

Addis Ababa
University
(Since 1950)



Factors Affecting Consumer Buying Behavior of Fast-Moving Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry Detergents Products

By: Alem Adere

**ADDIS ABABA UNIVERSITY COLLEGE OF
BUSINESS AND ECONOMICS DEPARTMENT
OF MARKETING MANAGEMENT**

June, 2021

Addis Ababa

**Factors Affecting Consumer Buying Behavior of Fast-Moving
Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry
Detergents Products**

**ADDIS ABABA UNIVERSITY COLLEGE OF
BUSINESS AND ECONOMICS DEPARTMENT
OF MARKETING MANAGEMENT**

**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ADDIS ABABA
UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER IN MARKETING MANAGEMENT**

By: Alem Adere

Advisor: DR. Getie Andualem

June2021

Addis Ababa, Ethiopia

DECLARATION

I, Alem Adere, hereby declare that this Thesis titled “**Factors Affecting Consumer Buying Behavior of Fast-Moving Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry Detergents Products**” is my own work. I have done this research work with the guidance and support of the research advisor, Getie Andualem (Dr). Secondary sources or other materials used have been acknowledged. Moreover, this study has not been submitted to any other institution for certification of degree or diploma program.

Alem Adere

Student's Name

Signature

Date

Statement of Certification

The Thesis topic entitled “**Factors Affecting Consumer Buying Behavior of Fast-Moving Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry Detergents Products**” is original work of Alem Adere’s to certify Master’s Degree in Marketing Management. Therefore, It is suitable for submission for the award of Master’s Degree in Marketing Management.

Dr Getie Andualem

Advisor

Signature

Date

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

GRADUATE STUDIES MA PROGRAM

“Factors Affecting Consumer Buying Behavior of Fast-Moving Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry Detergents Products”

By: Alem Adere

Approved by Board of Examiners

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

TABLE OF CONTENTS

Contents	Page No.
ACKNOWLEDGEMENTS	i
LIST OF TABELS	ii
LIST OF FIGURES	iii
LIST OF ABBREVIATIONS	iv
ABSTRACT	v
CHAPTER ONE: INTRODUCTION	
1. Introduction.....	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem.....	3
1.3. Research Questions	4
1.4. Research Objectives.....	5
1.4.1. General Objective	5
1.4.2. Specific Objective	5
1.5. Significance of the study.....	5
1.6. Delimitation/ Scope of the Study.....	6
1.7. Definition of Terms.....	6
1.8. Organization of the Study.....	7
CHAPTER TWO: LITERATURE REVIEW	
2. Introduction.....	8
2.1. Theoretical Review.....	8
2.1.1. Meaning and Definition.....	8
2.1.2. Theories of Consumer Behavior.....	9
2.1.3. Fast Moving Consumer Goods.....	14
2.1.4. Factors Affecting Consumer Buying Behavior.....	14
2.2. Empirical Review.....	16
2.3. Conceptual Framework.....	19
CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY	
3. Introduction	20
3.1. Research Paradigm	20
3.2. Research Approach	20
3.3. Research Design	20
3.4. Sampling Design	21

3.4.1. Target Population	21
3.4.2. Sampling Frame	21
3.4.3. Sampling Technique	21
3.4.4. Sample Size	21
3.4.5. Sampling Procedure	22
3.5. Source of Data	22
3.6. Data Collection Method	23
3.7. Method of Data Analysis	23
3.8. Validity and Reliability	23
3.8.1. Validity	23
3.8.2. Reliability	24
3.9. Research Ethics	24
CHAPTER FOUR ANALYSIS AND DISCUSSION	
4. Introduction	25
4.1. Demographic Profile Of Respondents	25
4.2. Descriptive Analysis	27
4.3. Reliability Analysis Of Variables	30
4.4. Correlation Analysis	31
4.5. Multiple regression	32
4.5.1. Testing the Assumption for Multiple Regression	32
4.5.1.1. Linearity Test.....	32
4.5.1.2. Normality Test.....	32
4.5.1.3. Homoscedasticity.....	33
4.5.1.4. Multicollinearity	33
4.5.1.5. Autocollinearity	33
4.5.2. Regression Analysis Results	34
4.6. Hypothesis Testing	37
4.7. Discussion of Findings	49
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION	
5. Introduction.....	42
5.1. Summary Of Major Finding	42
5.2. Conclusion	43
5.3. Recommendation	44
5.4. Limitations And Future Area Of Study	47
Reference.....	48

Appendices

Acknowledgment

I thank my God for all the strength I have been given to start and finish this route. I would also like to thank my Advisor, Dr. Getie Andualem for the guidance and support he has given me through the process of doing this thesis.

Finally, I would like to acknowledge all the participants of this study who gave their time and valuable information. Moreover, my heart full thanks goes to everyone that has contributed to this thesis directly or indirectly.

List of Tables

Page 26: Table 4.1: Summary of Demographic Profile of Respondents

Page 27: Table 4.2: First Brand that comes to Your Mind

Page 28: Table 4.3: Major Sources of Information

Page 29: Table 4.4: Purchase (Consumption) Trends of Laundry Detergent by Brands

Page 30: Table 4.5: Descriptive Analysis of Variables in Laundry Detergents Buying Behavior

Page 30: Table 4.6: Reliability Analysis of Variables

Page 31: Table 4.7: Correlation between Product Quality, Price, Product
Availability, Advertisement and Consumer Buying Behavior

Page 32: Table 4.8: Descriptive analysis: Skewness and Kurtosis Table

Page 33: Table 4.9: Multicollinearity

Page 34: Table 4.10: Model Summary

Page 34: Table 4.11: ANOVA

Page 35: Table 4.12: Regression Analysis

Page 38: Table 4.13: Summary of Hypothesis Testing

List of Figures

Page19: Fig. 2.3: Conceptual Model based on the Adaptation of Kotler et al. (2009)

List of Abbreviations

CBB - Consumer Buying Behavior
FMCG - Fast Moving Consumer Goods
CPG - Consumer Packaged Goods
PQ - Product Quality
Pc - Price
AV - Product Availability
AD - Advertisement
SPSS - Statistical Package for Social Sciences
AMA - American Marketing Association

Abstract

The purpose of this study was to determine the factors affecting consumer buying behavior of fast moving goods in Addis Ababa, a case of laundry detergents products. An explanatory research design was used for the study. The population of the study comprised all consumers of laundry detergents in Addis Ababa. A multi stage cluster sampling was used and sample size was 384. Out of the targeted 384 respondents, 328 responded. Primary data was collected using semi- structured questionnaires. Descriptive statistics such as measures of central tendency, percentages and frequencies distributions were used to analyze and summarize data. Inferential statistics, correlation analysis was used to identify the relationship between the independent variables and the dependent variable and regression analysis also used to see how much influence the independent variables have on dependent variables. The data gathered from the questionnaire was entered and all the analysis was performed with Statistical Package for the Social Sciences (SPSS version 20). On fast moving consumer goods on the case of laundry detergent products, the study found out that different detergents mentioned by the respondents, with Diva as the most used and followed by Largo and then Sunlight brand. Regarding the factors influencing buying behavior of laundry detergents; majority of the respondents indicated that the products were of good quality, widely available, reasonable price, and of advertised. The study concluded that the buying behavior of laundry detergent products in Addis Ababa influenced by the product quality, availability, price and advertisement. The study recommended that manufacturers dealing in these laundry detergents products in particular and fast moving consumer goods in general, give more attention for consumers buying behavior and should adopt a strong marketing strategy.

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

CHAPTER ONE

INTRODUCTION

1. Introduction

This chapter deals with the introductory part of the study. Back ground of the study in the first part. It also defined the statement of problem that necessitates under taking this research. The general and specific objectives, significance of the study and scope of the study were also presented. Lastly a brief highlight of organization of the research report was discussed.

1.1. Background of the study

Understanding what makes people in general buy and what makes customer in particular buy is a vital part of business success. In ever changing marketing environment, there is a growing concern or awareness among marketers to go for a careful study of the consumer behavior around which all marketing activities are made.

The essence of marketing is to view offerings, products and services from the consumer's point of view- seeing that the right offerings reach the right customer, at the right place, at the right time and at the right price (Sarangapani, 2009).

Schiffman and Kanuk (2010) also underline that at the heart of the marketing orientation concept- in place since the 1950s – was the realization of businesses to giving more attention to consumers and their preferences.

The behavior consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs Kahn (2006). Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources on consumption related items.

According to Howard - Sheth model, buyer behavior are generally based on certain factors internal to the consumer e.g., learning, personality, attitudes and perceptions. The external factors may be in the form of group, cultural and inter-personal influences and effects advertising and communications. The action of individuals is the result of both internal / external factors and interactions to the consumer decision making processes.

The modern concepts of the buying behavior state that the behavior is the result of interaction between people centered factors and situation centered factors. The marketer is expected to be

aware of the person centered factors such as buyer motivation, learning, perceptions, attitudes, values and beliefs. Similarly, marketers must be aware of social environment and internal personal interactions influencing the buyer behavior.

The fast moving consumer goods (FMCG) sector, also called the consumer packaged goods (CPG) sector, is one of the largest industries worldwide. FMCGs are generally cheap products that have a short shelf life, and are purchased by consumers on a regular basis. The FMCG sector comprises a large variety of products, with some of the most important categories being food, beverages, personal care products, and home care products. The term “fast-moving” stems from the fact that FMCG products usually have a short shelf life and are non-durable (KPMG, 2015). Some of the most well-known FMCG companies in the world include Unilever, The Coca-Cola Company, and Johnson & Johnson.

Detergent falls under the cleaning products where the product will be in high demand among the consumer due to the fact that it is considered as one of the necessity product. Detergent products are classified into three different categories includes home care, laundry care, and personal care. Laundry care includes soap, liquid and powder detergent. Powder detergent designed specifically for machine/auto washes specially for top load machine. This product use less foam, water and also help to wash at lower temperatures combined with high stain removal power.

In Ethiopia, there are more than 70 soap and detergent factories and 600 small scale manufacturers and more than 80 percent of them are found in Addis Ababa. Ministry of trade report shows in Ethiopia soap and detergent per capita consumption is less than 2 kg which is less than the average compared to other countries which show the huge gap in demand and supply of the products (Capital Ethiopia, 2019). According to Addis Fortune, (2019) in most recent years in Addis Ababa, there are several small scale liquid soap makers, whose products are competing with larger factories. Liquid detergent from small scale manufacturer is cheaper, and very thick. It can be used to clean clothes, dishes and house and it is a bit as good as the factory products, except that it slightly burns the hands. One of the most popular liquid soap brands Largo, produced by the large manufacturer, Repi Soap & Detergent S.C., sells in the market for 60 Br to 70 Br in a two-liter package; that is a big difference in price to the 15Br to 16Br a liter from the small producers (Addis Fortuene.com, 2019). According to Addis Ababa City Trade & Industry Bureau, the small scale manufacturers have a business license to

manufacture but not one that certifies the quality and standard of their products. A recent inspection by the Ministry of Trade indicates that over half the soap on the market is below standard. Though, Ethiopia attempt to earn foreign currency from exportation of soap and detergent by the combined effort of Shemu plc, Unilever Manufacturing P.L.C, Bekas chemicals plc, and Qingninchen soap factories are able to attract less than 500 thousand USD for the past three years.

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

1.2. Statement of the problem

The behavior of consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. A buying behavior of consumer is difficult to understand. Recently, consumers look for products that satisfy their needs. Small manufacturers are entering the market with unknown credentials. With increasing population the demand for detergents has been increasing.

Several studies have been done internationally, regionally and locally on Fast Moving Consumer Goods industry. For instance, various scholars (Rasool, 2012; Venkata, 2013; Guru et al., 2009) studies the perspectives of branding, brand management and advertising strategies, brand loyalty, impact of advertisement, brand awareness and other issues related to FMCG have been addressed. In Ethiopian context, that focus on some of the other innumerable aspects of FMCG (Getaneh, 2012; Tekleab, 2012; Teshome, 2012; Matheos, 2013; Yalew, 2013; Million, 2013) and recent studies conducted (Andualem, 2017; Mengistu, 2017; Teklemariam, 2016; Mazengia, 2014). These studies explored FMCG from the perspectives of packaging attributes, sales promotion practices, distribution system and customer based brand equity. However, none of these studies focused on the factors affecting the buying behavior of laundry detergents in Addis Ababa market.

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

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

Furthermore, the FMCG market is witnessing high growth in Ethiopia as a result of the key drivers like urbanization and rising disposable incomes being witnessed in the country (Ali, 2013). Increased home ownership, and consumer education hygiene campaigns in Addis Ababa also contribute for the growth of the industry. Another indication of the sector's growth is the entrance of global FMCG (soap and detergent) companies into the market. Hence, manufacturing and pushing products into the market will no longer be a feasible strategy, necessitating an understanding of the consumer and implementation of a strong marketing strategy based on that knowledge for a sustainable growth and success.

This research carried out with the consideration of all these necessity of having a deeper understanding of the consumer for soap and detergent marketers; limited body of extant knowledge in the area as well as the growing importance of the sector in the country. Thus this study undertaken to examine the major factors affecting consumer buying behavior of laundry detergent products.

1.3. Research Questions of the study

The major research question of the study was: what are the factors affecting consumer buying behavior of laundry detergent products in Addis Ababa with the reference of laundry detergents. The research tries to answer the following specific questions:

- What influence product quality has on consumer buying behavior of laundry detergent products in Addis Ababa?

- To what extent price affects consumer buying behavior of laundry detergent products in Addis Ababa?
- How product availability influence consumer buying behavior of laundry detergent products in Addis Ababa?
- How advertisements affect consumer buying behavior of laundry detergent products in Addis Ababa?

1.4. Research Objectives

1.4.1. General Objective

The main objective of the study was to examine the factors affecting the consumer behavior fast moving consumer goods in Addis Ababa case of laundry detergent products.

1.4.2. Specific Objectives

The specific objectives of the study include:

- To examine the influence of product quality on consumer buying behavior laundry detergent products in Addis Ababa
- To find out the effects of price toward consumer buying behavior on laundry detergent products in Addis Ababa
- To assess the level of significance of that product availability has on consumer buying behavior laundry detergent products in Addis Ababa
- To determine the effect of advertisement toward consumer buying behavior laundry detergent products in Addis Ababa.

1.5. Significance of the Study

In Ethiopian market the practice of marketing has much to mature and become an advance discipline and practice. Hence, this research contributed for the development of the discipline in this environment.

More specifically, research endeavors was limited within the laundry detergent market. This study contributed to the development and effective implementation of marketing strategies by laundry detergent companies. Wiid and Diggins (2009) also underline the importance of sufficient and relevant information for planning and making successful decisions about a marketing strategy. Additionally, this research served as a point of departure for further research by marketers and academicians.

1.6. Delimitation/scope of the study

Geographically, this study was delimited to major commercial supermarket, retail store and kiosks in Addis Ababa. The supermarket, retail store and kiosks found in five sub-cities which were selected by simple random sampling. Conceptually, the variables under study were independent variables (product quality, price, product availability and advertisement) and dependent variable (consumer buying behavior). Methodologically, explanatory research design and quantitative approach had been employed in this research to assess the relationship between marketing mix elements and customer buying behavior. Using probability sampling particularly multistage cluster sampling technique a structured questionnaire written both in Amharic and English was distributed to 384 customers of laundry detergent products in Addis Ababa.

1.7. Definition of Terms

Conceptual definition

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

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

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

Consumer Buying Behavior: Kahn (2006, Page no. 4) defines consumer behavior as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". As this implies, consumer behavior is a general and broad construct that takes into consideration what happens before and after the purchase.

Marketing strategy: is basically the answer to the question, how will provide superior customer value to the target market? The answer to this question requires the formulation of a consistent marketing mix. The marketing mix is the product, price, communications, distribution, and services provided to the target market. It is the combination of these elements that meets customer needs and provides customer value (Hawkins, 2010).

Operational definition

Fast moving consumer goods sector is one of the largest industries worldwide. FMCGs are generally cheap products that have a short shelf life, and purchased by consumers on a regular basis. The FMCG sector comprises a large variety of products, with some of the most known important categories being food, beverages, personal care products and home care products.

Consumer is one who consumes the goods and services product. The aim of the marketing is to meet and satisfy consumer needs and wants. Consumer behavior can be defined as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

1.8. Organization of the paper

This paper have five chapters. Chapter one covered an introduction which consists background of the study, problem statements, research question, objectives, significance, scope and limitation of the study. The second chapter addressed review of related literatures which consists theoretical backgrounds, review of previous empirical studies and conceptual frameworks. The third chapter consist the research methodologies which will be applied in the study. Chapter four presented the result and discussion of the study. The fifth chapter focused on major findings, conclusion and recommendation for future research.

CHAPTER TWO

LITRATURE REVIEW

2. Introduction

This chapter focused on the area of consumer behavior, first by defining what consumer behavior and fast moving consumer goods means and later by discussing factors influencing the behavior of individual consumers. This chapter presented theoretical and empirical review of consumer's buying behavior to finally arrived at a model of factors influencing buying behavior in laundry detergent products.

2.1. Theoretical Review

2.1.1. Meaning and Definition

Consumer Behavior

Consumer Behavior is the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products to satisfy needs and its impact on the consumer and society.

Definition of consumer behavior, by Engel, Blackwell & Miniard (1990: G- 4), states that: "those actions directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions".

The AMA (1995) defines consumer behavior as "the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives". Means, consumer behavior involves the thoughts and feelings people understanding and the actions they perform in consumption processes.

Consumer Buying Behavior

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

2.1.2. Theories of Consumer Behavior

This section presents a summary of the theoretical foundations in the field of consumer buying behavior. Summary of the most important models of consumer behavior is presented to guide and establish a useful framework within which this study of buying behavior in FMCGs was undertaken. The researcher's decision to forward and use a conceptual framework based on previous studies is based on the fact that there are many varying models to select from. As Peter and Olson (2010) also described it, there is no any single approach fully accepted, nor is it likely that a single, grand theory of consumer behavior can be devised that all researchers would agree on.

A. Traditional Models of Consumer Behavior

Consumer behavior is a relatively new field of study with no historical body of its own research. As such, it is a sub-field within the discipline of marketing which has heavily borrowed from other scientific disciplines like economics, psychology and sociology (Schiffman & Kanuk, 2010). Below are the earliest models as borrowed from these other discipline – psychological model. From psychological models Pavlovian and Motivational need theory selected to that will describe the subject matter.

Psychological Models - for psychologists, attributes that include perception, motivation, learning, attitude and personality were more important and these have been presented in varying models that can depict buying behavior.

Learning or Pavlovian Theory

The well-known Pavlovian theory of learning has its origin in the experiments of the Russian psychologist, Pavlov, who conducted his experiments by ringing a bell each time before feeding a dog. The result of the research led to a stimulus-response model of human behavior, based on four central concepts, namely drive, cue, response and reinforcement. O'Shaughnessy (1992: 116) explains that according to Pavlovian theory, also called classical conditioning, there has to be a connection between some stimulus and a true reflex reaction. Consumer learns through a passive, low-involvement process of responding automatically to frequently repeated cues and rewards. Buyer's behavior have been primarily based on a learning, viz., Stimulation-Response or S-R model, this theory of learning is explained as a process of repetition, motivation, conditioning and relationship. Repetition improves learning. This model suggests that much of our behavior is automatic, unthinking, knee-jerk reactions to environmental stimuli.

The model does, however, contribute to marketing by providing insights to the marketer concerning consumer behavior and advertising strategy. An example of the usefulness of the model for the marketer would be the introduction of a new brand into a highly competitive market.

According to Kotler (in Gould, 1979: 38), the Pavlovian model offers insight in the form of guidance for advertising strategy. The model emphasizes the repetition in advertising since a single exposure is very likely to be a weak cue, hardly able to sufficiently arouse the individual's consciousness to inspire the drive as discussed in the model.

Motivation-Need Theory

Abraham Maslow (1954) came up with a theory of motivation in the form of a hierarchy of needs. Under his theory, people act to fulfill their needs based on a five-part priority system. The needs include, in order of importance: physiological (survival), safety, love, esteem, and self-actualization. This need will convert into motivation which will direct the purchasing process and behavior of consumers for psychologists.

Business schools and marketing classes adapted Maslow's theories to explain the need to tailor marketing messages to consumers in a particular way. Successful marketing campaigns must not only bring awareness to a product but also establish its place somewhere on the hierarchy of needs. Consumers are motivated to prioritize purchases toward the base of the hierarchy, so it is vital that companies draft a message that instills a sense of need or urgency in consumers.

Marketers have been able to use motivation-need theory very effectively by creating an artificial need for consumers. Modern luxury carmakers are especially good at highlighting the safety and security features of their vehicles over the aesthetic. In the consumer's mind, they need to spend the money on an expensive luxury car because it is the only way they can provide adequate safety features for their family.

B. Contemporary Models

The earliest discipline-specific models of buying behavior laid the foundations of today's advanced field of consumer behavior. Counting on these models to practically explain the buying behavior will not be correct as this call for a multi-disciplinary approach to incorporate and explain all the multifaceted set of entities involved in consumer's buying behavior. Consequently, some of the best-known comprehensive consumer decision-making models were developed in the 1960s and 1970s as part of a developing discipline of consumer behavior.

Among these models Engel, Kollat, Blackwell (EKB) model and Kotler (Tyagi& Kumar, 2004) will be described in more detail. As the authors argue, the model encompasses all types of need satisfying behavior, including a wide range of influencing factors and different types of problem-solving processes (Engel, 1995).

Engel, Kollat, Blackwell (EKB) Model

These scholars (Engel, 1969) applied the term 'multidimensional' to their model to refer to the fact that many processes intervene and mediate between exposure to stimuli and final outcome of behavior. According to the EKM model, the consumer decision-making process is influenced and shaped by a number of factors and determinants, categorized in three broad categories, namely individual differences, environmental influences and psychological processes.

The EKB Model expands on the Theory of Reasoned Action, and lays out a five-step process that consumers use when making a purchase. The first step, input, is where consumers absorb most of the marketing materials they see on television, newspapers or online. Once the consumer collects the data, he or she moves into information processing, where the consumer compares the input to past experiences and expectations. Consumers move to the decision-making stage after a period of thought, choosing to make a purchase based on rational insight. Consumers are affected in the decision-making phase by process variables and external influences, including how the consumer envisions his or herself after making the purchase.

Under the EKB Model, marketers have two periods where their input is the most valuable. During the initial information stage, marketers must provide consumers with enough information about the product to drive the consumer to keep the company's products under consideration for purchase. Marketing becomes a factor again in the phase of external influences. Lifestyle brands are very good at instilling a desire in the consumer to look or feel a certain way with the product, even if the brand's product is not fundamentally different from the competition.

This key part of the model makes the foundation of the five stage model of consumer's decision making. The decision process may not always pass through the complete sequential chain in which case is a limited or habitual decision process.

Kotler's Behavioral Choice Model

The inputs or buying influence in this model include communication about available brands, their prices, qualities, availability, service, options and images. The channels through which the

information reaches the buyer are advertising media, sales men, acquaintances, the buyer's family and observation. After processing of the inputs in the buyer's mind ('black box'), the buyer's responses will be manifested in the form of decisions regarding product choice, dealer choice, quantities to buy and frequency of purchase.

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

C. Consumer Involvement Theory

An important point from the above models that the researcher further discusses is the level of consumer's involvement in the product and/or purchase process.

Since it was first analyzed within marketing by Engel, (1969), product involvement has been broadly used as a mediating variable in consumer behavior (Dholakia, 1998). Pride and Ferrell (2010) consider level of involvement as the degree of interest in a product and the importance the consumer places on that product.

The consumer involvement theory means that, how the consumer involving the purchase of various products in the market, after purchasing the product, how the consumer responding towards the products called consumer involvement theory.

Level of involvement determines the depth, complexity and extensiveness of cognitive and behavioral processes impacting the process as well as the type of the consumer's decision making or buying behavior (Chakravarti & Janiszewski, 2003). Level of involvement an individual's intensity of interest in a product and the importance of the product for that person, those are enduring involvement and situational involvement (Homewood IL & Irwin, 1987). Therefore, level of involvement is a vital framework for understanding consumer buying behavior.

The consumer involved in purchasing of products and usage and, also, various aspects like high involvement and low involvement in process of purchasing of products. The low involvement theory is explaining that the consumer would accept wide range of products with positive attitude with do-feel-learn strategy, firstly the consumer select any kind of product, use the product, if they are not sure about how to use the product, and they learn how to use the product. The low involvement of consumer will be in manner that do-feel-learn strategy (Ray, 1973). High involvement theory is rational and emotional, and it is explaining about the consumer's participations in the context very actively without any hesitation, moreover, they look after

extensive problem solving. In this theory of involvement the consumers learn about the product, use the product, if they are feeling that the product is comfortable to use it, and then they go for buying the product, so this is called high involvement because after usage, they definitely buy the products. The high involvement theory is reversible order to low involvement theory like learn-feel-do strategy (Debruicker, 1979).

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

Routinized response behavior is that the process used when buying frequently purchased low-cost items that requires little search and decision-effort (Homewood IL & Irwin, 1987). Buyers engage in limited problem solving when they buy products occasionally or when they need information about an unfamiliar brand in a familiar product category. Third type of problem solving, the complex one, occurs when purchasing unfamiliar, expensive or infrequently bought goods- a car or home for instance. These routes are determined by level of involvement which depends on situational and environmental variables as well as characteristics of products and consumers.

The focus in this study- FMCG-are inexpensive, rapidly consumed, frequently purchased products with minimal purchasing effort (Dibb, 2006). For Kotler and Keller (2009), likewise, FMCGs are low involvement products which are purchased by consumers very frequently without spending much time on decision making process. This doesn't mean that consumers will buy these products arbitrarily, or without any factors influencing their purchase behavior. It rather leaves out the extended problem solving decision process and its attributes such as the need for lots of information, complex set of evaluative criteria, high potential risk as well as long time for decision making (Bulmer, 1998; Fill, 2005; Tanner & Raymond, 2010).

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

The factors hypothesized to influence buying behavior in this study are results of these previous studies. The researcher hypothesizes that more apparent cues like price, product quality,

advertisement, and product availability will fall within the sphere of influencing routinized buying behavior.

2.1.3. Fast Moving Consumer Goods- Laundry detergent

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

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

This study investigated factors influencing buying behavior within these sub-categories of FMCG. A single, most important product is selected from household care sub-categories: laundry detergents used to clean clothes and other households.

2.1.4. Factors influencing Consumer Behavior

The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It is also designed to meet the company's marketing objectives by providing its customers with value.. The four Ps of marketing: product, price, place and promotion.

The marketing mix elements that were studied in this research included perceived product quality, perceived price, product availability and advertisement.

2.1.4.1 Product Quality

Perceived product quality is defined as an assessment that customers have about the product excellence (Poh, Ghazali & Mohayidin, 2013). Perceived quality is also regarded as the degree to which a product provides key customer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a

product's overall excellence or superiority'. Therefore, product quality is extent to which a product succeeds to meet the needs of customer. Ferrell and Hartline (2013) described the qualities of a good product and emphasized that, product characteristics that customers associate with quality include reliability, durability, ease of use, a trusted brand name and ease of maintenance. The assessment of consumer on a product based on quality is very essential characteristic in buying processes and consumers are conscious of the quality difference of all products (Nugroho & Wihandoyo, 2009).

2.1.4.2 Price

Price is defined as the amount of money charged for a product or service, or the sum of all the values that customers give up in order to gain the benefits of having or using a product or service (Armstrong & Kotler, 2009). Perception plays an important role in pricing. How a consumer perceives a price as high, low or fair has a strong influence on buying behavior. Perceived value is made up of a number of features which among others include what the buyer thinks or views how the particular product performs, its distribution, warranty offered on quality, customer care service and support and indeed the suppliers dependability, reputation, and esteem (Kotler & Keller, 2006). Agyekum, Haifeng and Agyeiwaa (2015) found that most of Vietnamese supermarket consumers perceive high price as an indicator of product performance. Alex and Menon (2013) found out that price perception plays an important role in purchase decision making in FMCG.

2.1.4.3 Product Availability

Distribution involves getting the product from the manufacturer to the ultimate consumer. According to Kotler (2013) distribution channel is a set of interdependent in the process of making a product or service available for use or consumption by the consumer or business user. Consistency of supply and availability at convenient locations are vital for choice of a brand. According to Lin and Chang (2003) convenience of a brand has a significant impact on consumers' brand choice of any product. Corsten and Gruen (2013) found out the impact of availability on buying behavior of FMCG consumers. Peter and Donnelly (2007) also indicated in their book that when consumers are seeking low involvement products, they are unlikely to engage in extensive search, making easy accessibility and availability an important factor. Hence, accessibility and availability of products is hypothesized to influence buying behavior of consumers.

2.1.4.4 Advertisement

Today's consumer faces richer information environments than ever before. According to Haider and Shakib (2018), advertisements shape the behaviors of the people through cognition. An individual observes these cognitions through his senses, attention, perception, reasoning, language, memory, etc. It is the perception of the person towards the information communicated through the advertisements. Therefore, the best way to attract the customers is to understand the psychological cognitive aspects of the consumers. In study conducted on the impact of advertising on consumer buying behavior revealed that creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers (Ahmed & Ashfaq, 2013).

Consumers take the "peripheral route" to persuasion when they are dealing with purchase decision in low-involvement products (Bian & Moutinho, 2011). In other words, consumers will base their buying behavior for FMCG products on superficial analysis of readily available and salient factors presented to them through advertisement or other form of marketing communication.

2.2. Empirical Review

A lot of study and research has been carried out particularly in India and America to look at the consumer buying behavior of FMCG products. The general themes coming from the authors on the influences on FMCG consumer preferences are the issues of general factors affecting consumer behavior like cultural, social, psychological and personal factors (Kotler, 2009; Armstrong & Kotler, 2009; Lancaster & Reynolds, 2005; Kotler, 2000; Subhash, 2004) with situational factors like time of the day or product characteristics also influencing buying behavior (Wright, 2006). Kotler model provides an almost holistic view of what influences consumer buyer behavior.

Various studies have used different models that emphasized on different factors that influence consumers' decision making. For instance, Ali, (2012) found out that retailers' recommendation, advertisement, price, product quality and reliability are the key influencing factors in rural purchase of FMCGs in India. For Ullah and Prince (2006), the primary factors in Bangladesh include sales promotion, unavailability of brand, product features, end of aisle display and in-store TVC. The adoption of models from other studies without any adjustments and

revisions do also have its own downsides. An instance could be the inclusion of irrelevant factors such as in- store TVC into a market where we don't observe this tool being employed by stores. In their critical review of consumer decision-making models, Erasmus, (2001) have underlined that a study of consumer decision-making behavior should be context specific and product specific to provide new insights and to contribute to theory building in the domain of consumer science. Adopting any one of grand consumer behavior models will be inappropriate as these models consider the consumers mostly as rational people who spend a considerable amount of time on searching information, evaluating alternatives and then choosing the best product. However, for many products and especially for the category in this study, consumers will just spend a little time and effort without engaging in the sequential activities suggested (Bozinoff, 1982). These grand models have also been criticized for generalizing the decision-making process for any consumer product defying the fact that all consumers (or purchase situations) will not pass through the extensive five stages of decision making (Bums & Gentry, 1990).

This study uses an adapted framework of the stimuli-black box-response model advanced by Kotler, (2005). This model will focus at its best on the marketing factors or stimuli part of the broader model which also incorporates cultural, social, personal and psychological sets of factors (Ibid). Scientific rationale behind the selection of the factors has been provided by Erasmus, (2001) who suggested that use of grand models for all circumstances will not be representative and practical on top of hardly being accepted by researchers (Peter & Olson, 2010).

Kotler (2000) defines the marketing mix as a collection of tools that a business uses on the target market to meet its marketing objectives. The main components of a marketing mix are product, price, promotion and place. Hollensen (2010), makes an interesting observation that the company can modify the marketing mix to accommodate the demands expressed by consumers. The more successful it is in matching its marketing mix with expressed and latent demands in the market, the greater the possibility is that consumers will buy the company's products now and in the future, hence effectively influencing consumer behavior.

Product quality

Marketers should know that most of the 'want-satisfying' nature of the product is resultant from consumer perceptions. The real nature of the product is what the consumer perceives it to be, and

not what the company thinks it is, or would like it to be. Marketing management is responsible for finding out what perceptions will add to consumer satisfaction, and then manage the marketing mix to ensure that the product embodies these perceptions (Lancaster & Reynolds, 2005).

H1: Product quality has a positive and significant influence on the consumer buying behavior of laundry detergent products.

Price

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

H2: Price has a negative and significant effect on the consumer buying behavior of laundry detergent products.

Product availability

The customer, or final consumer, is the keystone in any channel design. Thus the size, geographic distribution, shopping habits, outlet preferences and usage patterns of customer groups must be taken into account when making distribution decisions. Consumer product channels tend to be longer than industrial product channels because the number of customers is greater, the customers are more geographically dispersed, and they buy in smaller quantities. Shopping habits, outlet preferences and usage patterns vary considerably from country to country and are strongly influenced by socio cultural factors (Hollensen, 2010).

H3: Product availability has a positive and significant influence on the consumer buying behavior of laundry detergent products.

Advertisement

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

H4: Advertisement has positive and a significant influence on consumer buying behavior of laundry detergent products.

2.3. Conceptual framework

The conceptual framework, forwarded based on the extant literature as well as market and product specific characteristics serves as the foundation for the hypotheses of the study forwarded below.

Independent Variable

Dependent Variable

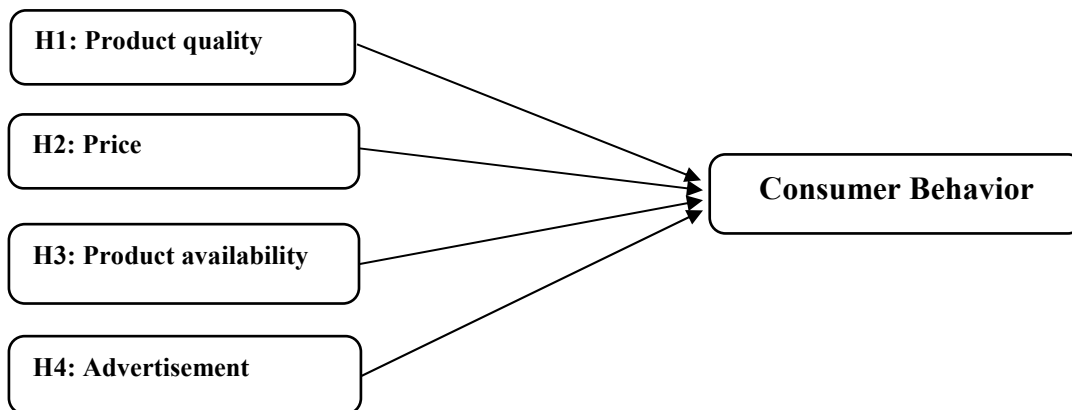


Fig. 2.3.The conceptual frame work based on the Adaptation of Kotler 2009 et al.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3. Introduction

This chapter presented the methodology of research which was used to carried out this thesis; the research approaches, research designs, sources of data, methods of data gathering and sampling techniques. In addition it described how these methods would be implemented to find answers for the purpose of the research. Issues related to reliability and validity was also be proposed.

3.1. Research Paradigm

A research paradigm is “the set of common beliefs and agreements shared between scientist about how problems should be understood and addressed” (Kuhn, 1970)

Inductive approach, begin by collecting data that is relevant to topic of interest. In other words, move from data to theory or from the specific to the general. The deductive approach begins with a theory, developing hypotheses from that theory, and then collecting and analyzing data to test those hypotheses. Since this research was based on the existing theory and to test a hypothesis, this paper was adopted deductive research approach. As (Saunders, 2009), deductive research approach involving the testing of a theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing.

3.2. Research approach

Three types of research approaches are popular in social science and behavioral studies. These are qualitative, quantitative and mixed research (Creswell, 2009).

In this study, quantitative approach was used in order to achieve the objectives of this study. This approach deals with the use of statistical tools and numbers to address the previously mentioned research questions. This approach was applied by collecting data using questionnaires from supermarket and kiosk customers.

3.3. Research design

Research designs are the overall road map of the research (Creswell, 2009). There are three approaches of business research, namely exploratory, descriptive and explanatory (Zikmund, Babin, Carr, &Griffin, 2010).

Exploratory research focuses on the discovery of ideas and insights by looking for new knowledge through exploration. Descriptive research attempts to describe situations or phenomena. While explanatory research attempts to explain the cause and effect relationship between variables.

In this study, the explanatory research was used to examine the relationship of independent variables product quality, price, product availability and advertisement with the dependent variable consumer buying behavior.

3.4. Sampling design

3.4.1. Target Population

The target populations for this study were the residents of Addis Ababa who consume FMCG-laundry detergents.

3.4.2. Sampling Frame

The sampling frame refers to the list of all units of population from which the sample will be selected. The sampling frames for this research were infinite or undefined because there was no statistical data that listed or even estimated the number of consumers in Addis Ababa and it was impossible to identify and list from this research perspective. Therefore the sampling frame of this research was customers of supermarkets, retail store located in Addis Ababa, who consume FMCG.

3.4.3. Sampling technique

Because the sampling frame for this research was unknown and both supermarkets and retail stores were found in all ten sub cities, the proper method for this research was to use multistage cluster sampling procedure. According to Creswell, (2009), probabilistic cluster sampling is ideal when it is impossible or impractical to complete a list of elements composing the population.

3.4.4. Sample size

According to (Corbetta, 2003) as cited by (Kassahun,2014) sample size is directly proportional to the desired confidence level of the estimate(z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept. When the size of population infinite the sample size is calculated for the list favorable case $p = q = 0.5$. Indeed, as the variability is measured by \sqrt{pq} , it is easy to see that this index assumes its highest value when $p = q = 0.50$.

This study was used in determining the standard deviation, 95% confidence interval and 5% sampling error. The sample size of this research were 384 respondents following the Top man way of sample size calculation.

n = ?

Where,

n = required sample size

Z = Degree of confidence (i.e. 1.96)

P = Probability of positive response (0.5)

Q= Probability of negative response (0.5)

E = Tolerable error (0.05)

$$n = (1.96)^2 \cdot 0.5 \cdot 0.5(0.05)^2$$

$$n = 3.8416 \cdot 0.5 \cdot 0.50.0025$$

$$\mathbf{n = 384.16 \equiv 384}$$

3.4.5. Sampling procedure

In this research random sampling particularly multistage cluster sampling was used since the city administration of Addis Ababa geographically cluster the total population in to ten sub- cities. Multistage cluster sampling starts with dividing the total population into many subgroups. Cluster sampling try to secure heterogeneity within each subgroups and homogeneity between subgroups. In this research it was believed that FMCG- laundry detergent consumers in all sub-cities show heterogeneous characteristics because respondents may live in one sub-city but may consume or buy in other sub-cities. Based on this probability sampling technique Lideta, Kirkos, N/Laft, Gulelle and Bolesub-cities were taken as a sample clusters.

3.5. Sources of Data

There are two types of source of data are primary and secondary data. There are number of ways to collect primary data like through questionnaires, interview, focus group discussions, etc. as deemed necessary per the research design undertaken. For this particular research primary data were used by collecting through structured questionnaires. Secondary data are data that are collected for some purpose other than the problem at hand (Malhotra, 2005). Secondary data are usually collected from journals, existing reports, and statistics by government agencies and any

other authorities or entities. The secondary data for this study was collected from published marketing journals, books and any other existing relevant materials

3.6. Data Collection Method

Data was collected by close ended self-administered questionnaires by using five point Likert scale from super markets, retail store and kiosks found in the selected sub cities of Addis Ababa. The questionnaires were constructed based on literature review in order to measure the factors that affecting consumer behavior towards laundry detergent.

3.7. Method of Data analysis

Descriptive statistic is used to describe the data collected in research studies and to accurately characterize the variables under observation within a specific sample and frequently used to summarize a study sample. Inferential statistics namely correlation and regression were used for the analysis of the variables. Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables.

For this study, descriptive analysis was used to analyze demographic data of the response and for the independent and dependent variables mean and standard deviation also used. On the other hand, correlation analysis was used to see if there is any relationship between the four independent (marketing mix elements, 4p's) and the dependent variable consumer buying behavior. Regression analysis also used to know by how much the independent variable i.e. product quality, price, product availability and advertisement influence the dependent variable which is consumer behavior. The data gathered from the questionnaire was entered and all the analysis was performed with Statistical Package for the Social Sciences (SPSS version 20).

3.8. Validity and reliability

3.8.1. Validity

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

been confirmed that the constructs under study do confirm to predicted correlations according to the theoretical propositions from other empirical studies. The measuring instruments employed for this study were valid.

3.8.2. Reliability

Reliability refers to the internal consistency exhibited by the manifest indicators of each construct used in the research. A measurement of the reliability of the construct Cronbach's alpha should be taken with a minimum criterion of approximately 0.70 (Hair et al. 1998). In this study the reliability was tested and internal consistency is greater than 0.7.

3.9. Research Ethics

In order to keep the confidentiality of the data given by respondents, their responses were treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire. Misleading or deceptive statements were avoided in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

CHAPTER FOUR ANALYSIS AND DISCUSSION

4. Introduction

The data analysis and discussion of the research findings presented in this chapter. Descriptive, correlation and regression analysis was used in analyzing the data collected. Descriptive analysis for instance percentage, mean and standard deviation were used in summarizing and examining demographic, specific information of the respondents and variables such as product quality, price, availability and advertising and consumer buying behavior. To test the hypotheses and achieve objectives of the study, a multiple linear regression analysis was employed. Pearson's Correlation Coefficients were also calculated to observe the relationships between the various variables influencing buying behavior and to see the internal consistency of the measures. The data gathered from the questionnaire was entered and all the analysis performed with Statistical Package for the Social Sciences (SPSS version 20).

The data collected from the sample population was screened for missing values, extreme responses and only complete questionnaires were considered for the data analysis. Out of the total 384 questionnaires distributed, a response rate of 85% was achieved with 32 more questionnaires being discarded because of missing values and 24 uncollected questionnaires. For the analysis and findings of this study 328 questionnaires were used.

4.1. Demographic Profile of Respondents

Summary of the respondents' demographic profile is presented in Table 4.1 below, it showed the distribution of the sample respondents based on gender, age, education as well as monthly income.

Table 4.1 Summary of Demographic Profile of Respondents

#	Demographic Characteristic	Frequency	Percentage
1	Gender		
	Female	266	81.1
	Male	62	18.9
2	Age in Years		
	18-25	76	23.2
	26-35	132	40.2
	36-50	108	32.9
	Above51	12	3.7
3	Education Level		
	Under 12 th Grade	30	9.1
	Completed High school	46	14
	Diploma	139	42.4
	B.A. Degree and Above	113	34.5
4	Monthly Income		
	Below 1000	26	7.9
	1001-2500	64	19.5
	2501-5000	123	37.5
	Above5001	115	35.1

Source: Survey Data(2021)

As Table 4.1 shows gender profile of the respondents, majority of the respondents are females which accounts 81.1 % of the sample whereas male respondents account for 18.9 % of the sample. Age of respondent's shows that a large group of respondents 40.2% were of the age 26-35 years and the second large group of respondents were 32.9% within the age bracket 36-50. 23.2% of the respondents were the third large group which was above 18-25years. The last age group are above 51 years which consist 3.7% of the respondents. Educational level of respondents, out of which 42.4% or 139 respondents have a Diploma, 34.5% or 113 have BA degree and above, 14 % or 46 of the respondents have completed high school, 9.1% or 30 of the respondents have under 12th Grade. The monthly income of the respondents shows the large group of respondents 123 (37.5%) in range between 2501-5000, the second group were 115(35.1%) in above 5001 and the third and the last group of respondents falls (1001-2500) were 64(19.5%) and below 1000 were 26(7.9%) respectively are stated in the table above.

In summary of demographic data, female are dominant shoppers, most of purchases were made by age group (26-50), Diploma and BA Degree holders were made frequent purchases and most of the shoppers income level were above 2500. Therefore, An important implication for marketers were to develop marketing strategies based on the right knowledge of the decision maker and shopper and also segment target market with specific demographic and psychographic characteristics of products.

4.2. Descriptive Analysis

4.2.1. Brand Awareness and Source of Information

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

Table 4.2.First Brand that comes to Your Mind

Laundry Detergent Brand	Frequency	Percentage
Diva	89	27.1
Largo	46	14
Popular	27	8.2
B-29	26	7.9
Sky	24	7.3
555.	23	7
Sunlight	21	6.4
Arial	15	4.6
Bright	12	3.7
Omo	10	3
Solar	10	3
Taza	8	2.4
Peacock	6	1.8
Zemen	4	1.2
Crown	3	0.9
Yes	3	0.9
Tide	1	0.3

Source: Survey Data (2021)

In the table the respondents identified Diva(27.1%) was the first brand that comes to their mind followed by Largo(14%) and then popular (8.2%). Additionally, respondents asked top three

brands they remembered and identified that Diva, 555, Largo, Sunlight, B – 29 and popular were the most remembered brands.

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

Table 4.3 Top Sources of Information

Source of Information	Frequency	Percentage
TV and Radio Advertising	160	48.8
From Friends and Family	98	29.9
Exposure to Brands in Shops	80	24.4
Retailer's Recommendation	38	11.6
Purchase and try	20	6.1
Bazar	4	1.2
Billboards & Vehicle Branding	2	0.6

Source: Survey Data(2021)

The most important sources of information for brand awareness as presented in the above table, TV and Radio advertising to brands had been reported as the prime source of brand awareness by the respondents. Friends and family as well as the exposure to brands in shops and recommendation by the retailers were also presented as influential source of information.

4.2.2. Brand Choice and Underlying Factors

Consumers of laundry detergents have identified their usually preferred brand of product in the survey. This preference of consumers has a noteworthy relationship with the awareness of the brands discussed above. That is the more a consumer is aware of a brand or the brand is at the top of his/her mind, the more likely is the consumer to usually buy that specific brand. Brands of laundry detergent that are mostly purchased by consumers in Addis Ababa are Diva. Largo and Sunlight were the second purchased detergents and the third one was 555. The rest of the respondents also purchase different detergents as presented below in table 4.5.

Table 4.4. Purchase (Consumption) Trends of Laundry Soap by Brands

Laundry Detergent Brand	Frequency	Percentage
Diva	101	30.8
Largo	35	10.7
Sunlight	35	10.7
555	21	6.4
Sky	17	5.2
B-29	15	4.6
Arial	13	4
Solar	12	3.7
Popular	12	3.7
Omo	10	3
Peacock	9	2.7
Bright	8	2.4
Star	7	2.1
Zemen	6	1.8
Yes	6	1.8
Adey	5	1.5
Jemo	4	1.2
Randomly	4	1.2
Taza	3	0.9
Crown	2	0.6
Duru	2	0.6
Tide	1	0.3

Source: Survey Data (2021)

Accordingly, Diva(30.8%) which stands at the top of mostly purchased brands, the first brand of laundry detergent that comes to consumers mind as well as top of the three detergent names that come to the consumers mind.

4.2.3. Descriptive Analysis : Factor Analysis

For the major underlying factors behind consumers' buying behavior, a descriptive analysis of means and standard deviation was calculated on each of the measurement items and variables in the study. The statistical approach of calculating and analyzing the mean and standard deviation of the variables of interesting a study gives a good indication of the significance of the variables under consideration (Marczyk, Dematteo & Festinger,2005). The higher the mean, respondents agree with the statement. On the other hand, the standard deviation indicates the variability of an observed response from a single sample.

Table 4.5. Descriptive Analysis of Variables**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	328	1.00	5.00	3.9085	.80123
Price	328	1.00	5.00	3.1372	.91453
Product Availability	328	1.00	5.00	3.6209	.94296
Advertisement	328	1.00	5.00	2.8465	1.06874
Consumer Buying Behavior	328	1.00	5.00	3.4649	.74367
Valid N (list wise)	328				

Source: Survey Data (2021)

As indicated on table 4.5, the maximum and minimum responses were range (5) ‘Strongly Agree’ to (1) ‘Strongly Disagree’ on a Likert scale. It had been observed that the mean score above 3 showed the respondents had good agreement and below 3 showed moderate agreement to the raised questions. High Standard Deviation means that the data are wide spread, which means that respondent give variety of opinion and the low standard deviation means that respondent express close opinion.

4.3. Reliability Analysis

The internal consistency or reliability of the measurement items under each variable or construct is an important test of sound measurement. Cronbach's Alpha values indicate higher degrees of internal consistency which is greater than 0.7 (Zikmund, Babin & Griffin,2010). This coefficient was calculated for all items under each variable and the results show an acceptable level of reliability as shown in table 4.6 below:

Table 4.6 Reliability Analysis of Variables

Variables	Cronbach's Alpha	N
Product Quality	.775	3
Perceived Price	.768	3
Availability	.769	3
Advertisement	.772	3
Consumer Buying Behavior	.771	4

Source: Survey Data (2021)

4.4. Correlation Analysis

The results of Pearson correlation table below shows the magnitude, direction and intensity of relationship (-1.0 to +1.0) between independent variables (product quality, price, product availability and advertisement) and dependent variable consumer buying behavior. According to Marczyk, 2005 general guidelines for correlations analysis results considered as of : from .01 to .30 are small, from .30 to .70 are moderate, interval of .70 to .90 are large, and between .90 to 1.00 are very large. The following correlations were analyzed based on the above general guideline.

Table 4.7. Correlation between product quality, price, availability, advertisement and consumer buying behavior

		Correlations
Independent Variable Elements		Consumer Buying Behavior
Product Quality	Pearson Correlation	.321**
	Sig. (2-tailed)	.000
	N	328
Price	Pearson Correlation	.336**
	Sig. (2-tailed)	.000
	N	328
Product Availability	Pearson Correlation	.458**
	Sig. (2-tailed)	.000
	N	328
Advertisement	Pearson Correlation	.356**
	Sig. (2-tailed)	.000
	N	328

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

Source: Survey data (2021)

The results of correlation in table 4.7 show that, there is positive, significant and moderate relationship between independent and dependent variables. All the independent variables (product quality, price, availability and advertisement) have strong positive correlation with the dependent variable consumer buying behavior and highly significant with $p < 0.01$ and Pearson Correlation value of $r = 0.321$, $r = 0.336$, $r = 0.458$ and $r = 0.356$ for product quality, price, availability and advertisement.

4.5. Multiple Regression

Multiple regressions is a statistical method through which one can analyze the relationship between a dependent variable or criterion variable with the set of independent or prediction variable (Dillon, 1993). Thus, for this study first standard regression method was used to determine the overall predication equation and then statistical method of regression used to identify the unique contribution of each independent variable under study.

4.5.1. Testing the Assumption for Multiple Regression

4.5.1.1. Linearity Test

This assumption can be tested by looking at whether the interaction term between the predictor and its log transformation is significant (Andy,2006;Hosmer&Lemeshow,1989).Thus, for this study the interaction term between the predictor had been checked and its log transformation is significant at 0.01.

4.5.1.2. Normality Test

Normality refers to the shape of a normal distribution of the metric variable (Robert, 2006). Even though there are many testes for normality all having their advantage and disadvantages, in thisstudy a statistical test skewness and kurtosis are used to assess normality of the data. Skewnessrefers to the symmetry of distribution and kurtosis refers to the peakness of distribution. For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicates deviation from normality (Hair, 2010). According to Hair (2010), ± 2.58 is commonly acceptable criteria value for (kurtosis/ skewness) distribution. For this study kurtosis and skewness of variables are calculated for items as shown below they fall within acceptable range. Therefore, the overall distribution is reflected as normal.

Table 4.8. Descriptive Statistics :Skewness and Kurtosis Table

	Descriptive Statistics				
	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Product Quality	328	-1.215	.135	2.604	.268
Price	328	-.215	.135	-.372	.268
Product availability	328	-.698	.135	.041	.268
Advertisement	328	.010	.135	-.846	.268
Consumer buying behavior	328	-.545	.135	.728	.268
Valid N (list wise)	328				

Source: Survey data(2021)

4.5.1.3. Homoscedasticity

Homoscedasticity describes a situation in which the error term (that is, the “noise” or random disturbance in the relationship between the independent variables(marketing mix elements) and the dependent variable consumer buying behavior) is the same across all values of the independent variables. Before running multiple regression analysis homoscedasticity should be tested, this means that the differences between the values of the observed and predicted dependent variable are normally distributed, and that the residuals have constant variance (Burns&Burns,2008). In this study, the variance of the error term was constant across cases and independent of the variables. The graph had demonstrated homoscedasticity of the study. See (Appendix C)

4.5.1.4. Multicollinearity

In the regression model, multicollinearity occurs when independent variables are more highly correlated with each other than with the dependent variable. Multicollinearity can be detected using tolerance value and variance in factor (VIF) value. As it can be seen from table 4.9 below multicollinearity did not exist among all the independent variables with the tolerance value were greater than 0.1 and the VIF values are less than 10. Therefore, regression analysis was done.

Table 4.9 Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	.858	1.166
Price	.805	1.243
Product Availability	.884	1.131
Advertisement	.882	1.134

a. Dependent Variable: Consumer Buying Behavior

Source: Survey data (2021)

4.5.1.5. Auto Correlation test

Another measurement Durbin Watson value (auto correlation test) is found which measures the underlying relationship between independent variables and value falls under 0 to 4. Based on the Model Summary table 4.11, the result is 2.152 means there was no disturbing relationship between independent variables. Therefore, the independent variables of this research didn't correlate.

4.5.2. Regression analysis results

Multiple regressions are a flexible method of data analysis which is appropriate when a quantitative variable (dependent) is to be examined in relationship to any other factors (independent). This analysis was applied to see by how much the dependent variable explained by the independent variable and vice versa. The regression analysis results are presented below.

Table 4.10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600 ^a	.360	.352	.59883	2.152

a. Predictors: (Constant), Product Availability, Advertisement, Product quality, Price

b. Dependent Variable: Consumer buying behavior

Source: Survey data (2021)

Table 4.10 gives summary of the model. This summary gives the R and R² of the model that has been derived. R has the value of 60% which represents the overall correlation between consumer buying behavior and the independent variables. buying behavior and the independent variable.

R², which is the coefficient of determination, was found to be 36% which means that independent variable (product quality, price, Availability, and Advertising) can account for 36% of the variation in consumer buying behavior. It indicates the contribution of independent variable product quality, price, Availability, and Advertising in explaining variance of consumer buying behavior of laundry detergent is 36%. In other words, 64% of the variation in consumer buying behavior of laundry detergent cannot be described by these four factors and other variables that have an effect on the outcome.

Table 4.11 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	65.019	4	16.255	45.329	.000 ^a
Residual	115.827	323	.359		
Total	180.847	327			

a. Dependent Variable: Consumer buying Behavior

b. Predictors: (Constant), Advertisement, Product quality, Availability, Price

Source: Survey data (2021)

Table 4.11 showed that there is significant effect between independent variable (product quality, Price, Product Availability, and advertisement) and dependent variable (consumer buying behavior) where, (F) value was (45.329) at 0.000, since the significant is less than 0.05, It states that there is significant effect of independent variables on consumer buying behavior.

Table 4.12. Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.836	.209		3.995	.000
Product Quality	.230	.045	.248	5.154	.000
Price	.087	.040	.108	2.167	.031
Product availability	.255	.037	.323	6.827	.000
Advertisement	.187	.033	.269	5.664	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Survey data (2021)

The table 4.12 above shows the regression standardized coefficients beta for the four independent variables i.e. product quality, price, product availability and advertisement are 0.248, 0.108, 0.323, and 0.269 respectively. It can be inferred that product quality, price, product availability and advertisement are significant which less than 0.05. The beta value shows level of effect each independent variable has on the dependent variable. The highest beta level is for availability having B=0.323 which had relatively a strong degree of importance for consumer buying behavior than others.

Linear regression estimates the coefficient of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Robert, 2006). The formula for regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$CBB = \alpha + \beta_1(PQ) + \beta_2(Pc) + \beta_3(AV) + \beta_4(AD)$$

Where, Y(CBB)= Consumer Buying Behavior

PQ =Product Quality

Pc= Price

AV = Product Availability

AD=Advertisement

α =Constant

$\beta_1, \beta_2, \beta_3,$ and $\beta_4,$ =The Regression standardized coefficient of each variable

Therefore, the equation derives as:

$$CBB=0.836+ 0.230 (PQ) +0.087 (Pc)+ 0.255 (AV) + 0.187 (AD),$$

Constant 0.836 shows the effect of Product quality(PQ), Price(Pc), Product availability(AV) and Advertisement(AD). It means that in a condition where all independent variables are constant(Zero), Consumer Buying behavior(CBB) as dependent variable is expected to be 0.836. 0.230 increase in Product quality will bring a 0.230unit increase in consumer buying behavior of laundry detergent products. 0.087increase in price will bring a 0.087 unit increase in buying behavior of laundry detergent products.0.255increase in availability will bring a 0.255 unit increase in buying behavior of laundry detergent products.. 0.187unit increase in advertisement will bring a 0.187unit increase in consumer buying behavior of laundry detergent products.

Consumer buying behavior and Product quality

As indicated in the appendix B product quality was considered as predictors of consumer buying behavior and reported high level of significance $p<0.01$. And also the R square value of 0.103 confirming that, 10.3% of the variation in consumer buying behavior is explained by product quality. Therefore, product quality found to be significantly related to Consumer buying behavior of laundry detergent products as the p-value is less than 0.05.

Consumer buying behavior and Price

In the appendix B, Shows the result of regression analysis for price and consumer buying behavior. Therefore, R square value of 0.113 with high level of significance $p<0.01$ confirming that, 11.3% of consumer buying behavior is explained by price.

Consumer buying behavior and Product availability

As the result of regression analysis of product availability and consumer buying behavior indicates, availability can explain consumer buying behavior in relatively moderate extent. Appendix B shows, reported the R square value of 0.210 with high level of significance $p < 0.01$, it is possible to conclude that 21 % of consumer buying behavior is explained by product availability.

Consumer buying behavior and advertisement

As appendix B indicated in the regression analysis result of advertisement and consumer buying behavior, advertisement can explain consumer buying behavior of laundry detergent products in Addis Ababa. 12.7% of consumer buying behavior is significantly explained by advertisement. Advertisement was considered as predictors of consumer buying behavior and reported high level of significance $p < 0.05$ as it is indicated in the appendix.

4.6. Hypothesis Testing

A hypothesis test is a process in which assume an initial claim to be true and then test this claim using sample data.

There are two hypotheses: The null hypothesis(H_0) is the initial claim and is often specified using previous research or common knowledge. The alternative hypothesis (H_1) or research hypothesis is what we may believe to be true or hope to prove true.

Based on the literature review the following four hypotheses are developed tested.

H1: Product quality has a positive and significant influence on the consumer buying behavior of laundry detergent products.

With respect to the first hypothesis, the result on table 4.14 shows that beta and p value of product quality was positive and significant. Therefore, H_1 is supported, which indicate product quality has a positive and significant influence on consumer buying behavior of laundry detergent products.

H2: Price has a negative and significant effect on the consumer buying behavior of laundry detergent products.

Regarding, the second hypothesis the result on table 4.14 shows that beta and p value of price was positive and significant. Therefore, H_2 is not supported, which indicate price has a positive (not negative as hypothesized) relationship and statistically significant with consumer buying

behavior of laundry detergent products. Which implies that if consumers satisfied with the perceived quality of a product they will willingly pay a high price.

H3: Product availability has a positive and significant influence on the consumer buying behavior of laundry detergent products.

With respect to the third hypothesis, the result on table 4.14 shows that standardized coefficient beta and p value of product availability was positive and significant. Therefore, H3 is supported, which indicate that product availability has a significant positive influence on consumer buying behavior of laundry detergent products.

H4: Advertisement has positive and a significant influence on consumer buying behavior of laundry detergent products.

Regarding the forth hypothesis, the result of table 4.13 shows that beta and p value of information provided was positive and significant. Therefore, H4 is supported, which indicate advertisement has a significant positive influence on consumer buying behavior of laundry detergent products.

Since, coefficients of the all predictor variables are statistically significant at less than 0.05; the hypotheses related with all independent variables except price is accepted. The result of Beta value for price was positive ($\beta= 0.108$) with P value <0.05 which implied the alternative hypothesis (H1) was rejected and the initial claim (H0) accepted.

Table4.13 Summary of Hypothesis Testing

Hypothesis	Result	Reason
H1: Product quality has a positive and significant influence on the consumer buying behavior of laundry detergent products.	Ho: Rejected H1: Accepted	$\beta= 0.248, P<0.05$
H2: Price has a negative and significant effect on the consumer buying behavior of laundry detergent products.	Ho: Accepted H1: Rejected	$\beta= 0.108, P<0.05$
H3: Product availability has a positive and significant influence on the consumer buying behavior of laundry detergent products.	Ho: Rejected H1: Accepted	$\beta= 0.323, P<0.05$
H4: Advertisement has positive and a significant influence on consumer buying behavior of laundry detergent products.	Ho: Rejected H1: Accepted	$\beta= 0.269, P<0.05$

Source: Survey data (2021)

4.7. Discussion of Findings

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

The primary data collected through structured questionnaires were analyzed using descriptive and inferential statistics. The analyses showed that the significance of the four independent variables(product quality, price, product availability and advertisement) in describing and affecting dependent variable buying behavior in laundry detergent products.

The study revealed some important findings on the demography of the shoppers and decision makers (influencers) of laundry detergent products which were found to be highly dominated by female members of the households in Addis Ababa. An important implication for marketers is the development of marketing strategies based on the right knowledge of the decision maker and shopper.

TV and Radio advertisement, family and friends as well as exposure to brands in shops have been identified as the most important sources of information. This informs the marketer about whose information is the most valuable and acceptable by the consumer.

For products with the FMCG-homecare category, the extension of discussions based on the findings in the laundry detergent analysis, indicates that the significant predictor variables are product availability, product quality, price and advertisement in this order of magnitude.

The first significant predictor variables is product availability. Consistency of supply and availability at convenient locations are vital for choice of a brand. According to Lin and Chang (2003) convenience of a brand has a significant impact on consumers' brand choice of any product. Corsten and Gruen(2013) found out the impact of availability on buying behavior of FMCG consumers. Peter and Donnelly (2007) also indicated that when consumers are seeking low involvement products, they are unlikely to engage in extensive search, making easy accessibility and availability an important factor. The researcher believes that Ethiopia has much to grow to become a competitive, branded market place for FMCGs- Laundry detergent products.

The second significant predictor variable, advertisement has evolved to become a vital communications system to help consumers make every day purchase decisions in their lives (Belch & Belch, 2003). Researchers found out that consumers are highly influenced by advertising to a brand of FMCG (e.g. Shuklaetal.,2012; Rasooletal.,2012; Rahman,2012). Consumer take the " peripheral route" to persuasion when they are dealing with purchase decision in low-involvement products (Bian&Moutinho,2011). In other words, consumers will base their buying behavior for FMCG products on superficial analysis of readily available and salient factors presented to them through advertisement or other form of marketing communication.

The Third predictor variable is product quality. Product quality affect consumer buying behavior has a positively and significantly. prior studies showed that product quality is conformance to requirements encompassing the features and characteristics of a product that satisfy stated needs of customers. Mahmud and Gope, (2012) noted that consumers buy soap on the basis of product features including colour, fragrance, skin care or germ fight features. Perceived quality is also regarded as the degree to which a product provides key customer requirements and how reliably these requirements are delivered. Kotler also stated that product's quality has a significant impact towards the product or service performance, thus it is linked to a customer's and satisfaction (Kotler and Armstrong 2010).

In this study the last predictor variable, Perceived price is how a consumer perceives a price as high, low or fair and it has a strong influence on purchase behavior. In this research price has a positive and significant influence on consumers which indicated that consumers relate the price with the perceived value of the product. Customers will enjoy of the perceived values of the product greater than the cost of the product (Hemalatha, et al., 2014). Perceived price becomes the consumer's own judgment of the magnitude of specific and its worthiness in comparison to what would be gained. It is noteworthy to say here that consumers may not always be knowledgeable or keen in their comparison when they encode prices in a day to day basis. They just do it in ways that are meaningful to them (Zeithaml, 1983; Dickson& Sawyer, 1985).

Generally the influencing variables were found to significantly influence buying behavior. However, there were few differences in the magnitude and significance of the variables in explaining buying behavior.

Hence, the researcher believes that critical analysis should be there to effectively identify the most important variables affect buying behavior of laundry detergent products. Marketers of FMCG can give a significant amount consider to the same set of variables as influencing buying behavior and adopt strategies based on these.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5. Introduction

The overall aim of this research was to make an assessment of factors affecting consumer buying behavior of FMCG in case of laundry detergent. Pivotal to this research was the need to answer the question; what influence factors have on overall consumer buying behavior for laundry detergent products? This chapter will summarize and conclude the findings, evaluate the proposition and make recommendations.

5.1. Summary of Major Finding

The general objective of the study was to examine factors affecting the consumers buying behavior in Addis Ababa the case of Laundry detergent products. The study identified four factors which are product quality, price, product availability and advertisement as independent variable and dependent variable consumer buying behavior.

It was explanatory and quantitative in nature, the sample size was taken from the population of resident of Addis Ababa, the sample specifically taken from the five sub-city in Addis Ababa which are randomly selected and the sample size used out 384 questionnaires 328 questionnaires used for analysis.

It was explanatory and quantitative in nature, the sample size was taken from the population of resident of Addis Ababa, specifically from the five sub-cities which are randomly selected. For analysis, from out of 384 questionnaires 328 questionnaires were used.

To summarize and analyze the data descriptive and inferential statistics were used and showed that the four hypothesized variables such as product quality, price, product availability and advertisement were describe and affect buying behavior laundry detergent products.

This study was undertaken with in the conceptual model developed based on the adoption of Kotler's(2009) black box model with the independent variable product quality, price, product availability and advertisement and the dependent variables consumer buying behavior. Major findings of the study will be presented below.

Demographics characteristics of respondents show that 81.1 % of the sample were female, the rest 18.9% of the sample were males.

Age respondents 40.2% of the respondents were of the age 26-35 years. Followed by 36-50 years accounts for 32.9%. Respondents who 18-25 years consists of 23.2% and above 51 years represented only 3.7% of the total respondents of this research.

Regarding, educational level of respondents 42.4% of respondents had Diploma, 34.5% of the respondents had BA Degree and Above, 14% had complete High school, 9.1% had under 12th Grade. Monthly income of the respondents 37.5% had with the interval 2501-5000, next 35.1% of the respondents had above 5001, thirdly 19.5% had with 1001-2500 and the last one below 1000 had 7.9%. For Product specific information, most of the respondents had choose Diva when for the questions they asked for the first brand that come to their mind, the three brands they remembered and the brand they usually buy and use.

The source of information consumers used were TV and radio advertisement(31.1%), family and friends recommendation(20.7%), Exposure to shops (15.9%), retailer recommendation(7.3%) and rest(25%) had use more than one source of information

The results of the correlation analysis show that, all the four factors product quality, price, product availability and advertisement have positive, significant and moderate relationship with consumer buying behavior with $p < 0.05$ and Pearson Correlation value of $r = 0.321$, $r = 0.336$, $r = 0.458$ and $r = 0.356$ respectively. As of the regression analysis results indicate, the four independent variables such as product quality ($\beta = 0.248$), price ($\beta = 0.108$), product availability($\beta = 0.323$) and advertisement($\beta = 0.269$) have a positive and significant influence on consumer buying behavior of laundry detergent products

5.2. Conclusion

The shoppers or decision makers of which products and brands to buy laundry detergent products is female in gender category, and also it was reported that almost all purchases are also made by with the age groups of 26-35 and 36-50years. Segment target market with specific demographic and psychographic characteristics of products.

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

There were number brands respondents identified but the high reported laundry detergent brands are large manufacturer products which showed that large enterprises geographically address the consumer market through large supermarket as well as smaller kiosks but most of small manufacturers of laundry detergent products address local area market. Additionally, based on the different brands there are new entrant manufactures in the sector which shows that there is a demand market for laundry detergent products in Addis Ababa (it needs further study).

Furthermore, in this study there were laundry detergent brands which have almost the same number of response rate. It showed that there is a competitive market for laundry detergent products in Addis Ababa.

TV and Radio Advertisement, from friend and family recommendation, and exposure to brands at shop were the most chosen source of information, but there were also respondents who choose more than one alternative which showed that laundry detergent product is one of FMCG that is purchase, use and dispose by consumers and has short shelf life which means it follows some process such as consumers aware about the brand through different sources of information but continual of purchasing the product depending on consumers satisfaction after purchase and trial. The main finding drawn on the effect of factors such as product quality, price, product availability and advertisement have on consumer buying behavior was positive and significant. The conclusion therefore was product availability and advertisement affects at a large extent and followed by product quality and price were moderately influence the buying behavior of laundry detergent products.

From these results, it can be concluded that, companies should give much emphasis on marketing strategy elements which have high impact on consumer buying behavior. In this study, the four factors companies should give much attention are product quality, price, product availability and advertisement that affect buying behavior of consumers.

5.3. Recommendation

The study has highlighted that indeed consumers in Addis Ababa consider product quality, product availability, price and advertisement as of paramount importance with the other factors considered as secondary when they buy laundry detergent hence the following recommendations are made in light of these findings;

- ✓ In this study, females are the most dominant decision makers or purchasers of laundry detergent products. Identifying the target market helps to launch appropriate marketing Strategy. An important implication for marketers is the development of marketing strategies based on the right knowledge of the decision maker and shopper.
- ✓ In this research the first brand that comes to consumers mind and they usually buy and use is Diva multipurpose soap which is a recently launched product by Repi Wilmar soap and detergent products. The existed marketers should revise their marketing strategy by studying consumers buying behavior focusing on increasing customer value.
- ✓ Based on the most chosen source of information the marketer should identify about whose information is the most valuable and acceptable by the consumer.
- ✓ The general findings of the study indicate that buying behavior is influenced by the consideration of nearly all the predictor variables assessed in this study the differential impact of the variables should strongly be taken into account for an appropriate, marketing strategy.
- ✓ Based on the findings in the laundry detergent analysis, indicates that the significant predictor variables are product availability, advertisement, product quality, and price in this order of magnitude. For this study marketers should give priority for :

1st Product Availability by launching strong distribution network to ensure wide availability of the product to the consumer.

- Place/ Product availability includes channels, coverage, assortments, locations, inventory, transportation, logistics

Consistency of supply and availability at convenient locations are vital for choice of a brand.

2nd Advertisement or Marketing communication. It is very important to promote the products by to aware customers about products, features of the products or any offer on the product.

- Promotion: advertising, personal selling, sales promotion, public relations

Creating awareness by advertisement is not enough for FMCG-laundry detergent products there are also other important factors marketers should address like product quality, price and availability and marketers should meet the requirement and keep what they promised to consumer through advertisement to maintain and increase loyal and potential customers

3rd Product quality by offering the product to the customer that meet their requirements and needs.

- Product involves variety, quality, design, features, brand name, packaging, services

Marketers make sure providing a product that fulfill key customer requirements and reliably delivering it.

4thprice - this is important to be considered to fix the price of the product which is comparable to the competitors in the market.

- Price includes list price, discounts, allowance, payment period, credit terms

Consumers relate the price with the perceived value of the product. Marketers should increase the perceived value of the product and consumers enjoy paying the higher price.

- ✓ As the result of increasing urbanization, modern life style, increasing income as well as entrance of new and international companies in to the market companies give more attention for consumers buying behavior. In order to do that companies should adopt a strong marketing strategy.
- ✓ Finally, it is recommended to other researchers that when they are taking buying behavior of FMCG as a research topic they should also focused on the other marketing factors and dimensions. The four Ps of the marketing mix can be reinterpreted as the four Cs. They put the customer's interests (the buyer) ahead of the marketer's interests (the seller).
 - Customer solutions, not products: Customers want to buy value or a solution to their problems.
 - Customer cost, not price: Customers want to know the total cost of acquiring, using and disposing of a product.
 - Convenience, not place: Customers want products and services to be as convenient to purchase as possible.
 - Communication, not promotion: Customers want two-way communication with the companies that make the product.

5.4. Limitations and Future area of study

Methodologically and geographically, this research used quantitative method of approach and structured questionnaires for the collected and analyzed data from consumers who purchase from super markets, kiosks and stores found in randomly selected five sub-cities in Addis Ababa.

For future researchers, it's better to incorporate soap and detergent companies regarding their research and development and marketing strategy on consumer buying behavior.

Conceptually this study did not cover all factors affecting buying behavior. Additional research including other factors on a wider scale is required.

Further researches need to be on how consumers gather and process the information and how it affect their decision making abilities. The researcher thinks it is a core point to know consumers buying behavior to implement marketing strategy.

REFERENCE

- Abraham Maslow, (1954), *Motivation and Personality*, New York: Harper and Row.
- Addis fortune,(2019),The Largest English Weekly in Ethiopia!.mhtml: <https://addisfortune.news/>
- Agyekum, C. K., Haifeng, H., & Agyeiwaa, A. (2015). Consumer perception of product quality. *Microeconomics and Macroeconomics*, 3(2), 25-29.
- AliA, ThumikiV.R.R.&KhanN.,(2012),Factors Influencing Purchase of FMCG by Rural Consumers in South India: An Empirical Study, *International Journal of Business Research and Development*, Vol. 1Issue 1, pp. 48-57.
- Andy, F. (2006). *Discovering Statistic using SPSS*. London: SAGE publication
- Armstrong, G. & Kotler, P., 2009. *Marketing An Introduction*. 9th ed. New Jersey: Pearson Prentice Hall.
- Belch,G.E.,&Belch,A.M.,(2003)*AdvertisingandPromotion:AnIntegratedMarketingCommunication s Perspective*, McGraw Hill
- Bhagat,J.K. (2012), *Consumer Behavior of Teenagers with Reference to Fast Moving Consumer Goods(FMCG) in the Mumbai Region–Maharashtra, India; International Conference on Business Management& Information Systems, 2012*
- Bian,X.&Moutinho, L., (2011),The Role of Brand Image, Product Involvement and Knowledge in explaining Consumer Purchase Behavior of counterfeits, *European Journal of Marketing*, Vol. 45 No. 1/2, pp. 191-216
- Blackwell,R.D.,Miniard P. W.,& Engel J.F.(2001),*Consumer Behaviour*, Thomson South Western.
- Bozinoff,L.,(1982),*A Script Theoretic Approach to Information Processing: an Energy Conservation Application*, *Advances in Consumer Research* Vol 11, pp. 481-486
- Burns,R.andBurns,R.(2008)*BusinessresearchmethodsandstatisticsusingSPSS*.LosAngeles: SAGE.

- Chakravarti, A. & Janiszewski, C. (2003), The influence of macro-level motives on consideration set composition in novel purchase situations, *Journal of Consumer Research*, Vol. 30 No. 2, pp. 244-58
- Corsten, D. & Gruen, T., (2003), Desperately seeking Shelf Availability: An Examination of the extent, the causes and the efforts to Address Retail out-of-stocks, Vol. 31 No. 12 pp. 605-617
- Cox, S. (2003/2004). Global Manufacturing and Innovation: a Supply Chain Perspective. *IEE Computing and Control Engineering*, 14 (6), Dec/Jan, pp. 31-36.
- Creswell, W. (2009). *Research Design: Qualitative Quantitative and Mixed Method Approach*, California SAGE Publication Inc.
- Chirchil, G. (1995). *Marketing Research Methodological Foundation (6th ed.)*. The Dryden Press.
- Dholakia, U.M. (1998), Involvement-response models of joint effects: an empirical test and extension, *Advances in Consumer Research*, Vol. 25 No. 1, pp. 499-506.
- Dibb S., Ferrell O.C., Simkin L. and Pride W. M. (2005), *Marketing: Concepts and Strategies*, 5th ed., Houghton Mifflin.
- Dickson P. R and A.G Sawyer (1990); the Price Knowledge and Search of Super Market Shoppers, *Journal of Marketing* 54 July).
- DeBruicker, F. S. (1979), "An Appraisal of Low-Involvement Consumer Information Processing," in J. C.
- Engel, J.F., Blackwell, R.D. & Miniard, P.W. (1986) *Consumer Behavior*. 5th ed. London: Dryden Press.
- Erasmus, A.C., Boshoff, E. & Rousseau, G.G., (2001), Consumer Decision-making models with in the discipline of consumer science: a Critical Approach, *Journal of Family Ecology and Consumer Sciences*, Vol. 29, pp. 82-90.
- Ferrel, (2010), *Marketing Strategy*, (5thed), Southwestern cologe pub.
- Ferrell. O., C. (2015). *Marketing strategy*. 5th Ed. Mason, Ohio: South-Western Thomson.
- Gedamnesh Tesfaye (2013), *Factors Underlying Brand Choice of Consumers: the case of Bottled Water Brands in Addis Ababa* (Master's Thesis).
- Getaneh Zelalem (2012), *Brand Preference and its Antecedents: a case of Footwear Products* (Master's Thesis).
- Griliches et al. (1971) "Introduction Hedonic price indexes revisited" Harvard University press.

- Gough,L.,(2004), FMCG Selling.
- Guru, P. R., DevakumarG.,&Upadhyay S. (2009), A Study on Brand Awareness of Shampoo Products for CavinKarePvt.Ltd, SASTECH, Vol 8,Iss2.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010) Multivariate Data Analysis. 6th ed. s.l.: Pearson prentice Hall.
- Hemalatha, A., Valsamma, A. &Sivanesan, G., 2014. A Study of Brand Loyalty on Toilet Soaps Buying Behavior of Female Consumers in Tiruchirappalli. *International Journal Of Marketing And Human Resource Management*, 5(5), pp. 11-21.
- Hawkins, (2010), *Consumer Behavior: Building Marketing Strategy*, (11thed), McGGraw-Hill Irwin.
- Hollensen, S., 2010. *Marketing Management a Relationship Approach*. 2nd ed. Essex: Pearson Education Limited.
- Homewood, IL: Irwin, (1983), 14. ... *Academy of Management Review* 12(1): 133-143 (1987). ISI Abstract. 55. *Journal of Product Innovation Management*, 1990.
- HowardJ. A., &ShethJ. N., (1969), *A Theory of Buyer Behavior*, New York: Wiley.
- Kahn, (2006), *Journals of Marketing research*, pp. 4
- Kothari, C. R., 2004. *Research Methodology Methods and Techniques*. 2nd ed. New Delhi: New Age International.
- Kotler, P., 2000. *Marketing Management Millenium Edition*. New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G (2010). *Principle of Marketing*. 13th Ed. Pennsylvania, USA: Prentice Hall.
- Kotler,P, Keller,K.L&Koshy,A.(2009). *Marketing Management*, (13th ed), Pearson Prentice Hall publication.
- KPMG, 2015. *KPMG Sector Report Fast Moving Consumer Goods In Africa*. [Online]
- Lancaster, G. & Reynolds, P., 2005. *Management Of Marketing*. Oxford: Elsevier Butterworth Heinemann.
- LinM.Y.&ChangL.H.,(2003), Determinants of Habitual Behavior for Leading Brands in China, *Journal of Product and Brand Management*, Vol. 12, No. 2, pp 94-107

- Mahmud,K.&Gope,K.,2012.Factors Influencing The Extent of Brand Loyalty of Toilet Soap Users in Bangladesh: A Case Study on Dhaka City. *Global Journal of Management and Business Research*, 12(15), pp.24-33.
- McDonald M. & Christopher M. (2003), *Marketing: A Complete Guide*, Palgrave Macmillan.
- MatheosHailu(2013),An Empirical Examination of Sales Promotion Practices a case on BGI Ethiopia PLC(Master's Thesis).
- Marczyk,D. D., Geoffrey,R.,&David,F. (2005)*Essentials of Research Design and Methodology*, New Jersey.
- Menke, J.(2007),*The UK Fast Moving Consumer Good (FMCG) Business*, VDMV erlag Dr. Muller e. K, Lightning Source Inc.
- MillionTekeste(2013),*Determinants of CBBE the case of Ethiopian Beer Industry* (Master's Thesis).
- Mittal, B. (2004), Lack of attribute searchability: some thoughts, *Psychology and Marketing*, Vol. 21 No. 6, pp. 443-62.
- Maloney and B. Silverman, *Attitude Research Plays for High Stakes*(Ed.), American Marketing Association; Chicago.
- Nugroho, W.A., & Wihandoyo, L.S. (2009). *Consumer's Perceived Value and Buying Behavior of Store Brands: An Empirical Investigation*.
- Olson, (2010), *Marketing Strategy: Thinking deeper about customer experience*.
- PeterJ.P.andDonnellyJ.H.,(2007),*Marketing Management: Knowledge and Skills*, 8th e.d., McGraw HillIrwin.
- Pride and Ferrel, (2010), *Marketing*, (15thed), South Cengage Learning.
- Poh, L. S., & Mohayidin, M. G. B. (2013). Dimensions of price satisfaction: a study in the low cost airlines industry. In *2nd International Conference on Business and Economic Research (2ND Icbcr 2013) Proceeding*.
- Ray, M. (1973), "Marketing Communication and the Hierarchy of Effects," in Clarke (Ed.) *New Models for Communication Research*, p. 146-175.
- SarangapaniA., (2009), *A Text book on Rural Consumer Behavior in India: A Study of FMCGs* Published by University Science Press.

- Saunders, M., Lewis, P. & Thornhill, A., (2009) Research methods for business students. 5th ed. Harlow, England.
- Schiffman L.G., Kanuk L.L. in collaboration with Wisenblit J., (2010): Consumer Behavior, 10th ed., Pearson Education, Inc.
- Shukla, A., Talankar, A. & Mishra (2012), Advertising Strategy for FMCG Product: Analysis Using Interpretive Structural Modeling, *International Journal of Engineering Research & Technology (IJERT)* Vol. 1 Iss 8.
- Solomon M., Bamossy G., Askegaard S. & Hogg M. K. (2006). Consumer Behaviour: A European Perspective, 3rd ed., Pearson Education Limited.
- Subhash, J., 2004. Marketing Planning And Strategy. 7th ed. Mason, Ohio: Thomson Custom.
- Tyagi, C.L. & Kumar, A., (2004), Consumer Behavior, Atlantic Publishers and Dist.
- Ullah, S. & Prince, P. R., (2006), A Study of Factors Influencing the Purchase Decision of FMCG: Bangladeshi Consumers, *European Journal of Developing Country Studies*, Vol. 2.
- Wiid, J. and Diggines, C., (2009), Marketing Research, Juta and Company Limited.
- Wright, R. (2006), Consumer Behaviour, Gray Publishing, Tunbridge Wells, UK.
- Yalew Mamo (2013), Influence of Packaging attributes on customers purchase decision for bottled water in Addis Ababa (Master's Thesis).
- Zeithaml et al, (1998) Study Guide for use in Marketing, Journal Marketing Research.
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M., (2010), Business research methods. Beijing: Qinghuadaxuechu ban she.
- WWW.capitalethiopia.com(2019), Half of Soap on the Market below Standards.
- WWW.addisfortune.com(2019), Great Business Keeping Households Clean

Appendices

Appendices: Research Questionnaire

APPENDIX 1A (English Questionnaire)

A Questionnaire on

“Factors affecting Consumer Buying Behavior of Fast-Moving Consumer Goods(FMCG) in Addis Ababa in a case of laundry detergent products.”

Dear Respondent,

The objective of this survey is to gather, analyze, and synthesize relevant, accurate, sufficient, and timely information that will provide insights about **“Factors Affecting Consumer Buying Behavior of Fast-Moving Consumer Goods (FMCG) in Addis Ababa: A Case of Laundry Detergents Products”**. This questionnaire consists OF FOUR SECTIONS: Section I deals with the general profile of the respondent; Section II covers specific questions. Section III deals with Factors affecting Consumer buying behavior; Section IV addresses Consumer buying behavior. The information you provide in this survey will be used for the stated purpose and it will be held confidential. I appreciate your voluntary and valuable participation in this survey. We thank you in advance for sharing your valuable experience and time with us in completing the questionnaire.

You can contact me through 0910 99 1126 or aderealem@gmail.com

Part I: General Information

Direction: Please use tick (☐) mark in the boxes to answer the questionnaire

1. Gender

Female

Male

2. Educational Background

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

3. Age Group

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

4. Monthly Income in ETB

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

Part II: Specific Information

Direction: This part of the questionnaire collects information to identify the most important factors influencing the consumers' buying behavior of Fast-Moving Consumer Goods (FMCGs) in Addis Ababa specifically that used to clean clothing.

Laundry Detergents

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

2. Please list 3 Brands of laundry detergents you remember.

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

Exposure to Brands in Shops From Friends and Family

TV and Radio Advertising Retailer's Recommendation

Billboards & Vehicle Branding Any other _____

4. Which laundry detergent/bar soap, liquid detergent and powder detergent products/do you usually buy and use? _____

Section: III: Factors affecting Consumer Buying behavior

Direction: - Please evaluate the following construct in relation to consumer behavior towards FMCG by encircling the appropriate alternatives by encircling the appropriate options where, 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree.

S. No	Construct and items	Sda	Da	N	A	Sa
V-1	Product quality					
1.	I buy this laundry detergents because I trust its quality	1	2	3	4	5
2.	I buy this laundry detergents because it has very good quality	1	2	3	4	5
3.	I buy this laundry detergents because it offers excellent features	1	2	3	4	5
V-2	Price					
4.	I buy this laundry detergents because it's affordable	1	2	3	4	5
5.	I buy this laundry detergents because it has fair price	1	2	3	4	5
6.	I buy this laundry detergents because it has low price	1	2	3	4	5
V-3	Product availability					
7.	I buy this laundry detergents because it's widely available	1	2	3	4	5
8.	I buy this laundry detergents because I found it in my neighborhood.	1	2	3	4	5
9.	If my preferred brand is not available in the shop, I will buy any other laundry detergents available.	1	2	3	4	5
V-4	Advertisement					
10.	I buy this laundry detergents because it is advertised on TV and radio	1	2	3	4	5
11.	I buy this laundry detergents because it has an attractive and recognizable advertisement	1	2	3	4	5
12.	Ads have influence over the types of laundry detergents I buy	1	2	3	4	5

Section: IV: Consumer Buying Behavior

Direction: -Please evaluate the following construct in relation to consumer Buying behavior by encircling the appropriate alternatives by encircling the appropriate options where, 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree.

S.No.		1	2	3	4	5
1.	I usually buy the best quality brands	1	2	3	4	5
2.	I usually buy fair priced brands	1	2	3	4	5
3.	I usually buy widely available brands	1	2	3	4	5
4.	I usually buy well-advertised brands	1	2	3	4	5

Thank You

APPENDIX 2A (Amharic Questionnaire)

አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት

የገበያ አመራር የትምህርት ክፍል የአዲስ አበባ ነዋሪዎች የዕለት ፍጆታ/ፍላጎት ላይ ተጽዕኖ ሚያደርጉ ነገሮች ለማወቅ ለሚደረግ ጥናት የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪ

የዚህ ጥናት አላማ በዕለት ፈጆታ ተጠቃሚ የሆኑ አዲስ አበባ ነዋሪዎች ላይ ተፅዕኖ የሚፈጠሩ ነገሮች ዙሪያ ተለያዩ መረጃዎችን በመሰበሰብና በመተንተን ተአማኒነት ያለው የተደራጀ መረጃ ማቅረብ ነው።

ይህ መጠይቅ አራት ክፍሎች አሉት። ክፍል አንድ የምላሽ ሰጪ ጠቅላላ መረጃ፣ ክፍል ሁለት የልብስ ሳሙና ላይ ያተኮሩ ጥያቄዎችን ይዟል። ክፍል ሦስት ተፅዕኖ የሚፈጠሩ ነገሮች ዙሪያ ያተኮረ ሲሆን፣ ክፍል አራት በተጠቃሚው ባህሪያት ዙሪያ ያጠነጠነ ነው። በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ በጠቀስኩት የጥናቱ አላማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው። በፈቃደኝነት ያደረጉልኝን ተሳትፎ አደንቀለሁ። ሰላካፊሎች ጠቃሚ ልምድና ጊዜዎ በቅድሚያ አመሰግናለሁ።

ለሚኖርዎት ጥያቄ በተናቀሳቃሽ ስልክ ቁጥር **0910 991126** ወይም በኢሜይል አድራሻዬ aderealem@gmail.com ሊያገኙኝ ይችላሉ።

ክፍል አንድ - ጠቅላላ መረጃ

እባክዎ ምላሹ ነው ብለው በሚያምኑትን ሳጥን ውስጥ ይህን "✓" ምልክት ያስቀምጡ።

1. ጾታ

ሴት

ወንድ

2. እድሜ

18 -25

26-35

36-50

ከ51 በላይ

3. የትምህርት ደረጃ

ከ12ኛ ክፍል በታች

ሁለተኛ ደረጃ

ዲፕሎማ

የመጀመሪያ ዲግሪ እና ከዚያ በላይ

4. ወርሃዊ ገቢ

ከ1,000 በታች

ከ1,001-2500

2501-5000

ከ5001 በላይ

ክፍል ሁለት - የምርቱ ዓይነት- የልብስ ሳሙና / ፈሳሽ፣ ደረቅና ዱቄት/ በተመለከተ

ይህ ክፍል በፍጆታ እቃዎች በተለይም በልብስ ሳሙና ተጠቃሚዎች ላይ ተፅዕኖ የሚፈጠሩ ነገሮችን ለመለየት የቀረበ ነው።

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

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

3. ስለአነዚህ የልብስ ሳሙናዎች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?

- በሱቆች ውስጥ አይቼ
- ከቴሌቭዥንና በሬድዮ ማስታወቂያዎች
- የህትመት፣ቢልቦርድ፣የመኪና ላይ ማስታወቂያ
- ከጓደኞቹ እና ቤተሰቦቹ ሰምቼ
- ባለሱቁ (ሽያጭሰራተኛ) ምክር (አስተያየት)
- ሌላ ካለ ይግለጹ _____

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

ክፍል ሦስት - ተጠቃሚዎች ላይ ተፅዕኖ ሚደርጉ ነገሮች

የሚከተሉት ጥያቄዎች ተጠቃሚዎች ላይ ተፅዕኖ የሚደርጉ ነገሮች ዙሪያ ላይ ያተኮረ ሲሆን መልስዎን በማክበብ ይምረጡ።

- 1 = በጣም አልስማማም 2 =አልስማማምም 3 = አስተያየት የለኝም
- 4 = እስማማለሁ 5 = በጣም እስማማለሁ

ተ.ቁ	አይነት	1	2	3	4	5
ሀ	የምርትጥራት					
ሀ	ይህንን የልብስ ሳሙና የምገዛውጥራት እንዳለው ስለማምን ነው	1	2	3	4	5
ለ	ይህንን የልብስ ሳሙና የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው	1	2	3	4	5
ሐ	ይህንን የልብስ ሳሙና የምገዛው በጣም ጥሩ መስፈርቶችን ስለሚያሟላ ነው	1	2	3	4	5
ለ	ዋጋ					
ሀ	ይህንን የልብስ ሳሙና የምገዛው ዋጋው ከገቢዬ ጋር ስለሚመጣጠን ነው	1	2	3	4	5
ለ	ይህንን የልብስ ሳሙና የምገዛው ከሚሰጠው አገልግሎት አንፃር ዋጋው ተመጣጣኝ ስለሆነ ነው	1	2	3	4	5
ሐ	ይህንን የልብስ ሳሙና የምገዛው ዝቅተኛ ዋጋ ስላለው ነው	1	2	3	4	5
ሐ	አቅርቦት					
ሀ	ይህንን የልብስ ሳሙና የምገዛው በሁሉም ቦታ ስለሚገኝ ነው	1	2	3	4	5
ለ	ይህንን የልብስ ሳሙና የምገዛው-ሁልጊዜ በሰፊ ስለማገኘው ነው	1	2	3	4	5
ሐ	የምመርጠውን የልብስ ሳሙና ካላገኘሁ ማንኛውንም ሌላ ዓይነት ሳሙና እገዛለሁ	1	2	3	4	5
መ	ማስታወቂያ					
ሀ	ይህንን የልብስ ሳሙና የምገዛው በቴሌቭዥንና ሬድዮ ስለሚተዋወቅ ነው	1	2	3	4	5

ለ	ይህንን የልብስ ሳሙና የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው	1	2	3	4	5
ሐ	ማስታወቂያዎች ልብስ ሳሙና ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ	1	2	3	4	5

ክፍል አራት- የደንበኞች ባህሪ

ይህ ክፍል ከላይ የተጠቀሱትን እና መሰል ምርቶችን በሚገዙበት ወቅት ግዢዎን የሚወስኑት ነገሮች ለመለየት የቀረበ ሲሆን በማክበብ ያስቀምጡ።

1 = በጣም አልስማማም 2 = አልስማማም 3 = አስተያየት የለኝም

4 = እስማማለሁ 5 = በጣም እስማማለሁ

ተ.ቁ		1	2	3	4	5
1.	በአብዛኛው በጣም ከፍተኛ የጥራት ደረጃ ያላቸውን የምርት ዓይነቶች እገዛለሁ	1	2	3	4	5
2.	በአብዛኛው ተመጣጣኝ ዋጋ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ	1	2	3	4	5
3.	በአብዛኛው በሁሉም ቦታ የማገኛቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ	1	2	3	4	5
4.	በአብዛኛው የሚተዋወቁ/ማስታወቂያ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ	1	2	3	4	5

እጅግ አድርጌ አመሰግናለሁ!

Appendix B: Regression analysis

Consumer buying behavior and Product quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321 ^a	.103	.100	.70541

a. Predictors: (Constant), Product Quality

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.627	1	18.627	37.433	.000 ^b
	Residual	162.220	326	.498		
	Total	180.847	327			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Product Quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.301	.194		11.844	.000
	Product Quality	.298	.049	.321	6.118	.000

a. Dependent Variable: Consumer Buying Behavior

Consumer buying behavior and Price

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.336 ^a	.113	.110	.70139

a. Predictors: (Constant), Price

ANOVA^a

Model	Sum of Squares	df		Mean Square	F	Sig.
1	Regression	20.473	1	20.473	41.616	.000 ^b
	Residual	160.374	326	.492		
	Total	180.847	327			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Price

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error		Beta		
1	(Constant)	2.607	.139		18.810	.000
	Price	.274	.042	.336	6.451	.000

a. Dependent Variable: Consumer Buying Behavior

Consumer buying behavior and Product availability

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 ^a	.210	.207	.66205

a. Predictors: (Constant), Product Availability

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	37.960	1	37.960	86.605	.000 ^b
	Residual	142.887	326	.438		
	Total	180.847	327			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Product Availability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.157	.145		14.846	.000
	Product Availability	.361	.039	.458	9.306	.000

a. Dependent Variable: Consumer Buying Behavior

Consumer buying behavior and Advertisement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.356 ^a	.127	.124	.69597

a. Predictors: (Constant), Advertisement

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.942	1	22.942	47.365	.000 ^b
	Residual	157.904	326	.484		
	Total	180.847	327			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Advertisement

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.759	.109		25.206	.000
	Advertisement	.248	.036	.356	6.882	.000

a. Dependent Variable: Consumer Buying Behavior

Appendix C: Homoscedasticity

