranty etc
- b) Accessory benefits - include such “added – value” factors as store reputation, manufacturer prestige, convenience of location, friendliness of the sales clerks, ease of parking, and quick service.
- c) Psychological benefits – result from the consumer’s feelings associated with the possession and/or use of a product (like buying an innovative product in order to feel that you are ahead of the crowd).
- d) Time – perception of time may affect perceptions about other benefits. Everything we purchase either saves time or takes time from us. Shopping at a convenience store rather than a supermarket saves an hour or more of time. However, that the value of saving time

depends upon the perspective of the consumer – to some people taking time shopping to find the perfect item is time well spent, whereas to others it is time wasted.

2.2 Levels/Types of consumer decision making

In the most general terms, a decision is the selection of an option from two or more alternative choices (G.schiffman K. a., 2006). Put it in other words, for a person to make a decision; a choice of alternatives must be available (G.schiffman K. a., 2006). The presence of choice provides an opportunity for consumers to make decisions and it can be a very good business strategy for a firm to increase sales (G.schiffman K. a., 2006).

In a rational perspective, people calmly and carefully integrate as much information as possible with what they already know about a product, painstakingly weigh the pluses and minuses of each alternative, and arrive at a satisfactory decision (R.Solomon, 2007). Identifying this behavior enable firms to develop products that emphasize appropriate attributes, and tailor promotional strategies to deliver the types of information customers are most likely to desire and in the most effective formats (R.Solomon, 2007).

Consumer decision making is a multifaceted process that ranges from automatic to highly structured problem solving (R.Kardes, 2011). A more complete way to think about consumer decision making considers two separate factors: *information processing effort and involvement* (R.Kardes, 2011). *Information processing* effort represents a continuum from automatic to systematic processing. At one extreme, consumers may process no information and simply respond intuitively. At the other extreme, consumers gather and evaluate a great deal of product information prior to choice.

Involvement on the other hand is the personal relevance or importance of an issue or situation. High involvement decisions are characterized as important to consumers. High involvement is often associated with emotional outcomes. Consumers seek not only functional benefits, but also the social rewards of compliments on their good taste or fitting in with group norms (R.Kardes, 2011).

A decision involves a high level of *perceived risk*, i.e., the possibility of negative outcomes, and then consumers are more likely to demonstrate higher levels of involvement (R.Kardes, 2011).

Perceived risk comes in a variety of forms: financial, physical, performance, psychological, and social. *Perceived risk* can be categorized into five: (1) *financial risk* is when the costs of the product or service will exceed the benefits, (2) *functional risk* is when the product fails to provide the desired functional benefits, (3) *physical risk* is when product failure causes physical harm (like pharmaceuticals), (4) *psychological risk* is when product will be inconsistent with a consumer's self-concept, and (5) *social risk* is when product will not meet the standards of the consumer's reference group (R.Kardes, 2011).

Levels/types of consumer decision making can be categorized in to three:

2.2.1 Habitual/routinely occur/ problem solving – this is where consumers simply review what they already know (G.schiffman K. a., 2006). It is characterized by low cost products, frequently purchased, low consumer involvement, familiar brands, and little search or time given for purchase (R.Solomon, 2007).

This is when both involvement and information processing are low (R.Kardes, 2011). Consumers typically make choices as a matter of habit, requiring little effort (referred to as *brand laziness* – a consumer's natural inertial movement toward a product or service based on familiarity and convenience, rather than a fundamental commitment to the brand. Examples include: butter, salt, flour and cheese) (R.Kardes, 2011).

2.2.2 Limited problem solving – this is where consumers gather additional information to establish a criteria and select among the brand (G.schiffman K. a., 2006).

This type of decision is when consumers rely on *prior brand evaluations* (R.Kardes, 2011). If those evaluations are positive, brand loyalty is likely to follow (R.Kardes, 2011). Examples include: jeans and TV. On the other hand *variety seekers* must gather additional information to discriminate among their choice alternatives (low involvement decisions that require somewhat higher levels of information processing. Examples include: candy and chewing gum) (R.Kardes, 2011).

2.2.3 Extensive problem solving – this is where consumers process a great deal of information to establish a criteria and select among the brand (G.schiffman K. a., 2006). It is

characterized by more expensive products, infrequently purchased, high consumer involvement, unfamiliar brands, and extensive search or time given to purchase (R.Solomon, 2007).

This is a decision with high involvement and high levels of information processing (decision making of this type involves unfamiliar, expensive products that are purchased infrequently. Examples include: automobile, appliances, furniture, and consumer electronics) (R.Kardes, 2011). At this level of decision making, consumers need extensive information to understand the various brand attributes as well as the relative performance of these attributes for each brand (R.Kardes, 2011). Consumers can not consider all criteria, particularly if competing brands closely resemble one another (R.Kardes, 2011). Consequently, consumers must identify one or more *determinant attributes*, characteristics of a product that are most likely to affect the buyer’s final choice. A firm is fortunate enough to develop a unique attribute important to consumers; it has a potentially powerful positioning opportunity (R.Kardes, 2011).

2.3 Decision making process

In the most general terms, a decision is the selection of an option from two or more alternative choices (G.schiffman, 2006). Consumer decision models are a theoretical framework used to describe the processes consumers go through before, during, and after making a purchase (D.Lindquist, 2003).

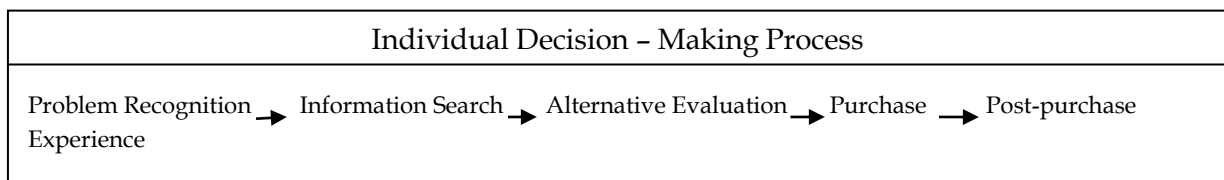


Fig. 2.1 Decision making process adapted from (Jagdish N.Sheth, 2004)

2.3.1 Problem/need recognition – problem recognition takes place when consumers experience a *disparity* between *what they have (actual state)* and *what they want (desired state)* (R.Kardes, 2011).

When consumers’ desired and actual state are relatively close together, no problem is recognized (R.Kardes, 2011). When consumers’ actual states fall, needs emerge (R.Kardes, 2011). A need is a fundamental physical or psychological state of felt deprivation. Needs are not created by marketing efforts directly (R.Kardes, 2011). This is consistent with the marketing concept, which

describes marketing as an outside-in process designed to anticipate and satisfy consumer needs and wants-not create them (R.Kardes, 2011).

Some researchers describe need as informational negative-oriented motives because when a consumer's actual states drops below the ideal, it creates a negative condition and a desire for information (R.Kardes, 2011). Motives are internal drives that push people to resolve a problem or reduce a need (R.Kardes, 2011). The greater the disparity between a consumer's actual and ideal state, the stronger the motive is to satisfy the need (R.Kardes, 2011).

When consumers' ideal states rise above their actual states, want occurs (R.Kardes, 2011). Wants are need satisfiers that are shaped by a consumer's personality, experiences, and culture-including marketing (R.Kardes, 2011). Needs occur when consumers' real conditions decline while their desired conditions remain stable (R.Kardes, 2011). On the other hand, wants occur when consumers perceive an increase in their desired states while their actual states remain constant (R.Kardes, 2011). Wants can be thought of as transformational motives and positively reinforcing (R.Kardes, 2011).

By exposing consumers to new and better products, marketers induce problem recognition and provide a means for consumers to attain their ideal states, or wants (R.Kardes, 2011). When a consumer's ideal and actual states simultaneously move in opposite directions, opportunities emerge (R.Kardes, 2011).

The quality of the person's actual state (what consumers have) can be diminished by running out of a product, by buying a product that turns out not to adequately satisfy needs, or by creating new needs (R.Solomon, 2007). Opportunity recognition occurs when a consumer is exposed to different or better-quality products (R.Solomon, 2007).

Problem recognition may be influenced when products are used, broken, lost, worn out, circumstances are changed (like getting married), there is a need to enjoy shopping, and by information provided by marketers (D.Lindquist, 2003).

2.3.2 Pre-purchase information search – this is searching for information from internal and external (personal and impersonal) sources about the criteria that enable the consumers to evaluate the alternatives or brands (G.schiffman K. a., 2006).

The recollection of past experiences (drawn from storage in long-term memory) might provide the consumer with adequate information to make the present choice (G.schiffman K. a., 2006). When the consumer has had no prior experience, he or she may have to engage in an extensive search of the outside environment for useful information on which to base a choice (G.schiffman K. a., 2006).

Personal search alternatives include more than a consumer's past experience with the product or service (G.schiffman K. a., 2006). They also include asking for information and advice from friends, relatives, co-workers, experts and sales representatives (G.schiffman K. a., 2006). Impersonal sources of information includes such as independent groups that provide valuable, impartial information to consumers (e.g., consumer reports) (G.schiffman K. a., 2006). Companies provide a considerable amount of information to consumers in many ways (e.g., ads, company website) (G.schiffman K. a., 2006). Consumers may also gather external information through experiential means (e.g., product test) (G.schiffman K. a., 2006).

If past satisfaction with a particular brand is high, the consumer has little or no need for external information search (D.Lindquist, 2003). If accurate data on different purchase choice is in memory, comparisons can be made without external input (D.Lindquist, 2003). On the other hand, if there are several different choices available and insufficient data in memory, there is a greater likelihood of external search (D.Lindquist, 2003).

The type of information that you collect depends on several factors: familiarity with the product category (i.e., past experience and involvement), the importance of the purchase (depends on its price, the risk involved, whether it is a durable or a non-durable product, etc.), and your personality (G.schiffman K. a., 2006). Consumers tend to look for three types of information: (1) brands or alternatives that are available, (2) evaluative criteria (generally product features) that they should employ while making a choice, and (3) how products fare on these evaluative criteria (rating of alternatives – the way that different alternatives perform on evaluative criteria like product testing) (G.schiffman K. a., 2006).

The set of brands or retail outlets to which the consumers have reasonable access are called the *universal set* (D.Lindquist, 2003). All the brands or retail outlets that a person has front-of-mind awareness of are called the *retrieval set* (D.Lindquist, 2003). The most useful set is made up of

those outlets or brands that have front-of-mind awareness and that the consumer accepts as the group from among which a choice will likely be made (D.Lindquist, 2003). This was originally called the *evoked set* (D.Lindquist, 2003). Today, the terms *relevant set* and *consideration set* are used to represent essentially the same concept (D.Lindquist, 2003).

A consumer's evoked set is distinguished from his or her *inept set*, which consists of brands (or models) the consumer excludes from consideration because they are felt to be unacceptable (or "inferior"), and from the *inert set*, which consists of brands the consumer is indifferent toward because they are perceived as not having any particular advantages (G.schiffman K. a., 2006). Regardless of the total number of brands in a product category, a consumer's evoked set tends to be quite small on average, often consisting of only three to five brands (G.schiffman K. a., 2006). However, research indicates that a consumer's consideration set increases in size as experience with a product category grows.

In the case of brands or alternatives available, consumers may also have knowledge of the evaluative criteria to be used to make a decision (G.schiffman K. a., 2006). Evaluative criteria are usually the features or attribute those consumers want in a product (G.schiffman K. a., 2006). Several characteristics of the product such as its price, the availability of a variety of brands, the variation in features between them, the number of units being bought, the frequency between purchases, the degree of risk involved in buying it, and so on, can have a great impact on the extent of a consumer's pre-purchase search (G.schiffman K. a., 2006).

Situational factors (like past experience, the influence of family and friends) and consumer factors (like demographic factors-gender, personality-risk perception of consumers, and attitude toward shopping) can also have an impact on the extent of a consumer's pre-purchase search (G.schiffman K. a., 2006).

2.3.3 Alternative evaluation

This is the process through which we compare and contrast different solutions to the same market place problem (D.Lindquist, 2003). Usually occurring simultaneously with information search, *it involves comparing different products, services, retail outlets, or brands in order to select the one that best meets our needs* (D.Lindquist, 2003).

Consumers evaluate goods and services based upon the benefits they offer (D.Lindquist, 2003). If the benefits of a brand has a good chance of becoming part of the consumer's retrieval set and, from there, part of the consideration set from which a final selection is made, the firm will be in a better position (D.Lindquist, 2003).

At the time of evaluating potential alternatives, consumers tend to use a list of brands and the *evaluative criteria (dimensions used to judge the merit of competing options)* to evaluate each brand or model (G.schiffman K. a., 2006). Some of the evaluative criteria that consumers use are tangible ones, like size and memory, while others are intangible, like appearance, feel, quality, and taste. In most cases, consumers use a combination of tangible and intangible criteria (G.schiffman K. a., 2006).

Intangible criteria are often judged by using surrogate measures (G.schiffman K. a., 2006). *Surrogate indicators* as attributes that are used as indicators of another attributes (For example, both smell and visual characteristics (its color and the way it is presented) are surrogate indicators of the food taste) (G.schiffman K. a., 2006). Perhaps the surrogate measure of quality used most often is price (G.schiffman K. a., 2006). Most people assume that a brand that is extremely low in price cannot be of good quality, and a brand that is high in price has to be high in quality too (G.schiffman K. a., 2006). Evaluative criteria vary from consumer to consumer, from product to product, from situation to situation (D.Lindquist, 2003). *It is essential for marketers to determine which criteria consumers in the target market use in judging goods or services in various purchase situations* (D.Lindquist, 2003). *Only then can marketers attempt to deliver on those criteria.*

Consumers typically use six or fewer evaluative criteria (D.Lindquist, 2003). As a general rule, the more important the consumer considers the purchase and the more experience he or she has with the product category, the greater the number of evaluative criteria used (D.Lindquist, 2003). *By determining the relative importance or salience of each evaluative criterion, marketers are able to identify those characteristics most likely to influence target consumers* (D.Lindquist, 2003). In general, salience is far more important in high-visibility goods, such as clothing or gifts, and for durable goods than it is for low-visibility, nondurable goods.

The more important the attribute, the higher the points awarded (D.Lindquist, 2003). Consumers on occasion treat unimportant attributes, called trivial attributes, as though they are critically important in their impact on product or service choice (D.Lindquist, 2003). In some cases, the trivial attribute acts as a “heuristic cue” that allows the consumer to forgo the more detailed evaluation process of more meaningful attributes (D.Lindquist, 2003). Salient attributes that have a direct influence on alternative evaluation and final choice are *determinant attributes* (D.Lindquist, 2003). Though an attribute may be salient, it is not always determinant (D.Lindquist, 2003). *Particularly in the marketing of “parity” products, where major product differences do not exist, an attribute that seems very minor can become the center of an entire promotional campaign* (D.Lindquist, 2003).

If your brand’s strongest attribute is the speed with which it delivers results, then unless speed is one of the evaluative criteria (and preferably the most important one) that consumers use, your brand is unlikely to be purchased (G.schiffman K. a., 2006). Companies can get their strongest attribute on the consumers’ list of criteria through effective advertising (G.schiffman K. a., 2006).

Consumers use decision rules (decision heuristics – mental shortcuts); either consciously or subconsciously, to help them quickly and efficiently select from among several purchase alternatives (D.Lindquist, 2003). Price, brand reputation, key product signals, and market beliefs/assumptions/ are all commonly used heuristics (D.Lindquist, 2003). They are mental shortcuts that help consumers reach decisions quickly and efficiently. Decision rules can be compensatory and non-compensatory (D.Lindquist, 2003).

In following a compensatory decision rule, a consumer evaluates brand or model options in terms of each relevant attribute and computes a weighted or summated score for each brand (G.schiffman K. a., 2006). The computed score reflects the brand’s relative merit as a potential purchase choice (G.schiffman K. a., 2006). The assumption is that the consumer will choose those brands that score highest among the alternatives evaluated (G.schiffman K. a., 2006). In contrast, non-compensatory decision rules do not allow consumers to balance positive evaluations of a brand on one attribute against a negative evaluation on some other attribute (G.schiffman K. a., 2006).

2.3.4 Purchase/choice

Purchase activities are those through which consumers acquire goods and services (R.Kardes, 2011). Purchase activities also include everything done leading up to the purchase, such as gathering and evaluating information about the product or service and choosing where to make the purchase (R.Kardes, 2011). The purchase method and any additional services desired-home delivery and installation, and extended warranties, for instance-also influence purchase activities (R.Kardes, 2011). So too are factors unique to the situation, such as the atmosphere of a store, the design of a website, the reason for the purchase, and the amount of time the consumer devotes to the buying decision.

Here consumers have to make *brand choices, store or outlet choices, and payment option choices* (G.schiffman K. a., 2006).

Outlet choice or brand choice, which comes first? (D.Lindquist, 2003):

a) When brand choice drives outlet choice

When brand choice drives outlet choice, the consumer typically has *a favorite brand* or set of brands from which a selection will be made. There are three situations in which purchases are likely to be driven by brand choice:

- When the consumer has no particular outlet preference or loyalty
- When brand loyalty is strong
- When the consumer has sufficient product information to make the expertise of sales personnel or other outlet characteristics unimportant

b) When outlet choice drives brand choice

- Store loyalty or preference is high
- Brand loyalty is low
- The consumer has insufficient product information and, therefore, values the characteristics of the outlet-such as helpful sales staff

c) When brand choice and outlet choice work together

- As the consumer seeks to buy a preferred brand at an appropriate outlet
- When consumers perceive a good match between the brand image, the outlet image, and their self-image, they are more likely to buy.

Some consumer purchases are driven by the availability of flexible payment options (G.schiffman K. a., 2006). This is particularly true of big ticket items such as cars, furniture, and major appliances (G.schiffman K. a., 2006). For such items, marketers have to ensure that their payment options are similar to (or better than) those offered by their competitors (G.schiffman K. a., 2006). “Buy now, pay later,” or “No payments until next January,” or “No money down” are payment options aimed at making purchase easier and a company’s brand more attractive to consumers.

2.3.5 Post-purchase evaluation

Consumption, satisfaction, dissatisfaction, building relationship, and product disposition are all post purchase behaviors ((G.schiffman K. a., 2006), (R.Kardes, 2011), (D.Lindquist, 2003), and (R.Solomon, 2007)).

Consumption is the possession and/or use of goods and services and the benefits they deliver (D.Lindquist, 2003).

Consumer satisfaction/dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased (R.Solomon, 2007). Consumers engage in *a constant process of evaluating* the things they buy as they integrate these products into their daily consumption activities (R.Solomon, 2007).

In general, *satisfaction is a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations* (Philip Kotler, 2009). If the performance falls short of expectations, the customer is dissatisfied (Philip Kotler, 2009). If performance matches expectations, the customer is satisfied; if it exceeds expectations, the customer is highly satisfied or delighted (Philip Kotler, 2009).

Building relationship (relationship marketing) is building mutually satisfying long-term relationships with key constituents in order to earn and retain their business (Philip Kotler, 2009).

The marketing concept suggests that consumer satisfaction should be the focal point of marketing activities (R.Kardes, 2011). Research shows that *satisfaction positively influences consumers' repeat purchase intentions and leads to higher spending* (R.Kardes, 2011). However, these effects can be offset by competitive intensity, i.e., the number of available alternatives. Recent research reveals that extremely high levels of satisfaction can translate in to *brand loyalty*, the most important strategic objectives of marketing managers' worldwide (R.Kardes, 2011).

Product disposition is the process of reselling, recycling, trashing, repairing, trading, and the like associated with the physical product, packaging, and useful by the consumer or marketer (D.Lindquist, 2003). This has become an increasingly important issue in a world of growing population size, limited space, limited natural resources, and high levels of manufacture (D.Lindquist, 2003).

Consumers experience three types of product performances (D.Lindquist, 2003).

- a) Ideal performance – when purchase performs as or better than expected.
- b) Equitable performance – when purchase is adequate to the cost and effort the consumer made to obtain the product.
- c) Expected performance (the lowest level of satisfactory performance) – although the purchase works out as anticipated, it barely qualifies as satisfactory.

As consumers make a commitment to the purchase or selection of the product-in most cases before use or possession-there is a feeling of uncertainty about whether the right choice is being made (D.Lindquist, 2003).

To alleviate *purchase-associated cognitive dissonance*, consumers first try to find ways to reinforce the desirability of the choice made (D.Lindquist, 2003). The best way to reduce purchase associated cognitive dissonance is for marketers to do everything in their power to match their products with the appropriate target consumers (D.Lindquist, 2003). That way, the

set of benefits delivered fits the set of benefit sought by the consumer. Return policies, warranties, in-store demonstrations, and post-purchase installation and service can all serve to increase the consumer's level of comfort with the purchase (D.Lindquist, 2003).

The most positive outcome from achieving customer satisfaction is to gain *customer loyalty* (D.Lindquist, 2003). *Loyalty is a feeling of commitment on the part of the consumer to a product, brand, marketer, or outlet that results in high levels of repeat purchases or outlet visits as appropriate* (D.Lindquist, 2003). Levels of loyalty are lower among products that are purchased infrequently, such as athletic shoes, batteries, jeans, auto tires, television sets, and underwear (D.Lindquist, 2003).

Negative post-purchase behavior (from the marketer's perspective) takes several forms, each of which can erode brand and outlet loyalty and diminish customer satisfaction (D.Lindquist, 2003). Some negative behaviors are passive-such as lack of repeat purchases or recommendations to other consumers (D.Lindquist, 2003). Active negative behaviors are of more interest to marketers as these are potentially damaging to the reputation and, therefore, to the future sales of the product (D.Lindquist, 2003).

Dissatisfied consumers can take the following actions: no action, taking private action (warn family, friends, others; boycott store; decide to stop buying from manufacturer or retail outlet), and taking public action (seek redress or compensation from firm; complain to business, private, or government agency; and take legal action to obtain redress) (D.Lindquist, 2003).

2.4 Advancements in water closets and hand wash basins

Today technological advancement bring us *multifunction electronic toilet* which include product attribute like: hands-free automatic flush which enable the consumer to be water efficient, two cleansing modes (posterior and feminine) with self-cleansing ceramic Disc Nozzle, heat controlled seat cover (between 30 and 40 degree Celsius), and LED night lamp. Technology has also come up with *water closet and hand wash basin especially designated for disabled consumers* (CERA, 2014). Technology also fabricates a *composting toilet* which converts human waste to "humanure" (Woodford, 2014).

Disposable toilet seat covers are the other innovation of technology (Blueline Hygienics, 2014). It is stylish, easy to use dispensers which are essential for commercial use in all public toilets including airports, office blocks, restaurants, bars, service stations, hospitals, doctors' surgeries and aged care facilities (Blueline Hygienics, 2014).

With the improved living standard of people sanitary wares are essential and an integral part of consuming sectors like housing, educational and research institutes, hospitals, industries, hotels and restaurants, cinemas, theatres and other public places (Br.MSME-DI, 2011). These items are not repairable or re-usable after every installation; *its demand also increases by the renovation and modernization of the society* (Br.MSME-DI, 2011).

Installing a *dual flush toilet* can save thousands of liters of water per year (Clean up Australia, 2011). *Old fashioned (single-flush) toilets* may use as much as 12 liters per flush, while new dual flush toilet can use as little as 6 liters for a full flush and 3 liters for a half (Clean up Australia, 2011). The cost effectiveness of a toilet reflects the relationship between the cost and the water saving associated with the toilet (flush volume) (Veritec Consulting, 2002). Toilets are often selected not only for this reason only but for a variety of other reasons also-design, flush performance, color, etc. (Veritec Consulting, 2002).

Because of the incombustible, waterproof, non-abrasion, and chemical resistant properties all sorts of ceramic products have played a constructive role for comfortable living. Sanitary ware, especially, is closely connected with housing, and so it has developed considerably with the structural improvement and modernization of dwelling. Accordingly, this industry has always grown by keeping pace with improvement in living, and it is now indispensable for sanitation in modern housing. It is believed that the demands for sanitary ware products will further increase together with the increasing demands of new construction (Southinvest.gov.et).

Ethiopia's requirement for ceramic sanitary ware is met through both domestic production and imports. Tabor Ceramic Factory, which is located in Awassa, remains the sole ceramic sanitary ware producing plant in the country. Domestic production, on the average, accounted for 40.5% of the country's requirement for ceramic sanitary ware. The demand for the product is directly related to the growth of the construction sector. Hence, given the substantial growth in the

construction sector, the demand for ceramic sanitary ware is estimated to grow at the rate of 10% (Southinvest.gov.et).

History demonstrates that *poor sanitation* is one of the most important contributors to the world's morbidity and mortality, with *progress in sanitation providing significant benefits to public health as well as to social, economic (reduce medical costs in developing countries) and environmental factors (reduce open defecation)* (Dr Elisa Roma, 2015). A safe toilet accompanied by hand washing with soap, provides an effective barrier to transmission of diseases (diarrheal disease) (Dr Elisa Roma, 2015).

2.5 Factors/variables affecting purchase of water closets and hand wash basins

The following factors was found as a consideration by consumers when choosing a bathroom fittings: looks/appearance, price, ease of use, effectiveness of flush, ease of cleaning, amount of water used, bathroom suit, and brand (Kathryn Rathouse Social Research, 2008). The study used a sample size of 1675 and selects sample through multi-stage stratified cluster sampling method (with 65% response rate). The study also analyzed the data using percentages and various statistical tests like chi-square test. The study found that looks/appearance and price was most considered when choosing bathroom fittings. Brand was found to be the least considered factor.

A study conducted on buying behavior of bathroom appliances stated that bathroom appliances are durable goods as they are bought once in 6 – 7 years or until renovation takes place (Raghav, 2009). The study identified the following variables to be factors affecting the behavior of consumers in bathroom appliances purchase: brand image, ease of use, aesthetic value, functional value, affordability, advertisements, renovation, advertisement sources, income group, and willingness to spend. The study used a sample size of 131 and selects sample through convenient sampling method from builders and high flying consumers. The study also analyzed the data using simple and cross tabulations and various hypothesis testing methods like Z-test and chi-square test. The study finally found that brand image was an affecting and an important step in product selection.

Another study conducted on the topic “Influence of brand name on consumer choice and decision” used a sample size of 300 and selected sample through convenient sampling method (Shehzad, 2014). The study analyzed the data through descriptive statistics and simple

correlation analysis. The study finally found that there is a significant and strong positive relationship between brand name and consumer buying behavior.

A study conducted on “Factors affecting buying behavior of mobile phone devices”, mobile phone is considered as durable goods, used a sample size of 246 consumers and selected sample through random sampling methods (Sata, 2013). The study analyzed the identified factors: price, product features, social factors, durability, brand name, and after sales services through the use of multiple linear correlation and regression analysis. The study finally found that price and product features highly correlated with purchase decision of mobile phone devices.

One study conducted on the sanitation behaviors of consumers found the following attribute for a sanitation behavior of flush latrine (toilet) rather than pit latrine: preference of flush latrine (due to its good qualities like clean and hygienic, nice to see, no bad smell, convenient to use, and less flies), flush latrine are perceived to be expensive, and proper information on sanitation to consumers (Sherpa, 2011). The study used a sample size of 6 for focus group, 13 for key informant interviews, and 27 for in-depth interviews (qualitative research with total of 46 sample size). The analysis of the data mainly followed manual transcriptions, collation, and summarization in line with the objectives of the formative research. Lack of information for building latrine, lack of land/space for building latrine, shortage or irregular water supply, and economic problems were some of the findings obtained by the study.

A study conducted on “effects of product characteristics on buying behavior of consumers” stated that durable goods are goods that do not quickly wear out (Arya, 2014). The study describes that highly durable goods such as refrigerator, cars or mobile phones usually continue to be useful for three or more years of use, and so durable goods are typically characterized by long periods between successive purchases. The study identified dimensions like price, quality, style, functions, and brand name as the influencing factors of purchase decision. The study used a sample size of 200 respondents and selected sample through convenience sampling technique. The study analyzed the data using mean score and ANOVA. The study finally found that quality was highly considered in purchasing mobile and motorcycle.

A study conducted on “Dimensions Affecting the purchase Behavior of Nepalese women” identified value, life style, price, customer service, accurate information, and brand familiarity as

an independent factors affecting buying behavior (Karan Singh Thagunna, 2013). The study used a sample size of 100 customers from prime shopping malls, food courts, retail outlets, entertainment parks, and other public areas of the city. The study analyzed the data through descriptive analysis, ANOVA, correlation analysis, factor analysis, and Neural Network Analysis. The study finally found that the first three factors mentioned above were the most influential factors of purchase decision.

A study conducted on “Consumer behavior of consumer durables” also identified company’s advertise, dealers, and friends as factors affecting purchase decision (Mr. Paramanand Dasar, 2013). The study used a sample size of 200 respondents selected through convenience sampling method. The study analyzed the data through simple percentages and ratio methods, and for clear understanding charts like simple bar charts and column charts were used. The study finally found that companies advertise and dealers were highly affect consumers purchase decisions.

A study conducted on the topic “Do Satisfied Customers Buy more? Examining Moderating Influences in a Retailing Context” used a sample size of 3117 and selected samples randomly (K.Seiders, 2005). The study analyzed the data through descriptive statistics, correlation, and regression. The study finally found that in a specialty retailing context satisfaction has a strong positive effect on *repurchase intensions* but no direct effect on repurchase behavior; customer and market place characteristics play significant moderating roles; and relational factors have a positive direct influence on repurchase behavior but not intensions.

A study conducted on “ Effects of store Image on store Loyalty and Perceived Quality as Mediation” used a sample size of 120 and selected sample conveniently (Wisnalmawati, 2014). The study analyzed the data by structural equation using PLS analysis of Model-based variance. The study finally found that the store image positively and significantly affect on store loyalty and perceived quality. Perceived quality positively and significantly affect on store loyalty but perceived quality become a partial mediation.

A study conducted on “Influence of store image on customer purchase decision” used a sample size of 100 and selected sample randomly (Dr Devendra Kumar Pandey, 2014). The study analyzed the data using 5 point Likert scale. The study finally found that store image helps retailers a lot as it creates the first impression in the minds of customers visiting the store. This

first impression plays a decisive role in customer's day in the store where he/she can get time to be influenced by the offers, displays and take purchase decisions.

A study conducted on "Consumers and experts: An econometric analysis of the demand for water heaters" stated that consumers can accumulate product information on the basis of a combination of searching, product advertising and *expert advice* (Robert Bartels, 2003). Examples of *experts* who provide product information include doctors advising patients on treatments, motor mechanics diagnosing car problems and recommending repairs, accountants recommending investment strategies, and *plumbers making recommendations on alternative water heater will most likely also install the appliance*. The study used a sample size of 441 and selected sample randomly. The study analyzed the data through econometric analysis (logit model). The study finally found that plumbers tend to mimic (stimulate) the preference of consumers.

A study conducted on "Households' preferences for plumbing materials" used a sample size of 1600 households and selected sample randomly (Ewa J.Kleczyk, 2012). The study analyzed the data through summary statistics and regression methods (order logit model). The study finally found that consumers rely on expert advice and incorporate plumbing materials attributes such as price, health impact, longevity, and corrosion resistance in their preferences for plumbing materials.

Identifying customers' need or benefit packages have significant value for both consumers and firms. Today Ethiopian firms believe that whatever they supply to the market, simply by ignoring consumers need or consideration, will sell itself. But the result is not as per their expectations. As interview findings from sales people indicated that, many of the products stay long on the display or warehouse or fast technologically advanced products are replace them with a better model. And therefore may not achieve their profit maximizing objectives as planned. Hence, identifying factors or variables that are considered by consumers during purchase of water closets and hand wash basins have the following advantages.

- Consumers enjoy their choice and alleviate their problems (they are satisfied).
- Enable firms to have a competitive advantage through better market segmentation and positioning.

- Sales may increase and hence profit objectives of firms are achieved.

Therefore, the purpose of this study is to measure the impact of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase of water closets and hand wash basins on consumers buying decision of water closets and hand wash basins in Addis Ababa.

Here in this study the *independent variables* that affect purchase decision (*dependent variable*) of water closets and hand wash basins includes: product features, retail store image, brand name, price, plumbers' influence, and satisfaction on the previous purchase of water closets and hand wash basins. They are explained here under.

2.5.1 Product features

Features or product features are characteristics that supplement the product's basic function (Philip Kotler, 2009). Marketers can identify and select new features by researching customer needs and calculating customer value verses company cost for each potential feature (Philip Kotler, 2009).

As the student researcher discussed under chapter one, the basic function of water closet and hand wash basin is sanitation. The supplemental features of water closet and hand wash basin include: toilet flush type (single or dual/double flush), looks/appearance, size (small, medium, and big or large), toilet waste flush direction (waste through the wall or "P" trap and waste through the floor or "S" trap), reliability (dependable performance), and color (white and non-white).

Installing a dual flush toilet can save thousands of liters per year (Clean up Australia, 2011). Old fashioned (single flush) toilets may use as much as 12 liters per flush, while new dual flush toilet can use as little as 6 liters for a full flush and 3 liter for a half (Clean up Australia, 2011).

Theoretically, a toilet using 3 liters for liquid waste and 6 liters for solid waste would flush with an average of about 3.8 liters-a saving of almost 37% more than the design flush volume of a standard 6 liters toilet (Veritec Consulting, 2002). The relative cost-effectiveness was determined by comparing the associated water saving with the relative cost of both dual-flush and conventional/usual/traditional toilets (6 liters and 13 liters models) (Veritec Consulting, 2002).

The cost-effectiveness of a toilet reflects the relationship between the cost and the water savings associated with the toilet (Veritec Consulting, 2002).

Toilets are often selected for a variety of reasons-design, water savings, flush performance, cost, color, etc (Veritec Consulting, 2002). Cost-effectiveness considers only the cost and flush volume (Veritec Consulting, 2002). A 'P' trap toilet pan is where the waste is flushed through the wall as opposed to the 'S' trap where the waste is flushed down through the floor (Moore, 2001). As we observed above under the topic 2.5, various researches showed us that product features affect buyer behavior significantly. Under this study also product features are incorporated and measured scientifically.

2.5.2 Retail store image

Retail stores have images of their own that serve to influence the perceived quality of products they carry and the decisions of consumers as to where to shop (G.schiffman, 2006). Retail store image and environment stems from the stores design and physical environment, pricing strategies, promotional strategies, and *product assortments* (provides variety to the consumer to choose from) (G.schiffman K. a., 2006). A study that examined the effects of specific store environmental factors on quality inferences found that consumer perceptions were more heavily influenced by ambient factors (such as the number, type, and behavior of other customers in the store and the sales personnel) than by store design features (G.schiffman K. a., 2006).

A study of retail store image based on comparative pricing strategies found that consumers tend to perceive stores that *offer a small discount* on a large number of items (i.e., frequency of price advantage) as having lower prices overall than competing stores that offer *larger discounts* on a smaller number of products (i.e., *magnitude of price advantage*) (G.schiffman, 2006).

Clearly, *the unique benefit that a store provides* is more important than the number of items it carries in forming a favorable store image in consumers' minds (G.schiffman, 2006). The type of product the consumer wishes to buy influences his or her selection of a retail outlet (G.schiffman K. a., 2006).

Most studies of the effects of extrinsic cues on perceived product quality have focused on just one variable-either price or store image. When a second extrinsic cue is available (such as price

and store image), perceived quality is sometimes a function of the interaction of both cues (G.schiffman K. a., 2006). When brand and retailer images become associated, the less favorable image becomes enhanced at the expense of the more favorable image (G.schiffman K. a., 2006). Thus, when a low-priced store carries a brand with a high-priced image, the image of the store will improve; whereas the image of the brand will be adversely affected.

The environment in a retail store is affected by the *layout of the store, and to some extent, its location* (G.schiffman, 2006). Retail's layout can have significant impact on the route a consumer takes in the store (G.schiffman K. a., 2006). There are several store lay-outs, but the most common ones are the grid layout and the free-form layout (G.schiffman K. a., 2006). In the grid layout, there are well-defined parallel aisles at a regular interval; at the lack of the store are rows at right angles to the aisles. In the free-form layouts, items are grouped together by type in a way that encourages unstructured flow of traffic. Signs and fixtures help consumers see where items are placed. In a free-form layout, the entire store is visible to the consumer. In-store stimuli such as the signs used, lighting, music, colors, shelf space, width of aisles, *displays*, and scent affect consumers' impressions of the store and their purchase behavior (G.schiffman K. a., 2006).

As a general rule, assuming that the size of two outlets offering similar merchandise are the same, most consumers will go to the one that is closer or more *convenient* (D.Lindquist, 2003). If both locations are equally convenient, most consumers prefer the larger outlet (D.Lindquist, 2003).

As we observed above under the topic 2.5, various researches showed us that retail store image affect buyer behavior significantly. Under this study also retail store image is incorporated and measured scientifically.

2.5.3 Brand name

In the modern age, brand plays an important role to boost up the economy of any country (Shehzad, 2014). In this busy life people need a brand as shortcuts for identification and selection of products (Shehzad, 2014).

Brand name is frequently perceived by consumers to be an *indicator of product or service quality* (D.Lindquist, 2003). The more difficult it is for consumers to judge quality, the higher the perceived risk (D.Lindquist, 2003). If consumers can rely up on brand reputation for that quality assessment, they perceive less risk (D.Lindquist, 2003).

A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (Keller, 2003)

A brand is a name consists of words, letters, and/or numbers that can be vocalized (Chunawalla, 2011). A brand is a promise of the seller to deliver a specific set of benefits or attributes or services to the buyer (Chunawalla, 2011). *Each brand represents a level of quality* (Chunawalla, 2011).

A good brand name should be distinctive (unique, easy to remember, and has a distinguishing features), suggestive (of quality, or may be associated with superiority or a great personality), appropriate (in the minds of consumers), easy to remember (easy to read, pronounce and spell), adaptable to new products, and register able (Chunawalla, 2011).

Brand has various roles to consumers as: *identification of sources of product, assignment of responsibility to product maker, risk reducer, search cost reducer, promise/bond with maker of product, symbolic device, and signal of quality* (Keller, 2003).

As we observed above under topic 2.5, various researches showed us that brand name affect buyer behavior significantly. In this study also it is included and measured scientifically.

2.5.4 Price

Price is the amount of money we must sacrifice to acquire something we desire (Monroe, 2003).

Price is for most consumers, and in many buying situations, the most significant influencing factor in alternative evaluation (D.Lindquist, 2003). Past purchases, perceptions of product benefits, and perception of possible product costs all help determine *what price range is acceptable* (D.Lindquist, 2003). In some situations, consumers are not even aware of the price of

the goods purchased (D.Lindquist, 2003). This is more common for products that are low in importance for consumers, such as household necessities like toothpaste or floor cleaners.

Price, brand reputation, key product signals, and market beliefs are all commonly used heuristics (D.Lindquist, 2003). They are mental shortcuts that help consumers reach decisions quickly and efficiently (D.Lindquist, 2003). Price can be perceived as an *indicator of quality*, and *consumers may often be willing to pay more for products or services they think are better quality than competitors* (D.Lindquist, 2003).

Research reveals that price considerations can *help determine the extent of the search process* (G.schiffman, 2006). When significant price differences exist, consumers may engage in smart shopping; that is, they will invest considerable time and effort in looking for and using promotion-related information in order to obtain *a price savings* (G.schiffman K. a., 2006).

When alternative information about true quality is available, price becomes a less significant indicator of quality (Philip Kotler, 2009). Consumers often employ a reference price, comparing a product's price to an internal reference price they remember or an external frame of reference such as a posted "regular retail price" (Philip Kotler, 2009).

Discounts are reductions from list price given by a seller to buyers who either give up some marketing functions or provide the function themselves (William D.Perreault, 2006). Discounts can be useful in marketing strategy planning (William D.Perreault, 2006). *Discounts encourage repeat buying* of customers (William D.Perreault, 2006).

As we observed above under topic 2.5, various researches showed us that price affect buyer behavior significantly. In this study also its effect on consumers' behavior of water closets and hand wash basins purchase is included and measured scientifically.

2.5.5 Plumbers' opinion

People who have knowledgeable about products and whose advice others take seriously are called opinion leaders (R.Solomon, 2007). An opinion leader is a person who is frequently able to influence others' attitudes or behaviors (R.Solomon, 2007).

Opinion leadership is a product-specific personality trait related to *product expertise* (D.Lindquist, 2003). An opinion leader is a person who is well versed in a product category *because, for example, his or her job is somewhat related to the product* (D.Lindquist, 2003).

Consumers seek opinion leaders for the following reasons (G.schiffman, 2006).

- ✓ To obtain new-product or new-usage information
- ✓ To *reduce their risk* by receiving first-hand knowledge from a user about a specific product or brand
- ✓ To *reduce the search time* entailed in the finding the right product or service
- ✓ To *gain the approval* of the opinion leader if they follow that person's advice and buy the product.

As we observed above under topic 2.5, various researches showed us that plumber opinion affect buyer purchase preferences significantly. In this study also it is included and measured scientifically.

2.5.6 Satisfaction on the previous purchase

Satisfaction is important to marketers because *it influences future purchases* (R.Kardes, 2011). Overall *satisfaction with the product* includes satisfaction with *its performance* and satisfaction with the shopping experience. At times, deficiencies in one area (e.g., poor service) can affect or even counteract positive performance in the other (e.g., excellent product performance) (G.schiffman K. a., 2006). Since satisfied consumers are more likely to become repeat buyers and brand-loyal customers, it is imperative that marketers attempt to make *the actual performance exceed the expected one* (G.schiffman K. a., 2006). This can be done by developing realistic expectations, or not overstating the products' benefits or attribute in promotional campaigns (G.schiffman K. a., 2006). Consumer satisfaction can lead to positive word-of-mouth communication and repeat purchases.

As interview findings from consumers and sales people indicated that, the following variables have greater role in satisfaction of consumers of water closets and hand wash basins: excellent product performance, educating consumers how to install and use it, provision of spare parts, and home delivery at purchase.

As we observed above under topic 2.5, research showed us that satisfaction on the previous purchase affect buyer repeat purchase intentions. In this study also it is included and measured scientifically.

2.6 Conceptual frame work of this study

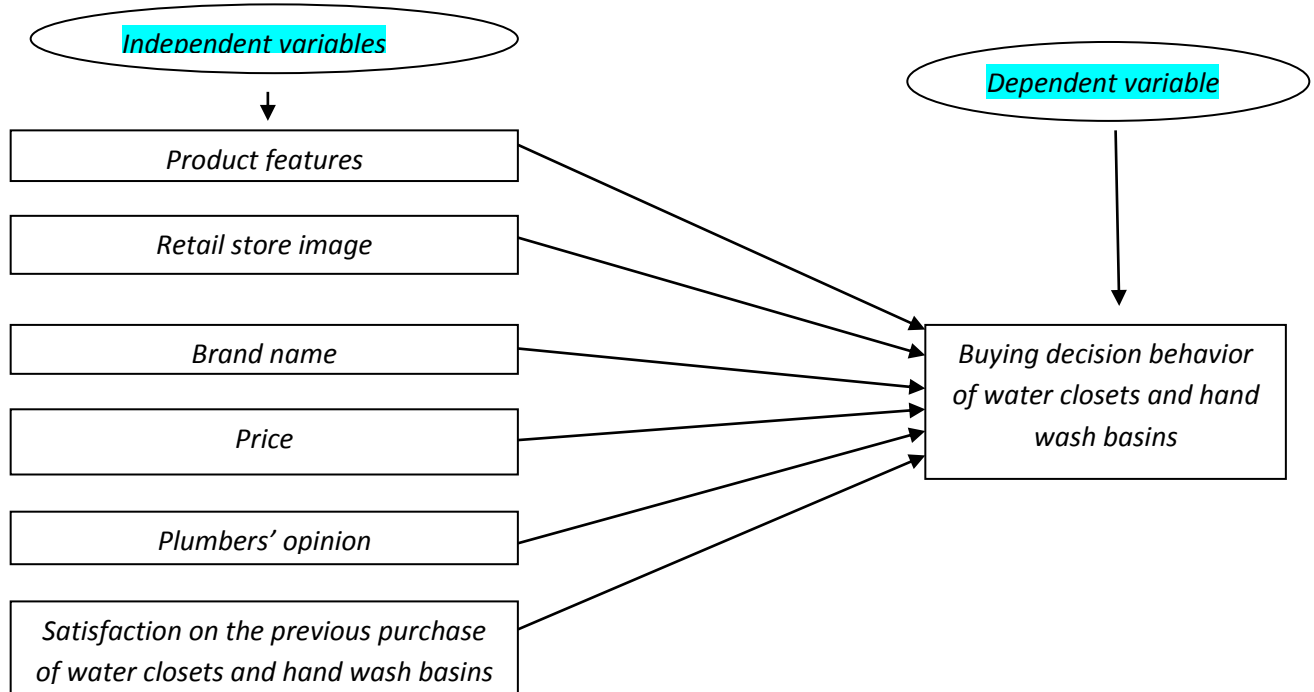


Fig. 2.2 Conceptual frame work/model/ of this study adopted from (Sata, 2013).

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. The population of study

This study encompasses the following population characteristics:

- ✚ The geographical coverage of the study includes the city of Addis Ababa.
- ✚ Both women and men with 18 and above years old irrespective of their marital status.
- ✚ In addition of the above criteria, the target population includes those who purchased water closets and hand wash basins over the past five years (as these products are durable and hence infrequently purchased) and have a relative understanding of the materials selected. Hence, the population under this study is unlimited.

3.2. Units of analysis and sampling method

The subject of the study or *unit of analysis of this study* includes residential houses, shopping malls, educational institutions, hospitals, and hotels and restaurants that purchased water closets and hand wash basins over the past five years in Addis Ababa city. *All probability sampling methods involve random sampling which in turn requires a complete list of known population* (Carl McDaniel, 2010). But for this study obtaining a complete list of the population under study who purchased water closets and hand wash basins over the past five years can be difficult and hence the population is unlimited. The nature of this research does not full fill the requirement of using probability sampling. Hence, *non probability quota sample was used*. As the population under this study is categorized/stratified among groups of population and require no list of population (G.Zikmund, 2000), it is appropriate to use non-probability quota sample. The proportion was determined simply by the student researcher's judgment that residential houses are *the major direct users (consumers) of water closets and hand wash basins* under this study and in addition to this condominium houses are most highly growing and flourishing projects in Addis Ababa that water closets and hand wash basins are assumed to be highly and intensively utilized especially through renovation by these consumers. The rest of the units of study were proportioned in a way that they by themselves as business providers' are *indirect users (consumers) of water closets and hand wash basins* and their usage of water closets and hand

wash basins by themselves are relatively assumed to be small. Accordingly samples were drawn among the population under study with the following proportion:

Table 3.1 Sample quota proportion

S.N	Sample unit	Percentage taken	Sample size
1	Residential houses	66.00%	253
2	Shopping malls	5.20%	20
3	Educational institutions	5.90%	23
4	Hospitals	4.00%	15
5	Hotels and restaurants	18.90%	73
	Total sample size		384

To increase the representativeness of this non-probability quota sample, the data is collected carefully and thoroughly. This issue is discussed under the topic validity and reliability. Non-probability samples of the population are reasonably representative if collected in a careful, thorough manner (Carl McDaniel, 2010).

3.3. Research design and approach

This research is *descriptive* and *causal* in nature as this research tries to investigate *what factors at what level* affect consumers buying decision behavior of water closets and hand wash basins. Descriptive studies are conducted to answer who, what, when, where, and how questions and measures association (Carl McDaniel, 2010). Causal studies investigates whether the value of one variable causes or determines the value of another variable, in an attempt to establish linkage between them and generally measures the level of impact of the independent variables on the dependent variable (Carl McDaniel, 2010).

This research adopts a quantitative approach. Quantitative research enables to increase the degree of reliability and statistical analysis of the data (Carl McDaniel, 2010).

3.4. Sample size determination

As previously discussed the population size of this study is unknown since the student researcher cannot get the list of those populations who purchased water closets and hand wash basins over

the past five years in Addis Ababa. Hence, the sample size for unknown and large population could be calculated using $n = Z^2 P (1-P)/e^2$ formula (Cochran, 1963).

P = the frequency of purchase over the past five years is 0.5 or 50% (where P is maximum)

e = the tolerable error is 0.05 or 5%

Z = the level of confidence is 95% which is 1.96 of standard deviation

$$n = (1.96)^2 0.5 (1-0.5) / (0.05)^2 = 384.16 \text{ or } 384.$$

3.5. Data collection method

In this study survey (interview, and survey questionnaire-self administered type) and observation of the market and consumers methods of data collection were utilized.

Interview was used in identifying the product nature and influencing factors of purchase decision in water closets and hand wash basins choice. Whereas observation was used in order to identify the prevailing brands in the market. The survey questionnaire was used to collect the primary data for this research that enables the data to be analyzed quantitatively. The 5 point opinion likert scale questionnaire of 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree type were used to generate the data necessary to accomplish the objectives of the research project.

Before conducting the main survey, a pre-test (pilot survey) of the questionnaire on each sample units of 10 conveniently selected sample populations whose understanding of water closets and hand wash basins relatively higher was conducted. Based on the results obtained - the questionnaire was translated to Amharic version, some words were corrected, and some unnecessary demographic questions were omitted.

3.6. Sources of data

In this study both secondary and primary data were used. Secondary sources that were used in this research include books, journal articles, reports, research paper, and various e-documents that help assist the preparation of this study. The primary sources for this research as previously discussed were survey questionnaires.

The *independent variables* that appeared in the questionnaire, which are used to generate the primary data, include product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase of water closets and hand wash basins that may affect the *dependent variable* of buying decision of water closets and hand wash basins which also included in the questionnaire. As discussed above in this chapter, interviews were used in identifying the product nature and influencing factors of consumers purchase decisions in water closets and hand wash basins choices whereas observation was used in order to identify the prevailing brands in the market. Information from secondary sources was also reviewed to strengthen the primary data collected through the survey questionnaire.

3.7. Validity and reliability of the research

Various different steps were taken to ensure the validity of this study:

- Research objectives were properly defined.
- Related literatures were properly addressed.
- Population was defined properly
- Data were collected from reliable sources.
- Greater effort was made in sample selection to encompass all the sample units reasonably
- Questionnaire was properly designed based on reviewed literatures and interview findings.
- Questionnaire was properly pre-tested.
- Based on the pre-tested result, questionnaire was modified accordingly.
- Questionnaires were properly distributed for those respondents who purchased water closets and hand wash basins that have a relative knowledge of the materials selected.
- Questionnaires were properly followed-up and collected.
- For some of those respondents who have not clear with some idea the student researcher personally go and explained for better understanding of the questions.
- Questionnaires were properly edited (respondents mistakes were checked).
- Data are properly analyzed using SPSS version 16 and interpreted properly.

Validity is what the researcher was trying to measure was actually measured and it is the extent to which the measurement instrument and procedures are free from both *systematic error* (results from mistakes or problems in the research or sample design) and *random error* (Carl McDaniel, 2010).

In order to increase the reliability of this study large sample of 384 was taken scientifically. As indicated in chapter four, the overall independent variables reliability of Cronbach's alpha was found to be 0.828 which is acceptable and good. *Reliability* is the degree to which measures are free from *random error* (the difference between the sample value and the true value of the population mean) and, therefore, provide consistent data (Carl McDaniel, 2010)

3.8. Data analysis method

This study utilized both descriptive and inferential statistics. Mean, standard deviation, frequency percentages, and bar chart were used to summarize sample population characteristics obtained through the questionnaire. The inferential statistics used were correlation and multiple regressions. The sample size of this study is greater than or equal to 30, which are large, that can be approximated to normal distribution (K.Malhotra, 1996), helps to increase the reliability of the data and producing statistically dependable output.

As we have come across through the objectives above, this study intends to predict or explain the impact of those factors selected on consumers buying decision of water closets and hand wash basins in Addis Ababa. Hence, it is *dependence type of association* (G.Zikmund, 2000). Accordingly, correlation and multiple regressions were used. The data entry and analysis were performed by using Statistical Package for Social Science (SPSS) version 16.

3.9 Ethical consideration

In order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses were treated in strict confidentiality. The purpose of the study was also disclosed in the introductory part of the questionnaire. Furthermore, the student researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

CHAPTER FOUR: DATA PRESENTATIONS AND ANALYSIS

4.1 An overview

This chapter is dedicated to describe the major findings and analysis of sample population based on the data gathered from respondents who purchased water closets and hand wash basins previously.

From a total of 384 respondents, 369 respondents were properly filled and returned back the questionnaires and this comprises a response rate of 96% which is suitable to conduct the analysis properly.

The information obtained from the respondents then summarized and analyzed using SPSS version 16. Both descriptive (frequency percentages, mean, standard deviation, and bar chart) and inferential statistics (correlation and multiple regressions) were used to analyze the data.

4.2 Reliability test

The sample size of this study was 384 which are considered to be large. Large samples help to reduce random error which arises from variation in the difference between the sample value and the value of the population. Thus, reliability is the degree to which measures are free from random error and, therefore, provide consistent data. Here reliability was measured using Cronbach's Alpha. If the Cronbach's alpha is greater than 0.60, the reliability is satisfactory (K.Malhotra, 1996).

Table 4.1 reliability test

Factors	N of items	Cronbach's alpha	results
Product features	11	0.742	Acceptable and good
Retail store image	2	0.779	Acceptable and good
Brand name	2	0.740	Acceptable and good
Price	2	0.847	Acceptable and good
Plumbers' opinion	2	0.721	Acceptable and good
Satisfaction on the previous purchase	2	0.793	Acceptable and good
Buying decision behavior (dependent variable)	4	0.829	Acceptable and good
Overall reliability (only independent Variables)	21	0.828	Acceptable and good
Overall reliability (including independents and dependent variable)	25	0.868	Acceptable and good

4.3 Demographic characteristics

This section outlines the findings on the demographic characteristics of the sample, which includes age, gender, and educational level.

Table 4.2 frequency of demographic variables

Category	Frequency	Percent	Valid percent	Cumulative percent
Age				
Between 18 – 30	106	28.7	28.7	28.7
Between 31 – 40	176	47.7	47.7	76.4
Between 41 – 50	62	16.8	16.8	93.2
Between 51 – 60	23	6.2	6.2	99.5
Over 60 years of age	2	0.5	0.5	100.0
Gender				
Male	199	53.9	53.9	53.9
Female	170	46.1	46.1	100.0
Educational level				
No formal or some primary school	2	0.5	0.5	0.5
Primary school completed	20	5.4	5.4	6.0
High school completed	126	34.1	34.1	40.1
Technical education	80	21.7	21.7	61.8
College or university graduate	141	38.2	38.2	100.0
total	369	100	100	

As we have observed from Table 4.2 above, respondents who are male (53.9%), respondents with age group between 31 – 40 (47.7%), and respondents who graduated from college or university (38.2%) constituted the largest share among the total respondents that purchased water closets and hand wash basins previously. Female (46.1% of the total respondent) has also a significant share in the purchase of water closets and hand wash basins.

4.4 Purchase and purchase frequency of sanitary wares materials

Table 4.3 purchase and purchase frequency of sanitary wares

Category	Frequency	Percent	Valid percent	Cumulative percent
Purchase of sanitary wares				
Yes	369	100.0	100.0	100.0
Purchase frequency of sanitary wares				
Infrequently	369	100.0	100.0	100.0

As the above tables show us that, all respondents previously purchased water closets and hand wash basins but infrequently.

4.5 Preferable brands of water closets and hand wash basins

As the student researcher discussed in chapter one, the following brands of water closets and hand wash basins were used by consumers in Addis Ababa: Goldragon, Summit, Acqua, Besile, Turkaz, Anchor, Goodone, Imex, RAK, Tans, Hirosoy, Ambi etc. But the question is which brands are most preferred by consumers? Here is the answer.

Table 4.4 – frequency of Preferable brand of water closets and hand wash basins

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Goldragon	59	16.0	16.0	16.0
Summit	30	8.1	8.1	24.1
Acqua	88	23.8	23.8	48.0
Besile	13	3.5	3.5	51.5
Turkaz	31	8.4	8.4	59.9
Anchor	63	17.1	17.1	77.0
Goodone	7	1.9	1.9	78.9
Imex	34	9.2	9.2	88.1
RAK	24	6.5	6.5	94.6
Tans	11	3.0	3.0	97.6
Ambi	2	.5	.5	98.1
Other	7	1.9	1.9	100.0
Total	369	100.0	100.0	

As observed from the above table, Acqua, Anchor, and Goldragon are the most preferable brands with a percentage of 23.8, 17.1, and 16.0 respectively. The least preferable brand is Ambi which constitutes 0.5% of the total respondents.

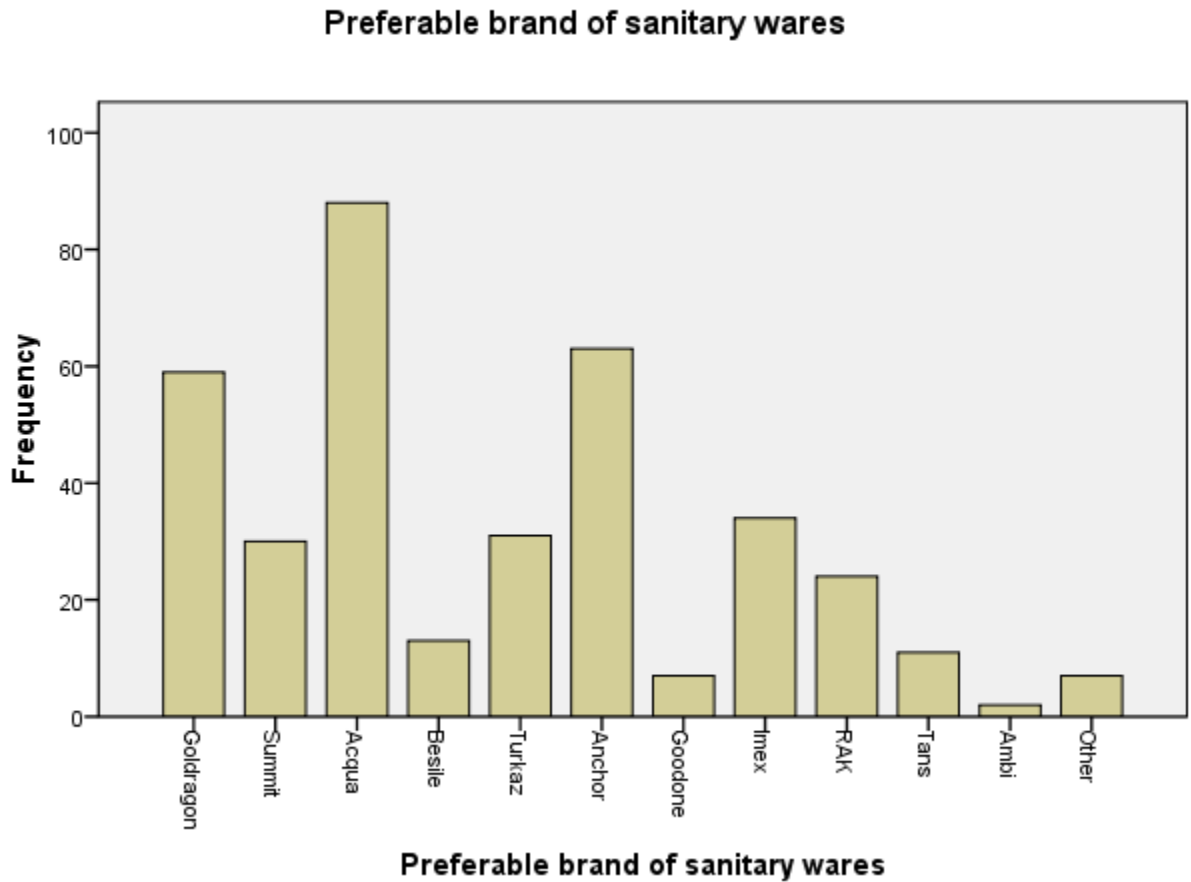


Chart 1 – preferable brands of water closets and hand wash basins

4.6 Purposes for which respondents purchase water closets and hand wash basins

Table 4.5 – frequency of Purpose of purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Residential Houses	244	66.1	66.1	66.1
Shopping malls	18	4.9	4.9	71.0
Educational institutions	22	6.0	6.0	77.0
Hospitals	15	4.1	4.1	81.0
Hotels and restaurants	70	19.0	19.0	100.0
Total	369	100.0	100.0	

As observed from the above 4.5 table, residential houses (66.1%) constituted the largest buyer of water closets and hand wash basins followed by hotels and restaurants (19%). The least buyers of water closets and hand wash basins were hospitals (4.1%). The result confirmed the proportion prescribed under chapter 3 of non-probability quota sample.

4.7 Descriptive statistics of the independent factors that affect purchase decisions

4.7.1 Descriptive statistics of product features

Table 4.6 - Descriptive Statistics of the product features

	N	Minimum	Maximum	Mean	Std. Deviation
Single flush toilet	369	1	4	2.56(Disagree)	1.501
Double flush toilet	369	2	5	4.41(Strongly Agree)	.556
Looks of the toilet	369	2	5	3.37(Neutral)	1.355
Small size toilet	369	1	5	2.07(Disagree)	1.441
Medium size toilet	369	1	5	4.59(Strongly Agree)	.732
Large size toilet	369	1	5	2.84(Neutral)	1.182
'P' trap toilet (waste to wall)	369	1	5	2.94(Neutral)	.786
'S' trap toilet (waste to floor)	369	1	5	4.32(Strongly Agree)	.568
Dependable performance	369	1	5	4.57(Strongly Agree)	.527
White color toilet	369	3	5	4.35(Strongly Agree)	.516
Non white color toilet	369	1	5	2.18(Disagree)	1.176
Valid N (list wise)	369				

A Likert scale is used to measure the level of agreement that each variable affects consumers purchase decision. The intervals for breaking the range could be calculated to determine the level of agreement for each variable on the dependent factor/variable based on the calculated mean. With five point scale the intervals for breaking the range in measuring each variable are calculated as follows: $\text{Maximum} - \text{Minimum} / 5 = 0.8$ scale level (Assefa, 2012), and hence

- 1.00 – 1.80 ----- strongly disagree (1)
- 1.81 – 2.60 ----- Disagree (2)
- 2.61 – 3.40 ----- Neutral (3)
- 3.41 – 4.20 ----- Agree (4)
- 4.21 – 5.00 ----- Strongly agree (5).

Accordingly, respondents as indicated in the above table, on average strongly agreed in considering double flush toilet (mean = 4.41), medium sized toilet (mean = 4.59), 'S' trap toilet (mean = 4.32), dependable performance (mean =4.57), and white color toilet (mean = 4.35)

during purchase of water closets and hand wash basins. Hence, these product features have an influential role in purchase of water closets and hand wash basins. On the other hand the means of those variables with strongly agree levels above are about equal or within same scale level (5) with small standard deviation is for white color water closets and hand wash basins (0.516) followed by reliability or dependable performance of water closets and hand wash basins (0.527). This shows that the data are closely clustered to mean of these variables and hence they have an influential role in purchase of water closets and hand wash basins.

4.7.2 Descriptive statistics of retail store image

Table 4.7 - Descriptive Statistics of a retail store image

	N	Minimum	Maximum	Mean	Std. Deviation
A store with variety of product assortment	369	1	5	4.06(Agree)	1.165
A store with convenient location	369	1	5	4.36(Strongly Agree)	.951
Valid N (list wise)	369				

According to the scale level stated under table 4.6, respondents on average strongly agreed that in considering a store with convenient location during purchase of water closets and hand wash basins. On the other hand the two means above are not about equal or are not within same range of scale level that we cannot say the distribution is clustered around to mean using standard deviation.

4.7.3 Descriptive statistics of brand name

Table 4.8 - Descriptive Statistics of brand name

	N	Minimum	Maximum	Mean	Std. Deviation
This brand represents quality	369	1	5	4.08(Agree)	1.182
This brand reduces search time	369	1	5	4.15(Agree)	1.010
Valid N (list wise)	369				

According to the scale level stated under table 4.6, respondents on average agreed that in considering both of the above variable during purchase of water closets and hand wash basins. On the other hand the two means above are about equal or within same scale level (4) with small standard deviation is for a brand reduces search time. This shows that the data are closely

clustered to mean of this variable and it has an influential role in purchase of water closets and hand wash basins.

4.7.4 Descriptive statistics of price

Table 4.9 - Descriptive Statistics of price

	N	Minimum	Maximum	Mean	Std. Deviation
Affordability	369	1	5	4.56(Strongly Agree)	.779
Purchase at whatever price provided that the product is quality	369	1	5	4.47(Strongly Agree)	.921
Valid N (list wise)	369				

According to the scale level stated under table 4.6, respondents on average strongly agreed that in considering affordability and purchase at whatever price provided that the product is quality. On the other hand the two means above are about equal or within same scale level (5) with small standard deviation is for affordability. This shows that the data are closely clustered to mean of this variable and it is an influential factor in purchase of water closets and hand wash basins. This also showed that most consumers are price sensitive.

4.7.5 Descriptive statistics of plumbers' opinion

Table 4.10 - Descriptive Statistics of plumbers' opinion

	N	Minimum	Maximum	Mean	Std. Deviation
Plumbers opinion reduces search time	369	1	5	4.07(Agree)	1.178
Plumbers opinion reduces risk	369	1	5	4.14(Agree)	1.008
Valid N (list wise)	369				

According to the scale level stated under table 4.6, respondents on average agreed that in considering both the above variables during purchase of water closets and hand wash basins. On the other hand the two means above are about equal or within the same scale level (4) with small standard deviation is for plumbers' opinion reduces risk. This shows that the data are closely clustered to mean of this variable and it is an influential factor in purchase of water closets and hand wash basins.

4.7.6 Descriptive statistics of satisfaction on the previous purchase

Table 4.11 - Descriptive Statistics of satisfaction on the previous purchase

	N	Minimum	Maximum	Mean	Std. Deviation
Spare part provision of a store	369	1	5	3.45(Agree)	.932
This product performs as my expectation	369	1	5	4.08(Agree)	1.035
Valid N (list wise)	369				

According to the scale level stated under table 4.6, respondents on average agreed that in considering a product performance as their expectation and spare part provision of a store during purchase of water closets and hand wash basins. On the other hand the two means above are about equal or within same scale level (4) with small standard deviation is for spare part provision of a store. This shows that the data are closely clustered to mean of this variable and it is an influential factor in purchase of water closets and hand wash basins.

4.8 Independent factors with average mean and standard deviation

Table 4.12 – Average mean and standard deviation of the independent factors

Independent factors	Mean	Std. deviation	scale level	Remark
Price	4.51	0.85	Strongly Agree	Average of agree and strongly agree only
Product features	4.45	0.58	Strongly Agree	Average of agree and strongly agree only
Retail store image	4.21	1.058	Strongly Agree	Average of agree and strongly agree only
Brand name	4.12	1.096	Agree	Average of agree and strongly agree only
Plumbers' opinion	4.11	1.093	Agree	Average of agree and strongly agree only
Satisfaction on the previous purchase of water closets and hand wash basins	3.76	0.9835	Agree	Average of agree and strongly agree only

The standard deviation is commonly used as a measure to compare the spread in two or more sets of observations. A small value for a measure of dispersion indicates that the data are clustered to mean. The mean is therefore considered representative of the data (Douglas A.Lind, 2009). An assumption is made that the means are *about equal*. The smaller the standard deviation indicates that the distribution is more homogeneous (S.Rubin, 2008). According to mean scale level stated under table 4.6, from the above table 4.12, among the independent factors

with the highest scale level product features (mean = 4.45), and price (mean = 4.51) that have about equal mean or within range of same scale level (5) have the lowest standard deviation of 0.58, and 0.85 of less than one respectively. Hence, the mean of these independent factors have stable and they highly influence consumers purchase decision of water closets and hand wash basins.

4.9 Exploring the hypothesis

4.9.1 Test of multi-co linearity

Multi-co linearity test is useful in knowing whether there are inter-correlations among independent variables.

Table 4.13 – test of multi-co linearity

Model	Co linearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product features	.984	1.017
Retail store image	.158	6.311
Brand name	.112	8.945
Price	.561	1.783
Plumbers opinion	.111	9.047
Satisfaction on the previous purchase	.941	1.063

As observed from table 4.13 above, the values of Variance Inflation Factor (VIF) for all independent variables or factors are less than 10 (Gareth James, 2013). Hence, there is no multi-co-linearity among independent variables. Therefore, it is possible to use correlation and multiple regressions analysis.

4.9.2 Pearson correlation result of the variables

Table 4.14 – Pearson correlation result for the variables

		Product features	Retail store image	Brand name	Price	Plumbers opinion	Satisfaction on the previous purchase	Buying decision
Product features	Pearson Correlation	1	.079	.064	.052	.040	.073	.887**
	Sig. (2-tailed)		.127	.216	.315	.449	.164	.000
	N	369	369	369	369	369	369	369
Retail store image	Pearson Correlation	.079	1	.895**	.646**	.895**	.150**	.241**
	Sig. (2-tailed)	.127		.000	.000	.000	.004	.000
	N	369	369	369	369	369	369	369
Brand name	Pearson Correlation	.064	.895**	1	.609**	.933**	.119*	.221**
	Sig. (2-tailed)	.216	.000		.000	.000	.022	.000
	N	369	369	369	369	369	369	369
Price	Pearson Correlation	.052	.646**	.609**	1	.606**	.220**	.278**
	Sig. (2-tailed)	.315	.000	.000		.000	.000	.000
	N	369	369	369	369	369	369	369
Plumbers opinion	Pearson Correlation	.040	.895**	.933**	.606**	1	.102*	.197**
	Sig. (2-tailed)	.449	.000	.000	.000		.050	.000
	N	369	369	369	369	369	369	369
Satisfaction on the previous purchase	Pearson Correlation	.073	.150**	.119*	.220**	.102*	1	.150**
	Sig. (2-tailed)	.164	.004	.022	.000	.050		.004
	N	369	369	369	369	369	369	369
Buying decision	Pearson Correlation	.887**	.241**	.221**	.278**	.197**	.150**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.004	
	N	369	369	369	369	369	369	369

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

* . Correlation is significant at the 0.05 level (2-tailed).

As observed from the above table, all the independent variables are positively correlated with the dependent variable of buying decision of water closets and hand wash basins. It is also noted that the significant or p-value is less than the α value of 0.01, and hence it confirms that all the hypothesis that previously assumed are positively correlated with the dependent variable of buying decision of water closets and hand wash basins. The table above also shows that there exists a relationship between the independent factors and dependent variable. As most literatures state that correlation coefficient (r) less than 0.4 has weak strength, between 0.4 and 0.8 has moderate strength and greater than 0.8 has strong correlation. Accordingly, only product features with correlation coefficient of 0.887 have strong correlation with buying decision behavior of water closets and hand wash basins and the rest of the variables have weak but positive correlations. Generally, next to product features price is somehow moderately correlated with the dependent variable of buying decision of water closets and hand wash basins. As observed above, the least correlated variable with buying decision is satisfaction on the previous purchase of water closets and hand wash basins with $r = 0.150$. The result shows that as a product has more features and the price becomes affordable, consumers' purchase of water closets and hand wash basins increase. These results are also supported by the descriptive statistics previously discussed.

The empirical study discussed previously in chapter two also supports these findings. Research undertaken by Kathryn Rathouse Social Research (2008), Sata (2013), Arya (2014), and Karan Singh Thagunna (2013) identified that product features and price have an influential role in consumer purchase decision.

4.9.3 Multiple regression analysis

Table 4.15 - Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.842	.839	1.430

a. Predictors: (Constant), Satisfaction on the previous purchase, Product features, Plumbers opinion, Price, Retail store image, Brand name

b. Dependent Variable: Buying decision

Table 4.16 – regression coefficients ^a

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-14.040	.659		-21.305	.000
	Product features	.537	.013	.871	41.342	.000
	Retail store image	.023	.097	.012	.238	.812
	Brand name	.038	.114	.021	.337	.737
	Price	.447	.063	.199	7.127	.000
	Plumbers opinion	.013	.116	.007	.115	.909
	Satisfaction on the previous purchase	.075	.043	.038	1.742	.082

a. Dependent Variable: Buying decision behavior

As observed from table 4.15, 83.9% (the adjusted R^2) of consumers buying decision of water closets and hand wash basins are explained by product features, retail store image, brand name, price, plumbers’ opinion, and satisfaction on the previous purchase of water closets and hand wash basins. The rest of the buying decisions, 16.1%, are explained by other factors which are not treated here. Hence, importers/manufacturers generally should give great attention for these variables in order to influence consumers buying decision and get greater sales. Table 4.15 also showed that there is strong relationship between independent variables and dependent variable of buying decision with $R = 0.918$.

As observed from table 4.16 above, the highest and statistically significant un-standardized regression coefficient or β is for product features (0.537) followed by price (0.447) and their significance or p-value is also less than $\alpha = 0.05$. Hence, these two variables significantly explain or influence consumers buying decision behavior of water closets and hand wash basins. As indicated above the dependent variable of consumers buying decision of water closets and hand wash basins is least explained by plumbers’ opinion with β value of 0.013. The un-standardized coefficient (β) also shows the estimated effect of a one – unit increase in each of the associated independent variables on the dependent variable (Carl McDaniel, 2010). Hence, for example, a one-unit addition or increases in the product features are associated with 0.537 unit increase in

consumers buying decision of water closets and hand wash basins. Hence, importers/manufacturers should give special attention for product features and price as they are significantly affect consumers buying decision of water closets and hand wash basins. They should differentiate their offerings with new features at a reasonable price in order to have the right share of the market or to gain competitive advantage. But this means that they should give no attention for those variables that are not significant. Satisfaction on the previous purchase with $\beta = 0.075$, brand name with $\beta = 0.038$, retail store image with $\beta = 0.023$, and plumbers opinion with $\beta = 0.013$ have also given due attention as they are positively correlated with buying decision of water closets and hand wash basins. Firms need to provide adequate spare parts, build their brand name, provide variety of products conveniently, and provide motivational incentives for plumbers to increase the level of sales and get a better competitive advantage. Finally, the estimated explained regression equation is stated as follows: consumers buying decision of water closets and hand wash basins = $-14.040 + 0.537pf + 0.023rsi + 0.038bn + 0.447pr + 0.013po + 0.075sopp$, where pf=product features, rsi=retail store image, bn=brand name, pr=price, po=plumbers' opinion and sopp=satisfaction on the previous purchase.

The empirical study discussed previously in chapter two also supports these findings. Research undertaken by Kathryn Rathouse Social Research (2008), Sata (2013), Arya (2014), and Karan Singh Thagunna (2013) identified that product features and price have statistically significant effect on consumer purchase decision. These results are also supported by the descriptive statistics discussed previously.

4.9.4 Summary of the hypothesis

Table 4.17 summary of the hypothesis

NO.	The hypothesis	Result	Reason
H1	Product features have a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.	Fail to reject	a)r=0.887, sig.=0.000 & $\alpha=0.01$ b) $\beta=0.537$, sig.=0.000 & $\alpha=0.05$
H2	Retail store image has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.	Rejected	a)r=0.241, sig.=0.000 & $\alpha=0.01$ b) $\beta=0.023$, sig.=0.812 & $\alpha=0.05$
H3	Brand name has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.	Rejected	a)r=0.221, sig.=0.000 & $\alpha=0.01$ b) $\beta=0.038$, sig.=0.737 & $\alpha=0.05$
H4	Price has a positive relationship and statistically significant effect with consumer buying decision of water closets and hand wash basins.	Fail to reject	a)r=0.278, sig.=0.000 & $\alpha=0.01$ b) $\beta=0.447$, sig.=0.000 & $\alpha=0.05$
H5	Plumbers' opinion has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.	Rejected	a)r=0.197, sig.=0.000 & $\alpha=0.01$ b) $\beta=0.013$, sig.=0.909 & $\alpha=0.05$
H6	Satisfaction on the previous purchase of water closets and hand wash basins has a positive relationship and statistically significant effect with consumers buying decision of water closets and hand wash basins.	Rejected	a)r=0.150, sig.=0.004 & $\alpha=0.01$ b) $\beta=0.075$, sig.=0.082 & $\alpha=0.05$

As observed above, all the hypothesis have a positive correlation or relationship (and hence, *all the hypothesis related with correlation are **accepted***) but only two of them, that is, product features and price have a statistically significant effect (and hence regarding the significant effect, *only the hypothesis related with product features and price are accepted*) on consumers buying decision behavior of water closets and hand wash basins.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The general purpose of this study is to measure the impact of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase on consumers buying decision of water closets and hand wash basins in Addis Ababa. Specifically, the purpose is to find out whether there exists a relationship between independent variables and dependent variable, which factor/s has/have a positive and statistically significant effect on buying decision, and to identify the top preferred brand of water closets and hand wash basins.

From various literatures discussed and interview findings from sales personnel, sellers and consumers of selected water closets and hand wash basins retail outlets in Addis Ababa, independent factors of product features, retail store image, brand name, price, plumbers' opinion, and satisfaction on the previous purchase that affect the dependent variable of consumers buying decision was identified.

A sample size of 384 respondents was selected using non-probability quota sampling. Data was collected through both secondary and primary methods using survey methods (interview and questionnaire) and observation technique from sample units of residential houses, shopping malls, educational institutions, hospitals, and hotels and restaurants to analyze the data quantitatively. The data was analyzed using descriptive statistics (frequency percentages, mean, standard deviation, and bar chart) and inferential statistics (correlation and multiple regressions).

With a response rate of 96% the following findings were obtained.

- All the identified independent factors have a positive correlation with the dependent variable of consumers buying decision of water closets and hand wash basins.
- Product features and price have a statistically significant effect/impact on consumers buying decision of water closets and hand wash basins.
- Acqua, Goldragon, and Anchor were identified as the most preferable brands of water closets and hand wash basins by consumers in Addis Ababa.

5.2 Recommendations

Water closets and hand wash basins are used for sanitation purposes. Bathrooms were once considered just as one portion where people usually visit early in the morning to perform their daily routine. Today they are one of the important considerations for consumers in various buildings or when they renovate the buildings or replace the previous one due to technological advancement.

Water closets and hand wash basins, especially, is closely connected with housing, and so it has developed considerably with the structural improvement and modernization of dwelling. It is believed that the demands for water closets and hand wash basins will further increase together with the increasing demands of new construction including condominium houses.

Marketers need to identify and select new product features by researching consumers need and calculating consumers value versus company costs for each potential features.

Based on the findings of this study, firms/importers of this industry should employ the following recommendations and can affect consumers buying decision behavior significantly and thereby increase sales and profitability.

- ✚ Through continuous consumers need assessment firms/importers should *drop the unnecessary product features* and *adds new product features cost effectively* in order to meet a bundle of benefit requirement of consumers and gain competitive advantage through product differentiation.
 - ✓ Avoid or drop (through communicating consumers requirement with manufacturers and or suppliers) conventional or traditional or single flush toilet since it is water inefficient and hence cost for consumers.
 - ✓ Work hard for continuous product reliability or dependable performance (have water closets and hand wash basins that function for a relatively longer period of time).
 - ✓ Add or import a product feature that is disposable toilet seat cover. This will be highly being demanded for countries like Ethiopia, where public toilet is common and transmitted diseases are likely being high.

- ✓ Add or import a product feature that is especially designed for disabled consumers.
- ✓ Add or import a product features that is hands-free automatic toilet flush which enable the consumer to be more water efficient etc.
- ✚ Should deliver those product values mentioned above *affordably* (within consumers acceptable range) to the majority of consumers. Price can also be perceived as an indicator of quality, and consumers may often be willing to pay more for products they think are quality.
- ✚ Firms should also give due attention for those factors which are positively correlated but not significantly affect consumers buying decision behavior: retail store image, brand name, plumbers' opinion, and on giving due attention for consumers satisfaction on their previous purchase of water closets and hand wash basins. In today's stiff competition and changeable consumers taste and preference, for the overall market gain and consumer satisfaction marketers:
 - Have to differentiate and position their store convenience and brands properly
 - Motivate plumbers through various incentives like commission to promote their brands to consumers as they have influential and expert power on water closets and hand wash basins.
 - Provide spare parts like toilet inner mechanisms sufficiently and work hard on their products reliable performance.

5.3 Further research

This research did not study all the variables that affect buying decision of water closets and hand wash basins. There are other variables like *country of origin and cultural factors* which will affect consumers purchase decisions. Hence other research that incorporates these and other factors can be undertaken for a complete set of study.

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APENDIX

A) Addis Ababa University School of Commerce

Department of Marketing Management

Survey questionnaire

This questionnaire is designed to collect data on factors affecting consumers buying decision of sanitary wares. It is intended for the partial fulfillment of Master Degree in Marketing Management. Hence, taking into account its educational purpose, you are kindly requested to fill the questionnaire objectively and honestly since the student researcher believes that the outcome of this study will highly depend up on your cooperation. The result of the study will used for academic purpose only. Participation is purely voluntary and no need to write your name.

If you have any query or comments please contact me through cell phone: 0911-641536 and or e-mail: jemalnu@gmail.com .

THANK YOU FOR YOUR COOPERATION!

Instructions

- This questionnaire will be filled by those respondents whose age is 18 and above.
- The respondents will be those individuals who have purchased and used water closets and hand wash basins previously.

Part I General Information

Please put an 'X' mark of your choice on the space provided.

S.N	Demographic information	Categories	Put 'X' mark
1	Age	1. Between 18 – 30	
		2. Between 31 – 40	
		3. Between 41 – 50	
		4. Between 51 – 60	
		5. Over 60 years of age	
2	Gender	1. Male	
		2. Female	
3	Educational Level	1. No formal or some primary school	
		2. Primary school completed	
		3. High school completed	
		4. Technical education	
		5. College or University graduate	

Part II Brand choice and purchase of Water Closets and Hand Wash Basins

Please put 'X' mark in front of your option choice

S.N	Screening questions & brand Choice	Options	Put 'X' mark
4	Have you purchased water closets and hand wash basins previously?	1. Yes	
		2. No	
If your answer is Yes for the above question, please answer the next two questions			
5	How often do you purchase/shop water closets and hand wash basins?	1. Always/frequently	
		2. Occasionally/sometimes/infrequently	
6	Your preferable brand of Water Closet and Hand Wash Basin	1. Goldragon	
		2. Summit	
		3. Acqua	
		4. Besile	
		5. Turkaz	
		6. Anchor	
		7. Goodone	
		8. Imex	
		9. RAK	

		10. Tans	
		11. Hirosy	
		12. Ambi	
		13. Other, please specify	
7	For what purpose you have purchased water closet and hand wash basin?	1. Residential houses	
		2. Shopping mall	
		3. Educational institutions	
		4. Hospitals	
		5. Hotels and restaurants	

Part III Basic Information

Please put 'X' in the space provided on the appropriate response category against each question where **1= Strongly Disagree (SD)**, **2= Disagree (D)**, **3= Neutral (N)**, **4= Agree (A)**, **5= Strongly Agree (SA)**.

S.N	Factors affecting purchase of water closets and hand wash basins	Statements	Scales				
			1	2	3	4	5
			SD	D	N	A	SA
8	Product features	1. I consider traditional /single flush /toilet during purchase.					
		2. I consider water efficient /double flush /toilet during purchase.					
		3. I consider looks of water closets and hand wash basins during purchase					
		4. I consider small size water closet and hand wash basins during purchase					
		5. I consider medium size water closet and hand wash basins during purchase					
		6. I consider large size water closet and hand wash basins during purchase					
		7. I consider water closets with waste flush direction to the wall /'P' trap/ during purchase					
		8. I consider water closets with waste flush direction to the floor/'S' trap/ during purchase					
		9. Dependable performance is my consideration during purchase of water closets and hand wash basins					
		10. I consider white color of water closets and hand wash basins during purchase					
		11. I consider non-white color of water closets and hand wash basins during purchase					

9	Retail store image	1. A store with a variety of product assortment is my consideration during purchase.					
		2. A store with convenient location is my consideration during purchase.					
10	Brand name	1. I consider buying this brand because it represents quality for me.					
		2. I consider buying this brand because it reduces search time for me.					
11	Price	1. I consider buying this brand because it is affordable for me.					
		2. I consider buying this brand at whatever price because it is quality product.					
12	Plumbers opinion	1. Plumbers' opinion helps me in reducing search time when I consider buying water closet and hand wash basins.					
		2. Plumbers' opinion helps me in reducing risks associated with purchase of water closet and hand wash basins.					
13	Satisfaction on the previous purchase	1. I am satisfied by my previous purchase because this particular store provides me with sufficient spare parts whenever I want.					
		2. I am satisfied with this brand because it performs as my expectation.					
14	Buying decision	1. <i>I decide to buy this brand because its price is fair.</i>					
		2. <i>I decide to buy this brand because it performs better than other brands in the market.</i>					
		3. <i>I decide to buy this brand again because I am satisfied with my previous purchase.</i>					
		4. <i>I decide to buy this brand because plumbers have influenced me a lot.</i>					

THANK YOU!

B) አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ት/ቤት

የገበያ አስተዳደር ትምህርት ዘርፍ

የዳሰሳ ጥናት መጠይቅ

ይህ መጠይቅ የደንበኞች የባኞ ቤት እቃዎች ግዥ ላይ ተጽእኖ ስለሚያሳድሩ ኩነቶች መረጃ ለመሰብሰብ ታቅዶ የተዘጋጀ ነው። መጠይቁ ለከፊል የገበያ አስተዳደር የማስተር ዲግሪ ማሟያ የተዘጋጀ ነው። የዚህ ጥናት ውጤታማነት በናንተ ከፍተኛ ተሳትፎ ላይ የተመረከዘ መሆኑንና ውጤቱም ለትምህርታዊ ግብአትነት ብቻ እንደሚውል በመገንዘብ መጠይቁን በመሙላት ድጋፋችሁን እንደምትሰጡኝ በመተማመን ነው። ይህ ተሳትፎ በፈቃደኝነት ላይ የተመረከዘ በመሆኑ ስም መጻፍ አያስፈልግም።

ለሚኖርዎት ጥቁና አስተያየት በዚህ አድራሻ ሊያገኙኝ ይችላሉ፡- ሞባይል ስልክ፡ 0911-641536 እንዲሁም ኢሜይል አድራሻ፡ jemalnu@gmail.com ።

ለሚደረግልኝ ትብብር ከወዲሁ አመሰግናለሁ!

መመሪያ

- ይህ መጠይቅ የሚሞላው እድሜያቸው 18 እና ከዚያ በላይ በሆናቸው ነው።
- ይህን መጠይቅ እንዲሞሉ የሚጠበቀው ከዚህ ቀደም የሸንት ቤት መቀመጫና የእጅ መታጠቢያ የገዙ ናቸው።

ክፍል 1 ጠቅላላ መረጃ

እባክዎ በተዘጋጀው ክፍት ቦታ በምርጫዎ ትይዩ የ ' X ' ምልክት ያስፍሩ።

ተ.ቁ.	ዲሞክራሲያዊ መረጃ	ምድብ	የ ' X ' ምልክት ያስፍሩ
1	እድሜ	1. ከ 18 – 30 መሀል	
		2. ከ 31 – 40 መሀል	
		3. ከ 41 – 50 መሀል	
		4. ከ 51 – 60 መሀል	
		5. ከ 60 አመት በላይ	
2	ጾታ	1. ወንድ	
		2. ሴት	
3	የትምህርት ደረጃ	1. ማንበብና መጻፍ ብቻ	
		2. የመጀመሪያ ደረጃ ትምህርት ያጠናቀቀ	
		3. ሁለተኛ ደረጃ ትምህርት ያጠናቀቀ	
		4. ቴክኒክና ሙያ ትምህርት ያጠናቀቀ	
		5. ኮሌጅ ወይም ዩኒቨርሲቲ ተመራቂ	

ክፍል 2 የሽንት ቤት መቀመጫና እጅ መታጠቢያ የእቃ ስም (ብራንድ) ምርጫና ግዥን በተመለከተ

እባክዎ በምርጫው ትይዩ የ ' X ' ምልክት በማስፈር ይመልሱ።

ተ.ቁ.	የእቃ ስም ምርጫና መለያ መጠይቅ	ምርጫ	የ ' X ' ምልክት ያስፍሩ
4	ከዚህ ቀደም የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ገዝተው ያውቃሉ?	1. አዎ ገዝቻለሁ	
		2. አይ አልገዛሁም	
ለ ተ.ቁ 7 ጥያቄ ምላሽዎ ' አዎ ' ከሆነ፣ እባክዎ ቀጣዮቹን ሁለት ጥያቄዎች ይመልሱ።			
5	በምን ያህል ጊዜ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ይገዛሉ።	1. ሁልጊዜ	
		2. አልፎ አልፎ	
6	የርስዎ ተወዳጅ/ተመራጭ/ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ የእቃ ስም/ብራንድ/	1. ጎልድራንን	
		2. ሰሚት	
		3. አኳ	
		4. ቤዚሌ	
		5. ቱርካዝ	
		6. አንከር	
		7. ጉድዋን	
		8. ኢሜክስ	
		9. ራክ	
		10. ታንስ	
		11. ሀይሮዚ	
		12. አምቢ	
		13. ሌላ፣ እባክዎ ቢገልጹት	

7	የሽንት ቤት መቀመጫና የእጅ መታጠቢያ የገዙት	1. ለመኖሪያ ቤት ፍጆታ	
		2. በተለያዩ ንግድ ስራ ዘርፍ ለሚሰማሩ ህንጻዎች	
		3. ለትምህርት ተቋማት	
		4. ለጤና ተቋማት	
		5. ለሆቴልና ሬስቶራንት	

ክፍል 3 መሰረታዊ መረጃዎች

አባከዎ በምርጫዎ ትይዩ የ ' X ' ምልክት በማድረግ ይመልሱ። (1 = በጣም አልሰማማም (በአ)፣ 2 = አልሰማማም (አ)፣ 3 = ገለልተኛ ነኝ (ገነ)፣ 4 = እሰማማለሁ (አ)፣ 5 = በጣም እሰማማለሁ (በአ))።

ተ.ቁ.	በሽንት ቤት መቀመጫና የእጅ መታጠቢያ ግዥ ላይ ተጽእኖ የሚያሳድሩ ኩነቶች	መገለጫ አረፍተ ነገሮች	ስኬል				
			1	2	3	4	5
			በአ	አ	ገነ	አ	በአ
8	የምርት (አቃ) ባህሪያት	1. በግዥ ወቅት ባህላዊ (ሲንግል ፍላሽ) የሽንት ቤት መቀመጫ ከግምት ውስጥ አስገባለሁ።					
		2. በግዥ ወቅት ውሀ ቆጣቢ የሆነ (ደብል ፍላሽ) የሽንት ቤት መቀመጫ ከግምት ውስጥ አስገባለሁ።					
		3. የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ስገዛ ለአይታ ማራኪነቱን ታሳቢ አደርጋለሁ።					
		4. በግዥ ወቅት መጠናቸው አነስተኛ የሆነ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ከግምት ውስጥ አስገባለሁ።					
		5. በግዥ ወቅት መጠናቸው መካከለኛ የሆነ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ከግምት ውስጥ አስገባለሁ።					
		6. በግዥ ወቅት መጠናቸው ትልቅ የሆነ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ከግምት ውስጥ አስገባለሁ።					
		7. በግዥ ወቅት የቆሻሻ ማስወገጃው ወደ ግድግዳ የሆነ የሽንት ቤት መቀመጫ (ፒ-ትራፕ) ከግምት ውስጥ አስገባለሁ።					
		8. በግዥ ወቅት የቆሻሻ ማስወገጃው ወደ ወለል (መሬት) የሆነ የሽንት ቤት መቀመጫ (ኤስ-ትራፕ) ከግምት ውስጥ አስገባለሁ።					
		9. የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ስገዛ የአገልግሎት አሰጣጡን አስተማማኝነት ከግምት አስገባለሁ።					
		10. በግዥ ወቅት ነጭ ቀለም የሆነ የሽንት ቤት መቀመጫና የእጅ መታጠቢያ ከግምት ውስጥ አስገባለሁ።					
		11. በግዥ ወቅት ነጭ ቀለም ያልሆነ የሽንት ቤት					

		መቀመጫና የእጅ መታጠቢያ ከግምት ውስጥ አስገባለሁ።					
9	የመሸጫ ማእከላት (ሾውሩም) ገጽታ	1. በግዥ ወቅት የሚፈለጉ እቃዎችን ሁሉ በአግባቡና በአይነት የሚይዝ የመሸጫ ማእከል ታሳቢ አደርጋለሁ። 2. በግዥ ወቅት አመቺ በሆነ ቦታ ላይ በቀላሉ የማገኘው የመሸጫ ማእከል ታሳቢ አደርጋለሁ።					
10	የእቃው ስም (ብራንድ)	1. ይህ የእቃ ስም ጥራትን የሚያመለክት ስለሆነ በግዥ ወቅት ታሳቢ አደርገዋለሁ። 2. ይህ የእቃ ስም ብዙ ገበያ ላይ የሚገኙ የእቃ ስሞችን ለመምረጥ የምወስደውን ጊዜ ስለሚቀንሰልኝ በግዥ ወቅት ታሳቢ አደርገዋለሁ።					
11	የመሸጫ ዋጋ	1. ይህ የእቃ ስም ዋጋው በኔ አቅም ክልል ውስጥ ስለሆነ በግዥ ወቅት ታሳቢ አደርገዋለሁ። 2. ይህ የእቃ ስም ጥራቱ ከፍተኛ ስለሆነ በየትኛውም ዋጋ ልገዛው ታሳቢ አደርገዋለሁ።					
12	የባንባ ሰራተኞች ሀሳብ	1. የባንባ ሰራተኞች ሀሳብ በግዥ ወቅት ብዙ የእቃ ስም በማግረጥ የምወስደውን ጊዜ ለመቀነስ ይረዳኛል። 2. የባንባ ሰራተኞች ሀሳብ በግዥ ወቅት ከእቃው ጋር ተያይዞ የሚመጣውን ኪሳራ ለመቀነስ ይረዳኛል።					
13	ቀድሞ በተከናወነ ግዥ መርካት	1. ይህ የመሸጫ ማእከል ቀድሞ ላከናወንኩት ግዥ መለዋወጫ እቃዎችን በምፈልግ ስለት ስለሚያቀርብልኝ አረክቻለሁ። 2. ይህ የእቃ ስም የምጠብቀውን ያህል ግልጋሎት ስለሚሰጠኝ አረክቻለሁ።					
14	የግዥ ውሳኔ	1. ይህን የእቃ ስም (ብራንድ) መርጨጭ ለመግዛት የወሰንኩት ዋጋው ተመጣጣኝ በመሆኑ ነው። 2. ይህን የእቃ ስም መርጨጭ ለመግዛት የወሰንኩት ክሌሎች የእቃ ስሞች በተሻለ ግልጋሎት ስለሚሰጥ ነው። 3. ይህን ብራንድ መርጨጭ በድጋሜ ለመግዛት የወሰንኩት ቀድሞ በገዛሁት ግዥ ስለረካሁ ነው። 4. ይህን የእቃ ስም መርጨጭ ለመግዛት የወሰንኩት የባንባ ሰራተኞች በእጅግ ስላሳመኑኝ ነው።					

አመሰግናለሁ!

C) Questions for interview

1. Which brands of water closets and hand wash basins are currently prevailing in the market? (Through market observation).
2. What factors are you considering (consumers considering) in purchase of water closets and hand wash basins?
3. What aspects of the product features are you considering (consumers considering) during purchase of water closets and hand wash basins?
4. What aspects of the retail outlet are to be considered during purchase of water closets and hand wash basins?
5. Which aspects of plumbers' opinion influenced your purchase (consumers purchase) of water closets and hand wash basins?
6. Generally, what considerations do you take (consumers take) in to account to buy water closets and hand wash basins for the first or second time or again?

D) Pictures for water closets and hand wash basins



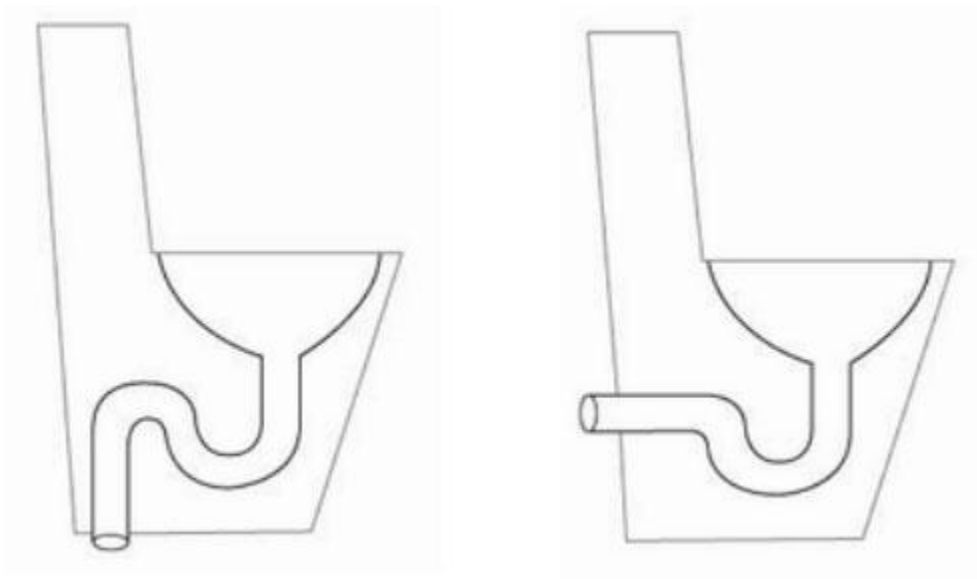
Picture 1) Water closet (right) and hand wash basin (left) for disabled individuals



Picture 2) Water closet (right) and hand wash basin with pedestal (left).



Picture 3) Dual or double flush toilet



Picture 4) 'P' trap (right) toilet and 'S' trap toilet (left)



Picture 5) Squat toilet with tank