



**ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING MANAGEMENT**

**FACTORS INFLUENCING CONSUMER BUYING DECISION  
TOWARDS FAST MOVING CONSUMER GOODS (FMCG), IN  
THE CASE OF LAUNDRY DETERGENTINS IN ADDIS ABABA**

**BY  
FURUTUNA GEBREWAHID**

**JUNE 2021  
ADDIS ABABA**

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**BY**

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## **DECLARATION**

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Temesgen Belayneh (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Furutuna G.wahid \_\_\_\_\_  
Signature Date

## **ENDORSEMENT**

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

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Advisor

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Signature

June, 2021

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## **ACRONYMS AND ABBREVIATIONS**

<b>CPG</b>	Consumer Packaged Goods
<b>FMCG</b>	Fast Moving Consumer Goods
<b>ANOVA</b>	Analysis of Variance
<b>SPSS</b>	Software Package for Social Sciences
<b>VIF</b>	Variance Inflation Factors

## ABSTRACT

*The aim of this study was to investigate factors influencing consumer buying decision towards selected fast moving consumer goods (FMCG) in Addis Ababa. Quantitative approach along with explanatory research design was applied. The study was conducted on consumer of laundry detergent in Addis Ababa. A sample of 385 respondents was taken through convenience non-probability sampling method, of which a total of 288 valid responses were obtained and used for the analysis. Structured self-administered questionnaire was used to collect the primary data and using SPSS 20.0, both descriptive and inferential analyses were conducted for correlation and multiple linear regression analysis to attain the intended objectives. The Finding indicates that product quality, price, availability, advertisement and brand awareness significantly influence buying decision of consumers in Addis Ababa, but, product quality, price and availability were the most significant and the demographic profile of shoppers indicates that the market is highly dominated by the purchasing decisions of females within the households in Addis Ababa plus Retailer's recommendation, friend and family as well as exposure to brands in shops have been identified as the most important sources of information. An important implication for marketers is the development of marketing strategies based on the right knowledge of the decision maker and shopper. Results also give direction for companies and marketers of such products to give attention to consumer's behavior to be successful.*

**Key Words:** Consumer Behavior, Fast Moving Consumer Good (FMCG).

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large. Thus, the function of marketing is to identify, serving and fulfilling unfulfilled demands of the target customer. The core of marketing is all about producing, pricing, promoting, and placing the right product to the right market and selling it at the desired price from the consumer point of view Schiffman & Kanuk (2010). Today's marketing must be understood not in the old sense of making a sale---"telling and selling" but in the new sense of "Satisfying consumer needs, thus creating this satisfaction does not happen randomly, Therefore this notion bring us to the main idea of this study. According to Sarangapani (2009), the key to consumer satisfaction lies in understanding the consumer.

Consumer behavior can be defined as "the decision process and physical activity engaged in evaluating, acquiring, using or disposing of goods and services that they expect will satisfy their needs". The difficulties surrounding consumer's willingness and ability lie at the heart of the buying decision process. What makes consumers shop as they do? What makes them susceptible to some sales efforts and not to others? Why does an individual purchase or not purchase a specific product or service? Unless the marketing people understand the buying processes of the organization's target market, the chances for success are slim. Hence Marketers spend more money than ever to study consumers, trying to learn more about consumer behavior; who buys? How do they buy? When do they buy? Where do they buy? Why do they buy? Understanding consumer behavior is vital for any business to be sustainable and successful in the fast-growing market of the world. Marketers must fully understand both the theory and reality of consumer behavior to achieve the goal and objective of marketing and also the business as a whole. Thus, the success depends on how the marketers understand, serve, and influence consumers Peter and Olson (2010). The fundamental management issue for marketers in marketing is to determine a superior value position from the customer's perspective, thus they think that the better understanding they have of the factors underlying consumer buying decision, the better they will be able to develop effective marketing strategies to meet consumer needs (Assael, 2001).

This study is focused on FMCG consumers of Addis Ababa. Fast Moving Consumer Goods (FMCGs) also referred to as consumer packaged goods (CPG) by Cox (2003), are the products that are sold quickly and at a relatively low cost. This FMCG industry deals with the consumer goods that have a lesser shelf life and the goods that are perishable. They are generally replaced or fully used up over a short period time (Smith, 2010). Some of the examples of FMCG products include packaged food, toiletries, beverages, stationery, over-the-counter medicines, cleaning and laundry products, plastic goods, personal care products, as well as less expensive consumer electronics, such as mobile phones and headphones and some of the biggest FMCG companies in the world Nestlé, Procter& Gamble, PepsiCo, Unilever, Coca-Cola, and L'Oreal.

The FMCG industries have a huge share of a country's economy often up to a third of an economy (e.g. India, Bhagat, (2012). As a result of the country's huge population demography, and the witnessing economic growth over the last decade(NBEAnnual Report, 2012) Ethiopia stands out as favorable from the consumers' goods perspective this creates the interest of various researchers who studied the area from different perspectives (Gedamnesh, 2013; Getaneh, 2012; Teshome, 2012; Matheos, 2013; Million, 2013; and others). Also, attract many multinational companies in the FMCG sector, these companies enter the industry through different ways like joint ventures, equity acquisition, and also huge investments have also been increasing significantly. Unilever, Willmar, 54 capital and tiger brand, Heineken, Diageo, Guinness can be an example.

The frequency of shopping and a huge number of shoppers or consumers purchasing such items play a key role in the well-being of FMCG companies. Hence, the marketing concept and the importance of FMCG discussed above, studying the consumer buying behavior in the Ethiopian FMCG market is essential. Therefore, the focus of this study is the buying decision of consumers in Addis Ababa with in the Fast Moving Consumer Goods (henceforth referred as FMCG) industry. An attempt is made to study the urban consumer profile, buying decision and the factors behind their choices.

## **1.2 Statement of the Problem**

As it is discussed in the above part when an individual wants to purchase an FMCG product or any item, different factors are affecting their purchasing decision, thus studying consumer behavior is the most vital factor for any business to be successful and sustainable in the market. There are numerous studies on Fast moving consumer goods within many perspectives some of the perspectives are; brand awareness, brand loyalty, the impact of promotion or advertisement and other issues related to FMCG have been addressed. There are also researches undertaken in perspectives of buyer behavior and the factors behind their choice, which is the focus of this study (Priyalatha&Mathi, 2011; Alex &Menon, 2013; Ullah& Prince, 2006; Ali, 2012; Mahalingam& Kumar, 2012; Srivastava, 2013). Yet the above studies are undertaken in other country markets place within different socio-cultural and economic environments of countries like India, Pakistan, and Bangladesh. And also there are few researches in the Ethiopian markets context, that focus on different aspects of FMCG (Getaneh, 2012; Tekleab, 2012; Teshome, 2012; Matheos, 2013; Yalew, 2013; Million, 2013; Peneal 2017 ;). These studies explored FMCG from the perspectives of packaging attributes, sales promotion practices, the distribution system, and customer-based brand equity.

In Ethiopia related to the factors influencing buying decision are not extensively done as it is done in other country's markets. Understanding the specific factors behind buying decision for FMCG; an overall understanding of the Ethiopian FMCG market is yet to be established. As a result of a low level of understanding of the factors behind their choice, marketers of FMCG find themselves at the crossroads to develop and implement the appropriate marketing strategy that considers the consumer point of view.

Thus, this study investigated the significant factor influencing buying decision in the FMCG market. Hence, many scholars agreed on the importance of understanding consumer's buying behavior (Schiffman & Kanuk, 2010; Peter & Olson, 2010; Bhagat, 2012), as well as the ubiquitous nature of FMCG, studying this area will have strategic importance and implications.

Also, Ethiopia is witnessing high growth in economy and urbanization (Ali, 2013), these are key drives for the FMCG sector and the entrance of many multinational FMCG companies into the market is also another indication of the sector's growth.

Hence, Today's marketing is not in the old sense of making a sale---“telling and selling” but in the new sense of “Satisfying consumer needs, understanding consumer is necessary to implement a strong marketing strategy based on that Knowledge for sustainable growth and success.

Therefore, this study is undertaken to examine the major factors influencing consumers buying decision of fast moving consumer goods by considering the necessity of having a deeper knowledge of the consumer in the market and the growing importance of the sector in the country.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objective**

This study aimed to investigate the factors influencing the consumer's buying decision of FMCG in the case of laundry detergent in Addis Ababa.

#### **1.3.2 Specific Objectives:**

- ❖ To investigate the effect of product quality on consumer buying decision.
- ❖ To analyze the effect of price on consumer buying decision.
- ❖ To evaluate the effect of advertisement on consumer buying decision.
- ❖ To investigate the effect of availability on consumer buying decision.
- ❖ To investigate the effect of brand awareness on consumer buying decision.

### **1.4 Significance of the Study**

The study may help the marketers in the FMCG sector in Ethiopia market, to develop and implement successful marketing strategies, to develop an effective marketing strategy marketer need to understand consumers very well. Since much research has not been done in this area in our country it will fill the gap that currently exists. Bhagat (2012) also underlines the importance of sufficient and relevant information for planning and making successful decisions about a marketing strategy.

It may give a broader contribution if a study is conducted between different kinds of FMCG products and to include other attributes that consumers might take into consideration towards purchasing of FMCG and it may suggest possible recommendations for FMCG companies on how to developing a successful marketing strategy.



## 1.5 Scope of the Study

The scope of the study was limited in terms of geographically, conceptually, and methodologically to make the study manageable.

Geographically, the scope is delimited to consumers of laundry detergent in Addis Ababa. This is for the fact that most of the laundry detergent consumers are found in Addis Ababa. Or. Most of the liquid detergents are sold in Addis Ababa than other regional cities.

Conceptually, despite there are a number of factors affecting buying decision of the consumers, this study sought to focus on factors namely Product Quality, Price, Availability, Advertisement and Brand awareness. Other factors intentionally excluded from this survey as they are out of the scope.

Methodologically, the study population is considered only those who buy laundry detergents from Shoa shopping center in Addis Ababa. Here, the study focuses only branded laundry detergents. But other similar products are also excluded from the study as they are out of the scope.

## 1.6 Limitation of the Study

This research has two main limitations. The first one is the findings of this research does not represent the entire Ethiopian population as the research population is limited to the population of Addis Ababa only and cannot be taken to explain the factors behind consumer's buying decision of FMCG in totality. The second limitation is, the number of factors which are explored in the study, the study may not reflect the whole aspects that consumers take due consideration while they purchase products.

This study should be explored in a wider range of FMCG products, and including other factors that consumers might take into consideration towards purchasing of FMCG products also in other locations of the country.

## 1.7 Definition of Terms

**Consumers:** A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages of the consumption process. (Solomon, 2018, p. 29).

**Consumer Behavior:** The field of consumer behavior covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2018, p. 28).

**Buying decision** – or purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some are minor like buying toothpaste, while other purchases are major, like buying a house (Riley, 2012).

**Consumer decision making** – is the process by which consumers identify their needs, collect information, evaluate alternatives and make the purchase decision. These actions are determined by psychological and economic factors and are influenced by environmental factors such as cultural, group, and social values (Solomon, 2004)

## **1.8 Organization of the Study**

This study is organized into five chapters. The first chapter includes the background of the study, statement of the problem, objectives of the study, and the hypothesis of the study, the significance of the study, scope, and limitations of the study. The second chapter includes a review of relevant related literature. In this chapter, theoretical and empirical foundations and the conceptual model of the study.

The third Chapter encompasses research design and methodology which includes a description of the population, sampling, data collection, and data analysis methods. The fourth chapter presents demographic characteristics, descriptive and inferential statistical analysis, findings and their interpretations. And finally, the fifth chapter includes the major findings of the study and reaches on conclusions and recommendations accordingly.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

The review of the related literature part is composed of theoretical review, empirical reviews and conceptual framework of the study. The concepts and theories of consumer behavior are discussed under the theoretical review. Different relevant studies on the relationship between consumer buying behaviors were presented as well as to back up or argue the issues raised in the theoretical review section. Finally, the research framework of the study and hypotheses are presented based on the theoretical and empirical studies

#### **2.1 Theoretical Background**

##### **2.1.1 Consumer Behavior**

Any person engaged in the consumption process is consumer (Walters & Bergile, 1989), but these buyers can be identified as the type of market to which they belong. Consumer can be either individual or organizational consumers (R.Kardes, 2011). Individual consumers purchase goods and services to satisfy their own personal needs and wants or to satisfy the need and wants of others. Organizational consumers on the other hand purchase goods and services in order to: produce other goods or services, resell them to other organizations or to individual consumers, and help manage and run their organization (R.Kardes, 2011).

Consumer behavior is defined as the behavior that consumers display in searching for, using, evaluating, and disposing of products and services that they expect will satisfy their needs (schiffman K. a., 2006). In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

Consumer Buying Behavior; Consumer Buying Behavior refers to the actions taken by consumers before buying a product or service. It also can be defined the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". As this implies Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler & Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

From a marketing perspective, consumer behavior most probably became an important field of study with the development of the so-called marketing concept. Assael (1995: 5) emphasizes the influence of the marketing concept in marketing by stating that, according to the marketing concept, marketer's first need to define benefits sought by consumers in the marketplace, followed by the drafting of marketing plans supporting the needs of consumers.

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

### **2.1.2 Consumer Behavior in Fast Moving Consumer Goods**

Fast moving consumer goods are the products that are consumed by every consumer in day to day lives. These are to be used within days, weeks, months and years due to their shelf life (Bornmark, 2000). The Fast Moving Consumer Goods (FMCG) is also called as Consumer Packaged Goods (CPG). These products are available at cost-effective prices and will reap the manufacturer's high turnover. However, the profits that are made on FMCG products are relatively low. When these products are sold in bulk, then the manufacturer would get huge profits (Baumgartner, 2002).

Fast moving consumer goods have very short shelf life due to high demand for the product or the product gets perished quickly. Few of the products that are categorized as fast moving consumer goods include meat, vegetables, fruits, dairy products and baked items. These are perished quickly. Few other goods such as alcohol, pre-packaged food items, soft drinks, cleaning products, toiletries would have high turnover rates.

A consumer will have similar response behavior when buying frequently, low-cost items that require very short time for search and decision. 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 of this study is FMCG item which is 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. But this doesn't mean that consumers will buy these products randomly, 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).

### **2.1.3 Consumer Decision Making Process**

The term consumer decision produces an image of an individual carefully evaluating the attributes of a set of products, brands, or services and rationally selecting the one that solves a clearly recognized need for the least cost. It has a rational, functional connotation. Consumers do make many decisions in this manner; however, many other decisions involve little conscious effort. Further, many consumer decisions focus not on brand attributes but rather on the feelings or emotions associated with acquiring or using the brand or with the situation in which the product is purchased or used. Thus, a brand may be selected not because of an attribute (price, style, functional characteristics) but because "it makes me feel good" or "my friends will like it." (Shiv and Huber, 2001) Consumers make a serious of decisions almost every day of their lives. A consumer purchase is a response to a problem. Once they realize that they want to make a purchase, and they go through a series of steps in order to make it. These steps can be described as: (1) problem recognition, (2) information search, (3) evaluation of alternatives, and (4) product choice. (Solomon, 2006)

After the decision is made, the quality of that decision affects the final step in the process, when learning occurs based on how well the choice worked out. This learning process, of course, influences the likelihood that the same choice will be made the next time a need for a similar decision occurs. All consumer-buying decisions are not the same and the amount of effort put into the decision-making process differs. When the decision-making process is almost automatic, snap judgment can be made with little information search. This kind of routinely made a buying decision involves little risk and low involvement.

Other times the decision-making process requires a lot of time and information search. The products that are bought rarely involve high risk and extensive problem solving (Kardes, 2011).

#### **2.1.4 Involvement and Types of Decision Making**

Mothersbaugh and Hawkins (2015) defined purchase involvement as the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase. Thus, purchase involvement is a temporary state of an individual or household. It is influenced by the interaction of individual, product, and situational characteristics.

There are various types of consumer decision processes. As the consumer moves from a very low level of involvement with the purchase to a high level of involvement, decision making becomes increasingly complex. While purchase involvement is a continuum, it is useful to consider nominal, limited, and extended decision making as general descriptions of the types of processes that occur along with various points on the continuum (Mothersbaugh and Hawkins, 2015).

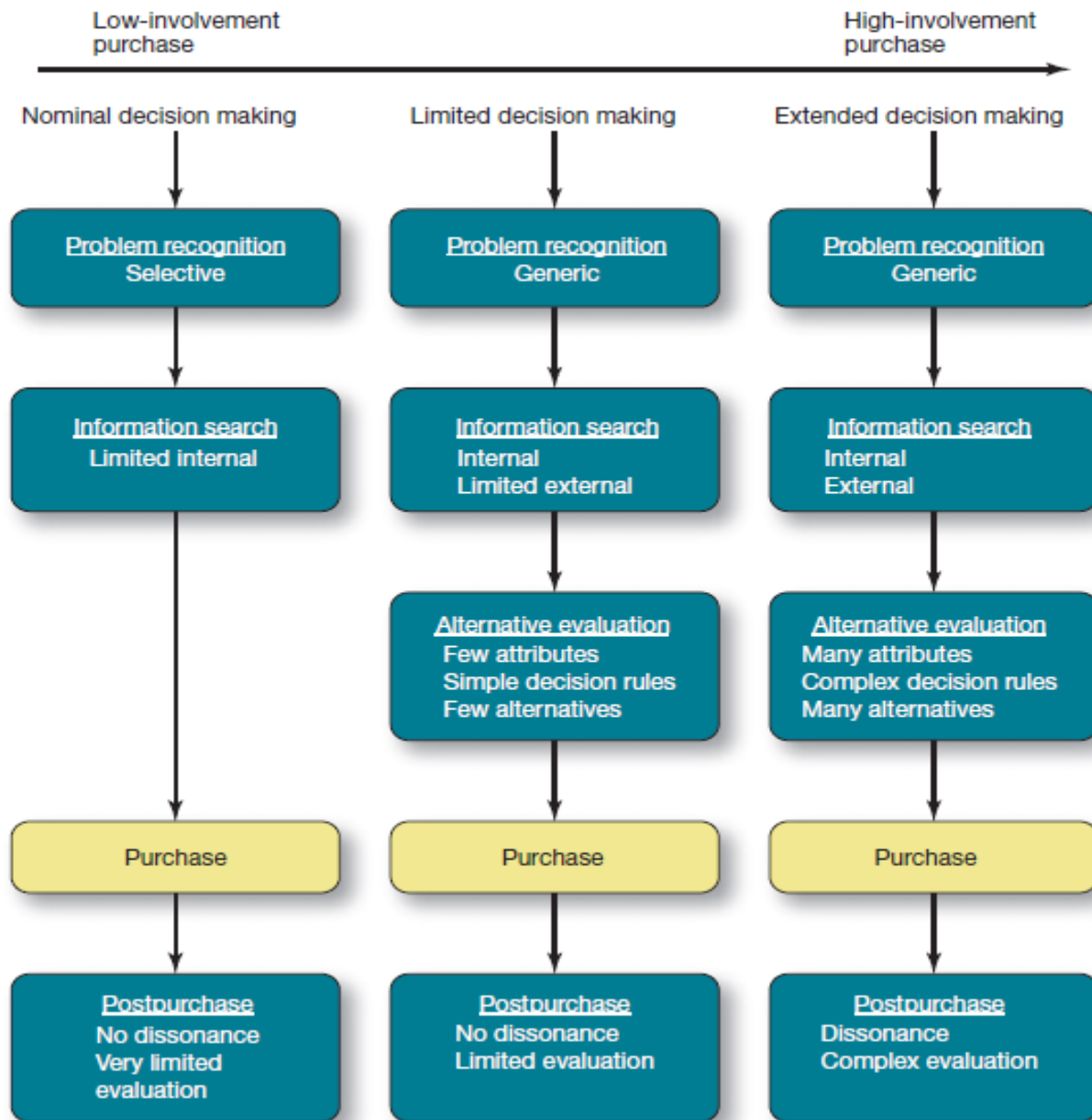


Figure 2.1 Involvement and Types of Decision Making

Source: David L Mothersbaugh, Delbert I Hawkins (2015)

#### 2.1.4.1 Nominal Decision Making

Nominal decision making, sometimes referred to as habitual decision making, in effect involves no decision, a problem is recognized, internal search (long-term memory) provides a single preferred solution (brand), that brand is purchased, and evaluation occurs only if the brand fails to perform as expected. Nominal decisions occur when there is very low involvement with the purchase. (Mothersbaugh and Hawkins, 2015).

Nominal decisions can be broken into two distinct categories: brand loyal decisions and repeat purchase decisions.

**Brand Loyal Purchases** At one time, you may have been highly involved in selecting a brand of toothpaste and, in response, used an extensive decision-making process. Having selected Aim as a result of this process, you may now purchase it without further consideration, even though using the best available toothpaste is still important to you. Thus, you are committed to Aim because you believe it best meets your overall needs and you have formed an emotional attachment to it (you like it). You are brand loyal. It will be very difficult for a competitor to gain your patronage (Mothersbaugh and Hawkins, 2015).

**Repeat Purchases** In contrast, you may believe that all ketchup is about the same and you may not attach much importance to the product category or purchase. Having tried Del Monte and found it satisfactory, you now purchase it whenever you need ketchup. Thus, you are a repeat purchaser of Del Monte ketchup, but you are not committed to it. Should you encounter a challenge to the wisdom of buying Del Monte the next time you need ketchup, perhaps because of a point-of-sale price discount, you would probably engage in only a limited decision process before deciding on which brand to purchase.

#### **2.1.4.2 Limited Decision Making**

Limited decision making involves internal and limited external search, few alternatives, simple decision rules on a few attributes, and little post-purchase evaluation. It covers the middle ground between nominal decision making and extended decision making. In its simplest form (lowest level of purchase involvement), limited decision making is similar to nominal decision making. In general, limited decision making involves recognizing a problem for which there are several possible solutions. There is internal and a limited amount of external search. A few alternatives are evaluated on a few dimensions using simple selection rules. The purchase and use of the product are given very little evaluation afterward, unless there is a service problem or product failure.

#### **2.1.4.3 Extended Decision Making**

According to Mothersbaugh and Hawkins (2015), extended decision making involves an extensive internal and external information search followed by a complex evaluation of multiple alternatives and significant post-purchase evaluation. As to them, it is the response to a high level of purchase involvement. After the purchase, doubt about its correctness is likely and a thorough evaluation of the purchase takes place. Relatively few consumer decisions reach this level of complexity.



However, products such as homes, personal computers, and complex recreational items such as home theatre systems are frequently purchased via extended decision making. Even decisions that are heavily emotional may involve substantial cognitive effort.

### **2.1.5 Factors Influencing Buying Decisions of Consumers**

Consumers might find information regarding a product that they want to purchase based on their tastes and preferences. The consumers also will make a comparison between different types of products so that they can purchase their products within their budget suit with their needs and wants.

According to Solomon (2004) consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior.

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler & Armstrong 2010, p. 160.) .

Also marketing activities such as advertisement, quality of a product, price, availability and brand awareness also have a significant impact on the consumer buying behavior (Schiffman, 2012).

#### **2.1.5.1 Product Quality**

The quality of a product affects the consumers' ability to make a decision, because the consumer always expecting a good quality product at reasonable price (Keller, 2004). Product/service attributes and the consequences or outcomes consumers think they will experience from a particular brand are very important, for they are often the basis on which consumers form attitudes and purchase intentions and decide among various choice alternatives (Belch and Belch, 2003). Literatures and studies found out that the perceived quality is the major factor that enables consumers to prefer one brand over another. Quality is important for affecting brand choice. Because it is the portions of personal risk that a consumer takes on the decision-making process and in evaluating the purchase of a product (Hai, 1985). Moreover, Bornmark (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get.

### **2.1.5.2 Price**

Hawkins and Mothersbaugh (2010) defined price as the amount of money one must pay to obtain the right to use the product. One can buy ownership of a product or, for many products, limited usage rights (i.e., one can rent or lease the product, as with a video). Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced “too low” might be perceived as having low quality. (Hawkins and Mothersbaugh, 2010, p. 21). Similarly, Kotler (2010) also defined price as the amount of money charged for a product or service. Broadly, price is the total amount being exchanged by the customer to obtain a benefit of the product or service owning.

Scitovsky (1945) indicated that the price of a product is related to product costs, which is the reason that people consider price as a signal that can represent the quality of a product. When the price of the product is higher, at a certain point, the quality of the product is also better, which attracts people and influence people’s buying decision. On the other hand, price and need are negatively correlated. When the utility of products is similar, consumers will choose the solution with the lower price to maximize the utility. Price is considered as an essential role of consumer behavior.

“Owning expensive items also provides information about the owner. If nothing else, it indicates that the owner can afford the expensive item. This is a desirable feature to some consumers. Starbucks charges relatively high prices for its coffee. Yet it understands that the Starbucks brand allows consumers to “trade up” to a desired image and lifestyle without breaking the bank. Therefore, setting a price requires a thorough understanding of the symbolic role that price plays for the product and target market in question”. (Hawkins and Mothersbaugh, 2010, p. 21).

### **2.1.5.3 Advertisement**

Advertising is any paid, non -personal presentation of information about a product, brand company, or store. It usually has an identified sponsor. Advertising is intended to influence consumers’ affect and cognitions-their evaluations, feelings, knowledge, meanings, beliefs, attitudes, and images concerning products and brands. In fact advertising has been characterized as image management: creating and maintaining images and meanings in consumers’ minds. Even though ads first influence affect and cognition, the ultimate goal is to influence consumers’ purchase behavior. Advertisements may be conveyed via variety of media-the internet, TV, radio, print (magazines, newspapers), billboards, signs, and miscellaneous media such as hot-air balloons or T-shirt imprints. Although the typical consumer is exposed to hundreds of ads daily, the vast majority of these messages receive low levels of attention and comprehension.

Thus, a major challenge for marketers is to develop ad messages and select media that expose consumers, capture their attention, and generate appropriate comprehension (Peter & Olson, 2010).

Advertising forms one component of the promotion mix. It has become very popular and useful and has reached the status of an independent discipline. It has grown at a very fast pace and has become a special field of study. It has been derived from the Latin word '*Adverto*' which means to turn around, to draw attention to any subject or purpose. It is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is also an identified Media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularize the products/services which is the basic aim of the activity (Khan, 2006).

#### **2.1.5.4 Availability**

Consistency of supply and availability at convenient locations are vital for choice of a brand. According to Lin and Chang (2003) convenience of a brand has a significant impact on consumers' brand choice of any product. More specifically, Dechernatory and Mcdonald (2003) expound consumers are not motivated to search out for low involvement products. Any out of stock situation results in consumers switching to alternative brands. This usually happens in FMCGs as also reflected in the solid work of FMCG marketers to ensure wide availability of their brands. A global ranking of most chosen consumer brands (Kantar World Panel, 2013), revealed that strongest brands have the best distribution networks reaching out existing and new consumer segments.

#### **2.1.5.5 Brand Awareness**

Brand awareness is the ability of a customer to recognize and recall a brand in a giving situation. Brand awareness is seen as an important factor because it has a great effect on the attitude of a consumer when purchasing a product. Brand awareness is still an important factor to influence purchase decision even when consumers are familiarize and willing to purchase a product. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness (Voorhees, James and Clay 2006).

Awareness of a brand is in most cases the main reason why a consumer buys a certain product and it is also a vital element of brand equity. Brand awareness is classified into brand recognition (consumers' ability to confirm prior exposure to the brand when given the brand as cue), brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues) and top of mind (this is referred to as the first brand that a consumer

can recall amongst a given class of product) Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set (Richard., 2007). A strong brand enjoys benefits such as reduced competitive advantage, premium price, greater customer loyalty, profitability; reduce the perceived risk of consumers who are not so sure of their decision. A good experience of a customer with a brand helps to increased perceived qualities, contingent attributes and eventually leads to brand loyalty. Marketers can create awareness among their target customers through repetitive advertising and publicity (Giles, 1997).

## **2.2 Empirical Review**

This section of the chapter shows the previous researches that were done within this area. The American Marketing Association (AMA) (1995) defines consumer behavior as “the dynamic interaction of effect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.” In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. (Rasool, 2012; Venkata, 2013; Guru, 2009). In these studies the perspectives of branding, brand management and advertising strategies, brand loyalty, the impact of advertisement, brand awareness and other issues related to FMCG have been addressed. The previous research are not only limited to these perspectives of FMCG, there are also studies undertaken in the focus of buyer behavior and the factors behind their choices, which is the focus of this study.

Prialatha&Mathi, 2011; Alex & Menon, 2013; Ullah& Prince, 2006; Ali, 2012; Mahalingam& Kumar, 2012; Srivastava, 2013). Ali, 2012; Mahalingam& Kumar, 2012; Ullah& Prince, 2006 study Quality is one of the core factors hypothesized to influence the buying behavior of FMCGs and according to (Jin& Yong, 2005) Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives. Product quality is conformance to requirements (Russel & Taylor, 2006) encompassing the features and characteristics of a product that satisfy stated needs.

Previous studies has investigated and found out that it is significantly related to buying behavior in FMCGs (e.g. Ali, 2012; Mahalingam& Kumar, 2012; Ullah& Prince, 2006). Based on these evidences, the following hypothesis is proposed.

*H1: Product quality has significant influences on buying decision of FMCG consumers in Addis Ababa.*

Alex and Menon (2013) found out that price perception plays an important role in purchase decision making in FMCG. Others like Miremadi&Faghani (2012), Ali. (2012), as well as Gedamnesh (2013) found out that prices have a significant influence on buying behavior of FMCGs.

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; Campbell, 2007). Within the category of FMCG, price has been one of the most hypothesized, tested and confirmed influencing variable of consumer's buying behavior, as well.

Alex and Menon (2013) found out that price perception plays an important role in purchase decision making in FMCG. Based on this idea the following hypothesis is proposed

*H2: Price has significant influences on buying Decision of FMCG consumers in Addis Ababa.*

Impact of advertising on behavior of consumers in FMCG has been the focus of numerous researchers who found out those consumers is highly influenced by advertising in their preference to a brand of FMCG (e.g. Shukla, 2012; Rasool, 2012; Rahman, 2012). Consumers take the "peripheral route" to persuasion when they are dealing with purchase decision in low-involvement products (Bian&Moutinho, 2011).

In other words, consumers will base their buying decision for FMCG products on superficial analysis of readily available and salient factors presented to them through advertisement or other form of marketing communication. Based on this notion the following hypothesis is proposed

*H3: Advertisement has significant influences on buying Decision of FMCG consumers in Addis Ababa.*

Corsten & 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. Based on these evidences, the following hypothesis is proposed

*H4: Availability has significant influences on buying Decision of FMCG consumers in Addis Ababa.*

Jain and Sharma (2012) study brand awareness and consumer preference for FMCG products in the rural market of Garhwal region in India.

Several researchers have found brand awareness to be an important element that plays a vital role in consumer's choice of brands. Lin and Chang (2003) established in their study that brand awareness has the most powerful influence on consumers purchase decisions. Notably, consumers with high brand awareness do not always spend a great deal of time or cognitive effort in making purchase decisions. They often try to minimize decision-making by using heuristics such as I buy the brand I have heard of, or choose the brand I know or purchase only familiar, well-established brands (Keller, 2004).

According to Keller (2004), brand awareness includes both brand recognition and brand recall performance.

Brand recognition is the ability of customers to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown a specific brand. While brand recall is the potential of customers to retrieve a brand from memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. Brand awareness will increase the likelihood of a brand to be a member of consideration set, the handful of brands that receive serious consideration for purchase.

A brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands, which the consumer is unaware of (Sundar & Pandey, 2012). Based on these evidences, the following hypothesis is proposed

*H5: Brand awareness has significant influences on buying decision of FMCG consumers in Addis Ababa*

### 2.3 Conceptual frame work

Most studies confirm that, purchasing decision of consumer can be affected by several factors, such as, Product Quality, price of the products, advertisement, availability and brand awareness, of the products. Based on these concept the study also developed conceptual frame work of the study based on Kotler (2005) related model,

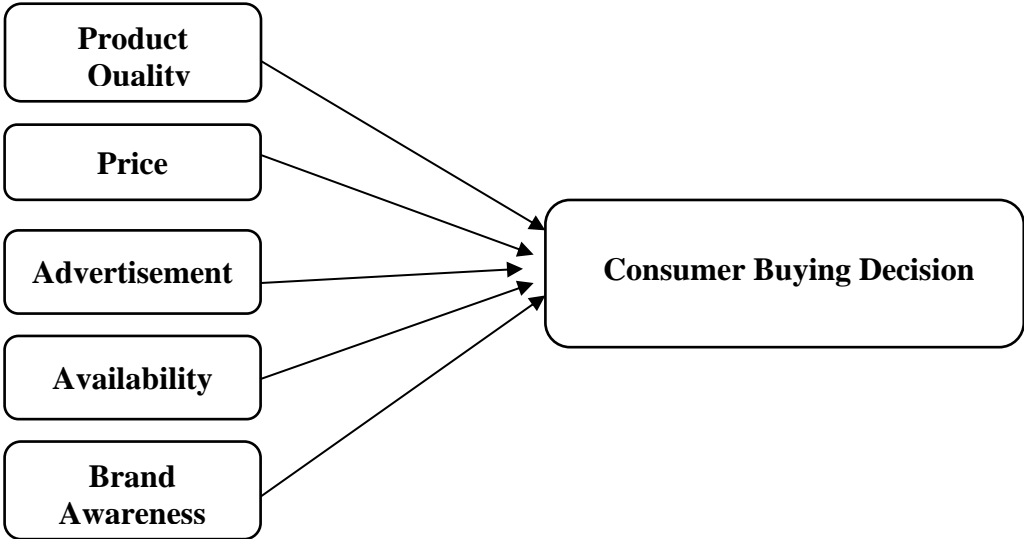


Figure 2.2 Conceptual Framework of the Study (Source: Kotler, 2005)

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter comprises of topics related to how the research is carried out with respect to research design and methodological arenas. It begins by laying out the research design and approach for the research and follows in topics of sampling technique, tools used to collect the data, the procedure used to collect the data and methods of analysis. The reliability and validity of the research and ethical considerations are also addressed in this chapter.

#### **3.1 Research Design**

The research design guides the data collection and analysis procedures to ensure that the study will ultimately address the relevant problem (Wiid&Diggines, 2009). To address the research gap identified and meet the specific objectives, this study employed a Descriptive and explanatory research design. Descriptive is concerned with describing the characteristics of a particular individual, group, or events and the researcher has no control over the variables but could only report what has happened or what is happening. Explanatory design seeks to establish cause-and-effect relationships. Its primary purpose is to determine how events occur and which ones may influence particular outcomes (Kothari, 2004). They are characterized by research hypotheses that specify the nature and direction of the relationships between or among variables being studied. The reason for using this method is to study the relationship between the stated dependent and independent variables of the study. In addition to related literature, focus group discussion (FGD) was conducted to select the most relevant independent variables and to choose the product to be investigated in the study. The focus group discussion conducted with the marketing practitioners in the market

#### **3.2 Research Approach**

There are three types of research approach; the first one is Qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In a way, it seeks to describe various aspects of behavior and other factors studied in the social sciences and humanities. In qualitative research data are often in the form of descriptions, not numbers. The other one is Quantitative research which engages in the systematic and scientific investigation of quantitative properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories, and hypotheses on natural phenomena.

The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, 2009).



The third one is mixed which consisted of both qualitative and quantitative approaches. This research used a quantitative research approach because it involved hypothesis testing and other quantitative methods of analysis.

### **3.3 Population**

A target population is the entire group of people or entities that the researcher is interested in and for which the researcher wishes conclude (Kothari, 2003). The population of this research is the population of Addis Ababa, who either consumes or purchases the product from shoa shopping center.

### **3.4 Sampling Procedure**

Sampling is divided into two Probability sampling and non-probability sampling, in probability sample, every unit in the population has equal chances of being selected as a sample unit. In non-probability sampling, units in the population have unequal or zero chances of being selected as a sample unit. This study used Convenience non-probability Sampling According to Schofield (2006), convenient sampling is a technique of sampling which enables collection of data according to the availability and willingness of participants in the population, but with a sufficient number of participants to imply representativeness. This study selects 11 branches of shoa shopping center which are found in all sub city of Addis Ababa.

### **3.5 Sample Size**

Sampling is the process of selecting several study units from a defined study population (Zikmand, 2010). Determining sample size is very important issue because samples that are too large may waste time, resource and money. It is economical to take representative sample for the intended investigation when conducting census is unrealistic. There are different strategies to calculate sample size. These include using census for small population, using a sample size of similar study, using published tables and using formula to calculate sample size. The target population for this study is unknown. In such cases, for populations that is large, as per (Cochran 1987) to yield a representative sample for proportions.

Cochran formula (1987):-

$$n = \frac{z^2(p)(q)}{e^2} = \frac{(1.96)(0.5)(0.5)}{(0.05)^2} = 385$$

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)

Therefore, the sample size of the intended study with 95% confidence level, probability of 50% occurrence, probability of 50% failure and 5% marginal error.

Thus, the sample size of 385 respondents were taken from 11 branches of Shoa shopping centers in Addis Ababa city.

### **3.6 Source of Data**

There are two types of sources when collecting data; primary and secondary data sources (Arbnor, 1994). Primary data consists of all the data collected throughout the study that can be directly related to the study purpose, both personally gathered as well as data from a third party that has been collected with equivalent purpose. Secondary data, on the other hand, contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. Throughout the study, primary data is used for analysis.

### **3.7 Data Collection Instrument**

A standard questionnaire is used to collect relevant and reliable data. Since the questionnaire is one of the most important research instruments for collecting primary data.

The collection of primary data is carried out during or immediately after an actual shopping of FMCG by respondents across all the eleven branches of shoa shopping center using these structured questionnaires. The questionnaires are developed based on the hypotheses of the study. The questionnaire consists a set of descriptive items that measure the dimensions of the hypothesized factors which have been adopted from the model of Kotler (2005) and other related studies (Fitsum, 2014, Gedamnesh, 2013, Yalew, 2013, Getaneh, 2012, Alex & Menon, 2013).

These items are characterized by high reliability in measuring the constructs they were used to measure as demonstrated in earlier research studies.

The questionnaire consisted of two sections. The first, section covers the demographic profile of the participants. The second, section is structured on Conflict Tactic Scale of 1-5 to show their degree of agreement or disagreement to the sentences about the constructs under study. The questionnaire is translated into Amharic to help easy comprehension and accurate response of respondents.

### 3.8 Validity and Reliability

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure.

It is necessary for the pilot to test the questionnaire in order to ensure its validity, and the minimum number of questionnaires to be checked by the pilot test has not been less than 10. A total of 30 questionnaires were distributed to Shoa shopping center customers. It checked whether the questions were clear, easy to understand and straightforward to ensure that the respondents able to answer the questions with no difficulty.

Reliability relates to the consistency of the data collected (Wallen, 2001). Cronbach's coefficient alpha was used to determine the internal reliability of the instrument. According to Zikmund, (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

Table 3.1 Reliability Test

	N	Cronbach's Alpha
Product quality	4	.890
Price	4	.826
Advertisement	4	.790
Availability	4	.937
Brand awareness	4	.787
Consumer buying decision	5	.816
Total	25	.892

The result was found to be in the acceptance range, alpha greater than 0.7. Thus showing as indication of acceptability of the scale for further analysis since all the five independent variables (product quality, price, advertisement, availability and brand awareness) and the dependent variable (Consumer buying decision) were above 0.7. The reliability score of the construct yielded a Cronbach's alpha of  $r = 0.892$  as shown in Table 3.1.

### **3.9 Data Analysis and Presentation**

All the variables were coded and entered into the SPSS to analyze data obtained through questionnaires. Descriptive and inferential statistics are used to describe the usefulness of the data set and examine relationships between variables. In order to describe the data, preliminary descriptive statistics such as frequency, percentages, and mean scores were computed. To view the internal consistency of the scale items, Cronbach coefficients (alpha) were also computed. Regarding the inferential statistics, multiple regression analysis is performed using the five selected independent variable and consumer buying decision as dependent variable. The basic aim is to see the extent to which consumer buying decision is affected by the selected independent variables in terms of coefficient of determination ( $R^2$  value), the regression coefficient (Beta coefficient) and the P-values for the significance of each relationship.

Correlation coefficients is used to quantitatively describe the strength of the association between the variables. According to Hair (2016) the Pearson correlation coefficient measures the degree of linear association between two variables. It varies between -1.00 to +1.00, with 0 representing absolutely no associate on between the two variables.

**Model Specification** - Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent (Kothari, 2004).. The study used multi-regression analysis models for testing the impacts of the independent variables drawn from the conceptual framework. To evaluate the relation between the two variables, the multiple-regression analysis is depicted as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where: Y = Consumer buying decision;  $X_1$  = Product quality;  $X_2$  = Price;  $X_3$  = Advertisement;  $X_4$  = Availability; and  $X_5$  = Brand awareness; e = error term;  $\beta_0$  = constant, term;  $\beta_{1, 2, 3, 4, 5}$  = coefficient terms.

### **3.10 Ethical Consideration**

Ethical concerns in research deal with voluntary participation, no harm to respondents, anonymity, and confidentiality, identifying purpose and sponsor, and analysis and reporting. To help eliminate or control any ethical concerns the researchers made sure that participation was completely voluntary but this can sometimes lead to a low response rate which can, in turn introduce response bias (McNamara, 1994).

To avoid possible harm such as embarrassment or feeling uncomfortable about questions to respondents, the study did not include sensitive questions that could cause embarrassment or uncomfortable feelings.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

In relation to the research objectives outlined in chapter one, the findings of this study were presented. Using descriptive and inferential analysis. This section comprises the descriptive statistics of the socio-demographic characteristics of the respondents and the inferential statistics which are tests, correlation and multiple regression analysis.

The data collected through self-administered questionnaire featured personal information of the respondents, consumers' buying decision in Fast Moving Consumer Goods in Addis Ababa. After distributing 385 questionnaires to the targeted customers, it was found 74.8% valid and usable questionnaires for statistical analysis. The responses further screened for error correction and then encoded accordingly to make them suitable for data analysis. After carried out all the required data preparation, then carried out the analysis and the findings are presented as follows using SPSS 22.0.

#### **4.1 Descriptive Statistics**

The descriptive statistics is used to describe the demographic characteristics of the respondents and the summary of each study variables which are Product quality, Price, Availability, Advertisement and Brand awareness based on their responses.

##### **4.1.1 Demographic Characteristics of the Respondents**

Before starting the analysis of the data some background information such as demographic data, is useful in order to make the analysis more meaningful for the readers. The samples of this study have been classified according to several background information collected during supplementary questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, income and education level from the purchase intention. In this study some of demographic related question such as (gender, age, education, and income) were related with other questions to make analysis from different perspectives. Each frequency distribution of demographic variables is presented below.

Table 4.1 Demographic Characteristics of Respondents

		Frequency	Percent
<b>Gender</b>	Male	119	41.3
	Female	169	58.7
	<b>Total</b>	<b>288</b>	
<b>Age</b>	18-25	99	34.4
	26-35	123	42.7
	36-50	45	15.6
	>51	21	7.3
	<b>Total</b>	<b>288</b>	
<b>Education background</b>	Under 12 <sup>th</sup> grade	95	19.5
	Completed High school	128	44.4
	College diploma	41	14.2
	B.A Degree and above	24	8.3
	<b>Total</b>	<b>288</b>	
<b>Income</b>	<5000	65	22.6
	5001-10,000	119	41.3
	10,001-15,000	76	26.4
	>15,001	28	9.7
	<b>Total</b>	<b>288</b>	

(Source: Own Survey, 2021)

Referring Table 4.1, female respondents constituted the highest percentage 169(58.7%) while their male counterparts shared the rest 119(41.3%). This implies that female use or buys laundry detergent compared to males.

Regarding the age group, majority 123(42.7%) was found to be within the age range of 26-35 years followed by 99(34.4%) within 18-25 years. Whereas those respondents whose age fall within 36-50 years and above 51 years old belonged to 15.6% and 7.3% respectively. This confirms that majority of consumers are between the age group of 26-35. Thus that the company can segment its market using this age group.

Regarding the educational background of the respondents, the majority 128(44.4%) has completed high school followed by 95(19.5%) but the rest 41(14.2%) has college diploma and 24(8.3%) were B.A degree and above. This result shows that more high school holders completed buy the product.

Again those who earned monthly income 5001-10000 birr represents relatively the highest share 119(41.3%) followed by 76(26.4%) from 10001-15000 birr and the rest 65(22.6%) represents who earned below 5000 birr. This indicate that majority of the respondents were people with medium income who are consumer of the product.

#### 4.1.2 Brand Awareness and source of information

Figure 4.1 Brand Awareness

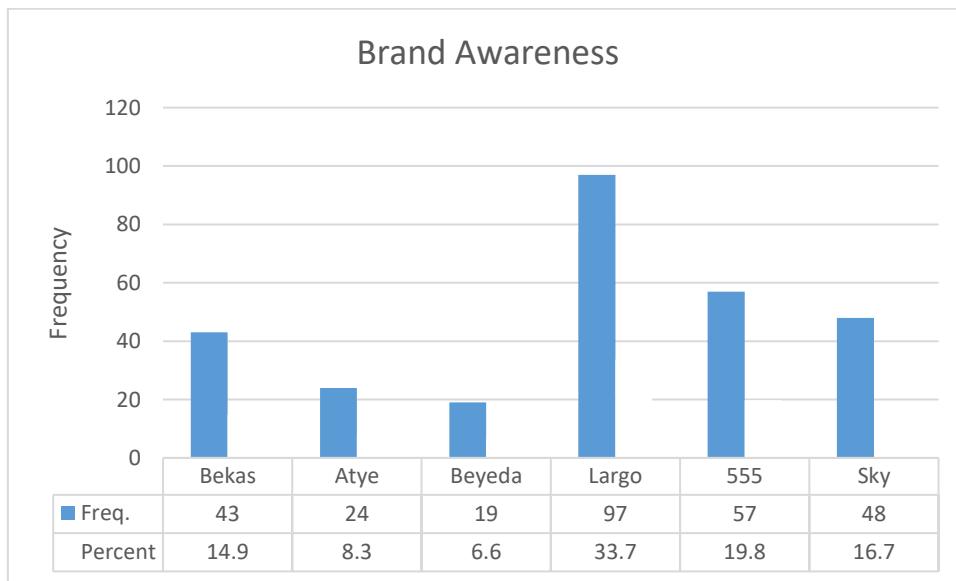
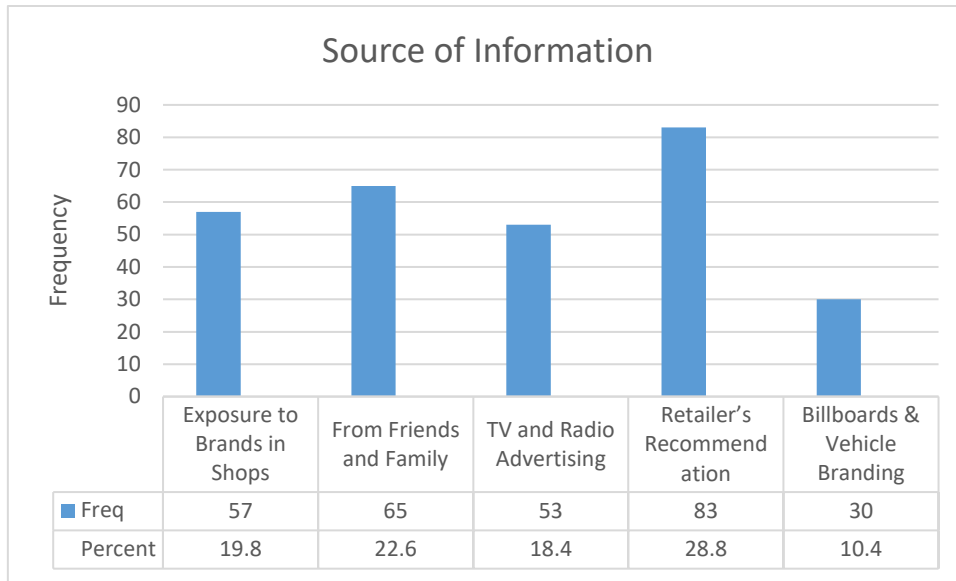




Figure 4.2 Source of information



The above figures shows that Largo, 555 and Sky brands are well known brands of laundry detergent. Retailer's recommendation is the primary source of information about the brand and Family and Friends and exposure to brands in shops also present as influential source of information in the category

### 4.1.3 Description of Study Variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005).The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

According to Best (1987), the scale is set in such a way that respondents strongly disagreed if the mean scored value is in the range of 1.00 – 1.80; disagreed within 1.81 – 2.60; neither agreed nor disagreed within 2.81 - 3.40; agreed if it is in the range of 3.41 – 4.20; while strongly agreed when it falls within 4.21 – 5.00. In addition, standard deviation shows the variability of an observed response. Below, the results are discussed one by one.

Table 4.2 Descriptive Analysis of Variables

**Descriptive Statistics**

	N	Mean	Std. Deviation
Product quality	288	3.48	1.622
Availability	288	3.47	1.303
Price	288	3.26	1.733
Advertisement	288	2.65	1.726
Brand Awareness	288	3.57	1.444
Consumer buying decision	288	3.41	1.938
ValidN (listwise)	288		

(Source: Own Survey, 2021)

This analysis shows that brand awareness of the product plays the most important role in influencing consumers' buying decision. The mean of this variable is around 3.57 indicating that the average consumer agrees to the statement that brand awareness is an important consideration in his/her buying decisions. The second most important variable within the set of the consumer's buying decision is the quality of the product the average consumer agrees to product quality at 3.48 mean, which makes this variable slightly less important than brand awareness. Availability is the other most important variable within the set of the consumer's buying behavior is wide availability of the product or brand. The average consumer agrees to the importance of availability at 3.47 mean points. It was discussed in the literature that for fast moving, low-involvement products such factors as perceived product quality (especially which is formed based on such cues as information from friends or retailer's recommendation which are also the most important sources of information as discussed above) and product availability, the mere fact of the product being widely available play significant influence on the buying decision of consumers.

Price is also an important consideration for consumers in this market environment as depicted in the mean score of 3.26. An important point indicated in the literature was that such low involvement products do benefit from advertisements in mass media, whereas this finding showed that advertisement is the least important factor influencing buying decision of consumers in laundry detergent. This might rather be explained as a consequence of the low penetration of mass media advertising by companies making laundry detergent.

These companies' financial strength and marketing capacities seem to inhibit them from making big budget, successful advertisement campaigns.

## **4.2 Correlation Analysis**

A correlation is a measure of how strongly two variables relate to each other. Correlation coefficients are frequently used to describe data because they are relatively easy to use and provide a great deal of information in just a single value (Akroush, N. (2003).

Karl Pearson's coefficient of correlation or simple correlation is the most widely used Method of measuring the degree of relationship between two variables (Kothari, 2004). The calculated value of the correlation coefficient ranges from -1 to 1, where -1 indicates a perfect negative relation (the relationship is perfectly linear) and 1 indicates a perfectly positive relationship. A correlation coefficient of 0 indicates that there is no correlation Akroush, N. (2003). To interpret the direction and strengths of relationships between variables, the guidelines suggested by Field (2005) were followed. His classification of the correlation coefficient ( $r$ ) refers 0.1– 0.29 is weak; 0.3 – 0.49 is moderate; and  $> 0.5$  is strong. Based on this scale, the responses of the respondents are summarized as below.

Table 4.3 Relationships between dependent and independent variable

**Correlations**

		PRQ	PR	AV	ADV	BAW	CBD
PRQ	Pearson Correlation	1	.117*	.266**	.210**	.177**	.534**
	Sig. (2-tailed)		.047	.000	.000	.003	.000
	N	288	288	288	288	288	288
PR	Pearson Correlation	.117*	1	.255**	.166**	.345**	.501**
	Sig. (2-tailed)	.047		.000	.005	.000	.000
	N	288	288	288	288	288	288
AV	Pearson Correlation	.266**	.255**	1	.203**	.166**	.510**
	Sig. (2-tailed)	.000	.000		.001	.005	.000
	N	288	288	288	288	288	288
ADV	Pearson Correlation	.210**	.166**	.203**	1	.219**	.363**
	Sig. (2-tailed)	.000	.005	.001		.000	.000
	N	288	288	288	288	288	288
BAW	Pearson Correlation	.177**	.345**	.166**	.219**	1	.413**
	Sig. (2-tailed)	.003	.000	.005	.000		.000
	N	288	288	288	288	288	288
CBD	Pearson Correlation	.534**	.501**	.510**	.363**	.413**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	288	288	288	288	288	288

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

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

(Source: Own Survey, 2021)

Table 4.3 indicate that, there is positive and strong relationship between product quality and buying decision ( $r = 0.534$ ,  $P < 0.01$ ), price and buying decision ( $r = 0.501$ ,  $P < 0.01$ ) and availability and buying decision ( $r = 0.510$ ,  $P < 0.01$ ). On the other hand, there is moderate positive correlation among advertisement and buying decision ( $r = 0.363$ ,  $p < 0.01$ ) and also brand awareness and consumer buying decision ( $r = 0.413$ ,  $P < 0.01$ ). The results of the study showed that there is significant positive relationship between the variables.

### **4.3 Regression analysis**

Regression is a technique used to predict the value of a dependent variable using one or more independent variables. Before the regression analysis, assumptions of variables were tested for checking errors.

#### **4.3.1 Assumption Testing for Regression Analysis**

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair, 1998). Before the regression analysis, assumptions of variables were tested for checking errors. These are Multicollinearity, Homoscedasticity and Normality

##### **I. Multicollinearity**

Multicollinearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive power. When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. One should check for the problem of multicollinearity which is present if there are high correlations between some of the independent variables. The VIF factor should not exceed 10, and should ideally be close to one. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

Table 4.4 Multicollinearity Test

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	.893	1.120
	Availability	.863	1.158
	Price	.838	1.194
	Advertisement	.901	1.110
	Brand awareness	.842	1.188

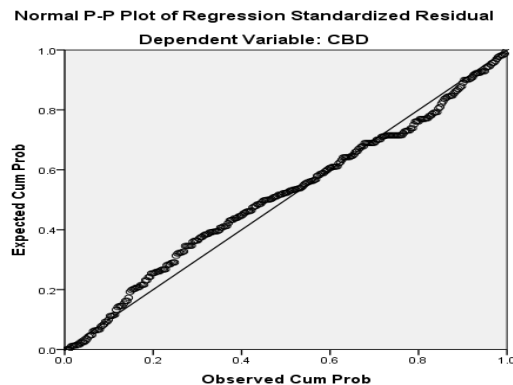
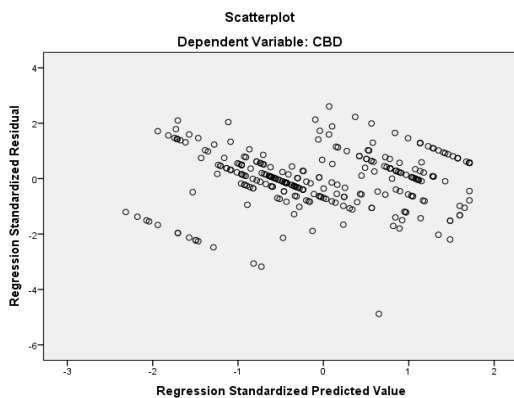
a. Dependent Variable: CBD

(Source: Own Survey, 2021)

As can be seen from table above, regarding this study the tolerance level of all independent variables are greater than 0.1 ranging 0.838 to 0.901 and the VIF value of all the independent variables are also less than 10 ranging 1.110 to 1.194. This confirms the absence of multicollinearity.

**II. Homoscedasticity**

The normal Q-Q chart plots the values one would expect to get if the distribution were normal (expected values) against the values actually seen in the data set (observed values). The expected values are a straight diagonal line, whereas the observed values are plotted as individual points. If the data are normally distributed, then the observed values (the dots on the chart) should fall exactly along the straight line (meaning that the observed values are the same as you would expect to get from a normally distributed data set). Any deviation of the dots from the line represents a deviation from normality.



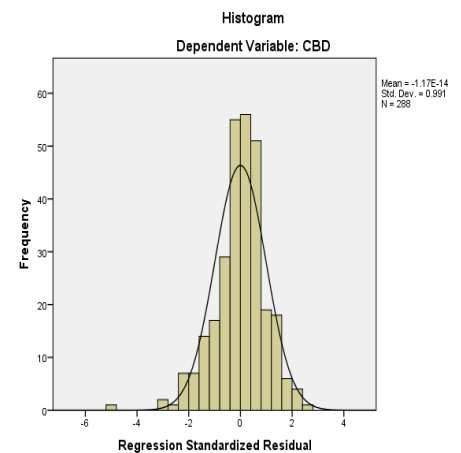
### III. Normality

Normality of distribution can be tested by using histogram with a normal curve. To check that a distribution of scores is normal, it needs to look at the values of Kurtosis and Skewness. The values of skewness and kurtosis should be zero in a normal distribution. As shown in the Figures from the Appendixes residuals were normally distributed around its mean of zero which indicates that the data were normally distributed, and it was consistent with a normal distribution assumption. As the figures confirmed the normality assumption of the data, this implies that the inferences made about the population parameters from the sample statistics tend to be valid. According to Hair (2010) the most commonly acceptable criteria value for (kurtosis/skewness) distribution is  $\pm 2.58$ .

Table 4.5 Normality Test

#### Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product quality	288	-.101	.144	-1.317	.286
Availability	288	-.331	.144	-1.383	.286
Price	288	.121	.144	-1.368	.286
Advertisement	288	.032	.144	-1.490	.286
Brand awareness	288	-.477	.144	-1.236	.286
CBD	288	-.317	.144	.496	.286
Valid N (listwise)	288				



(Source: Own Result, 2021)

According to the above table, both the standardized skewness and kurtosis results fall in the given range. So this was a good signal to start with the subsequent analyses since the data are normally distributed.

#### 4.3.2 Multiple Regression Analysis

According to Marczyk, (2005), statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the values of dependent variables, and given the values of the independent.

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predicts the value of the dependent variable. Multiple regression analysis in this research was used to model the value of the dependent variable (buying decision) based on its linear relationship to two or more predictors or independent variables (Product quality, Price, Availability, Advertisement, Brand awareness).

Table 4.6a Model Summary

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 <sup>a</sup>	.610	.603	.59106

a. Predictors: (Constant), BAW, PRQ, ADV, PR, AV

The model summary table shows an R-Square value is 0.610 which means that 61% of the buying decision was explained by the variation of the five variables. Namely (Product quality, Price, Availability, Advertisement, Brand awareness). In other words, this means that 39% of the dependent variable i.e. buying decision cannot be explained by these the five variables and that there must be other variables that have an influence on the outcome.

Table 4.6b ANOVA Analysis

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	154.291	5	30.858	88.329	.000 <sup>b</sup>
Residual	98.518	282	.349		
Total	252.809	287			

a. Dependent Variable: CBD

b. Predictors: (Constant), BAW, AV, ADV, PRQ, PR

From the ANOVA table, it is possible to see the overall significant of the model. The mean squares can be calculated by dividing the sums of squares by the associated degrees of freedom.



F-ratio is a test of the null hypothesis that the regression coefficients are all equal to zero. The table shows that the F-value (88.329) is significant at 0.01 level of significant (P value that corresponds to F statistics is significant). The result of the study indicated that regression model significantly predicts consumer buying decision.

Table 4.6c Estimated Regression Coefficients

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.850	.132		6.424	.000
1 Product quality	.211	.023	.365	9.278	.000
Availability	.200	.029	.278	6.950	.000
Price	.166	.022	.306	7.538	.000
Advertisement	.078	.021	.143	3.654	.000
Brand awareness	.108	.026	.165	4.084	.000

a. Dependent Variable: CBD

(Source: Own Survey, 2021)

The table shows the constant, beta, and significance level of each variable. It indicates that the five variable which are product quality, availability, price, advertisement and brand awareness influence consumer buying decision significantly at 95% confidence interval with a sig. level <0.05.

The regression model of this study can now be properly written in an equation as follows:

$$\hat{Y} = 0.850 + 0.211X_1 + 0.200 X_2 + 0.166 X_3 + 0.078 X_4 + 0.108 X_5$$

The regression model from the above table shows that keeping other variables constant, a one unit increase in product quality service will bring a 0.211 unit increase in consumer buying decision, a one unit increase in availability will bring a 0.200 unit increase in consumer buying decision, a one unit change in price will bring a 0.166 unit increase in consumer buying decision, a one unit increase in advertisement will bring a 0.078 unit increase in consumer buying decision and a one unit increase of brand awareness will cause a 0.108 unit increase in consumer buying decision.

Table 4.7 Summary of the Research Hypothesis Test Result

Hypothesis	Result	Reason
H1: Product quality has positive and significant effect on consumer buying decision.	Accepted	$\beta=0.211$ , $p<0.05$
H2: Availability has positive and significant effect on consumer buying decision.	Accepted	$\beta = 0.200$ , $p<0.05$
H3: Price has positive and significant effect on consumer buying decision.	Accepted	$\beta =0.166$ , $p<0.05$
H4: Advertisement has positive and significant effect on consumer buying decision.	Accepted	$\beta =0.078$ , $p<0.05$
H5: Brand Awareness has positive and significant effect on consumer buying decision.	Accepted	$\beta =0.108$ , $p<0.05$

#### 4.4 Discussion of the Results

This study was conducted to investigate the factors influencing consumer buying decision of FMCG (laundry detergent) in Addis Ababa. The discussion focuses on the major findings of the analyses for further elaboration.

It focuses mainly on demographic characteristics of the respondents, tested the effect of product quality, price, availability, advertisement and brand awareness on consumer buying decision.

The findings revealed that product quality ( $\beta = .211$ ) has relatively the highest significant and positive effect on consumer buying decision. Product attributes and the consequences or outcomes consumers think they will experience from a particular brand are very important, for they are often the basis on which consumers form attitudes and purchase intentions and decide among various choice alternatives (Belch and Belch, 2003). This finding is also in agreement with (Gedamnesh, 2013) study within the bottled water product sub-category of FMCG undertaken within the Addis Ababa market.

Availability has also relatively higher positive and significant effect on consumer buying decision ( $\beta = .200$ ). Convenience of a brand product easily and widely available makes customers to stay and use the product repeatedly.

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. Mahalingam & Kumar, (2012) also found out that wide availability of the products have significant influences on choice of brands by the consumer.

Next to availability, price has higher positive and significant effect on consumer buying decision ( $\beta = .166$ ). According to Peter and Donnelly (2007), the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected.

On the other hand, Brand awareness ( $\beta = .108$ ) has relatively lower effect on consumer buying decision. Lin and Chang (2003) established in their study that brand awareness has the most powerful influence on consumers purchase decisions. Notably, consumers with high brand awareness do not always spend a great deal of time or cognitive effort in making purchase decisions.

The findings also revealed the existence of relatively lower effect of advertisement ( $\beta = .078$ ) on consumer buying decision. Consumers take the "peripheral route" to persuasion when they are dealing with purchase decision in low-involvement products (Bian Moutinho, 2011).

It can be concluded that all dependent variables have significant and positive effect on prediction of consumer buying decision. Product quality, Availability, Price played significant role in enhancing consumer buying decision.

The demographic profile of the study show that the purchasing decisions are highly made by women's within the households. The finding is also in agreement with Mahlet's (2019). Knowing this will help marketers to develop an effective marketing strategy which is addressed to the decision makers.

Sources of information for the brand awareness is the other important points in this study most of the respondents get the information from retailer's recommendation, family and friends and also exposure to brands in shops. This informs the marketer about whose information is the most valuable and acceptable.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter of the study, summary of the major findings, conclusion and recommendations of the study is presented.

#### 5.1 Summary of Major Findings

This study was designed and carried out in order to identify factors influencing consumer buying decision towards FMCG /laundry detergent/ in Addis Ababa. For the purpose of this study, 385 sample respondents were used to find out their evaluation of laundry detergent brand in terms of the five factors eventually that affects their buying decision.

For the purpose of the study, sample size of 288 respondents was selected using convenience sampling technique from customers of laundry detergent using five factors that affect consumer buying decision namely product quality, availability, price, advertisement and brand awareness. Based on the theoretical framework and objectives of the study, a questionnaire with 25 items was provided in a 5-point Likert scale to be filled by the respondents. The gathered data was analyzed by descriptive and inferential statistics. The major findings are summarized and presented as below:

The finding shows 58.7 percent of the respondents in this study are women. This means that the decision making of which products and brands to buy within the category of FMCG is mostly concentrated within this category of gender. It was reported that almost all purchases are also found within the age group of 26-35 years.

The correlation between five variables and consumer buying decision indicate that, there is positive and strong relationship between product quality and buying decision ( $r = 0.534, < 0.01$ ), price and buying decision ( $r = 0.501, P < 0.01$ ) and availability and buying decision ( $r = 0.510, P < 0.01$ ). On the other hand, there is moderate positive correlation among advertisement and buying decision ( $r = 0.363, p < 0.01$ ) and also brand awareness and buying decision ( $r = 0.413, P < 0.01$ ). The results of the study showed that there is significant positive relationship between the variables.

Finally, as per the regression analysis result, when the consumer buying decision was regressed on the five independent variables (product quality, availability, price, advertisement and brand awareness) contributes to statistically significant level at p-value 0.000. Consumer buying decisions are accounted for 60.3%.

All the five variables have significant effect on consumer buying decision. Perceived quality has relatively the highest effect ( $\beta = .211$ ) on consumer buying decision followed by price ( $\beta = .166$ ) and availability ( $\beta = .200$ ). But brand awareness ( $\beta = .108$ ) and advertisement ( $\beta = .078$ ) have relatively lower contribution to the prediction model. And also since, p- value of all independent variables is less than 0.05 we can reject the null hypothesis.

## **5.2 Conclusion**

The study investigates different factors that can affect consumer buying decision of FMCG (laundry Detergent). This research assessed the major determinant factors for the purchasing decision of respondents such as, price, quality, availability, brand awareness, and advertisement of the product and sources of information. To test the effect of such variables on consumer buying decision the study applied both descriptive and cause effect method of data analysis and / based on this the major findings of the study concluded as follow:

The study shows that Retailer's recommendation, family and friends as well as exposure to brands in shops have been identified as the most important sources of information.

The correlation analysis shows all the independent variables have a positive and statistically significant relationship with the dependent variable with Sig value less than 0.05 implying that the relationship between variables is not due to chance at a 95% level of confidence. There exist a positive and strong relationship between independent variables (quality, Price, and availability) and the dependent variable (Consumers' buying Decision). A positive but moderate relationship is also observed between Consumers' Buying Decision and brand awareness and advertisement. These imply the presence of a direct relationship between the dependent and all the independent variables.

Based on the result of regression analysis it can be concluded that there is a positive effect of product quality, availability, price, advertisement and brand awareness towards buying decision of laundry detergent.

Going back to the objectives of this study, it can be concluded that this study has confirmed the fact that buying decision in FMCG are influenced by the hypothesized variables.

It can be concluded that all variables have significant and positive effect on consumer buying decision in the case of laundry detergent.

### **5.3 Recommendation**

This study has shown the relationship between the product quality, price, advertisement, availability, and brand awareness and buying decision of laundry detergent consumers in Addis Ababa.

Meanwhile, it confirms that all five independent variables are suitable predictor to measure overall buying decision keeping other variables constant. It was confirmed that all have positive and significant effect.

Based on the findings of the study, the following recommendations are forwarded to the companies managements so as to improve sales performance of the company:

- The management needs to focus on product quality by offering excellent features that meet the customers need through creating strategy to know behavior of consumers.
- Management need to work on price by setting affordable price to its customers.
- Management has to give attention on availability of its product that is at convenient locations for customers it helps to decrease consumers switching to alternative brands.
- Company need to focus on types of media like television, radio, print, online advertising and any kind of ad which is meant to stimulate visual or verbal senses of the target audience as well as make the advertisement attractive, reliable and easily recognizable.
- Management need to work on Brand awareness to be easily recognized and remembered.
- FMCG marketers should also be wary of the specific target markets of their different products and brands. This is because it has been found in this study that mostly females make a significant amount of the decision with regards to such purchases. This is an important shopper and consumer insight to marketers of FMCG.
- The study also recommends that manufacturers dealing in fast moving consumer goods such as laundry detergent products should ensure that their prices are reasonable, the quality of the products are improved and that there be less risks associated with the consumption of their products Therefore, concerned managers should evaluate periodically to investigate which positioning dimension or a mixture of two or more tools improve their customers' consumer preference in the long run with minimum costs.

### **Suggestion for Future Research**

Future researchers can investigate other factors that might influence consumer buying decision regarding to FMCG and selecting different countries and culture.

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## APPENDIX I

### Appendix – I (English Questionnaire)



#### ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES DEPARTMENT OF MARKETING MANAGEMENT

Dear Respondent,

My name is Furutuna G.wahid. I am working on a research for fulfillments of my Master of Arts Degree in Marketing Management in St. marry University. I kindly ask you to fill all questions in this questionnaire to help me collect the most important pieces of information regarding consumers' buying decision in Fast Moving Consumer Goods in Addis Ababa. I am very thankful for the support you are giving me and I would like to assure you that all your responses will be kept confidential and will only be used for research purpose.

Contact me:-

Mob --**0913074394**or

Email:**Furutunagwahid@gmail.com**

Part I: General Information

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

1. Gender

Female  Male

2. Educational Background

Under 12th Grade  Completed High School  College Diploma

B.A. Degree & Above

3. Age Group

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

4. Monthly Income in ETB

Less than 5,000  5,001-10,000  10,001-15,000  above 15,001

Part II: Specific Information

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

1. Please list 3 Brands of laundry detergent that comes to your mind.

\_\_\_\_\_

2. 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 \_\_\_\_\_

3. Which laundry detergent Brand do you usually buy and use? \_\_\_\_\_

Part III: "Factors influencing consumer buying decision of FMCG"

Direction: based on your answer to question no.3 Please indicate your degree of Agreement/disagreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
<b>PRODUCT QUALITY</b>					
This laundry detergent is compatible to different clothes					
I buy this laundry detergent because it has attractive aroma					
I buy this laundry detergent because it is viscous / thick					
I buy this laundry detergent because it doesn't affect hand skin (low acidity)					
<b>PRICE</b>					
I buy this laundry detergent because it's affordable					

I buy this laundry detergent because it has fair price compared to other products					
The price of the liquid detergents deserves their intended purposes.					
The market price of the liquid detergent is consistent					
AVAILABILITY					
I buy this laundry detergent because it's widely available					
I buy this laundry detergent because I found it in my neighborhood easily					
The liquid detergents are available all the time					
Variety of liquid detergents are available in retail shops					
ADVERTISEMENT					
I buy this laundry detergent because it is advertised on different media (TV, Radio, bill)					
Advertisement of laundry detergent is attractive					
Advertisement of laundry detergents easily recognizable					
The information advertised regarding the liquid detergents is reliable					
BRAND AWARENESS					
When I think of liquid detergents, it comes to my mind quickly					

The brand/logo of the product is easily remembered					
The brand/logo of the product is easily recognizable compared to other similar products					
I am familiar with this laundry detergent					
<b>CONSUMER'S BUYING DECISION</b>					
I usually buy the best quality brands					
I usually buy fair priced brands					
I usually buy widely available brands					
I usually buy well-advertised brands					
I usually buy the brands I know very well					

*Thank you for your time*



**APPENDIX II**  
**(Amharic Questionnaire)**

ቅድስት ማርያም ዩኒቨርሲቲ፣ ስኩል ኦፍ ግራጁዌት ስተዲስ  
የማርኬቲንግ ማኔጅመንት የትምህርት ክፍል  
የዳሰሳ ጥናት መጠይቅ

ስሜ ፍርቅና ገ/ዋህድ ይባላል። የቅድስት ማርያም ዩኒቨርሲቲ፣ ስኩል ኦፍ ግራጁዌት ስተዲስ የድህረ ምረቃ ተማሪ ነኝ። ይህንን ጥናት የማድረግው በማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪ ለማግኘት የሚጠየቀውን መስፈርት በከፊል ለማሟላት ነው። ይህ ጥናት የተደረገው ለትምህርት ዓላማ ብቻ ሲሆን በምንም ዓይነት መንገድ በእርስዎ ላይ የሚፈጥረው ተፅዕኖ አይኖርም። እርስዎ የሚሰጡት እውነተኛ፣ የተብራራ እና ወቅታዊ ምላሽ ጥናቱ ስኬታማ እንዲሆን ወሳኝ ሚና አለው። በመሆኑም እያንዳንዱን ጥያቄ በጥንቃቄ እንዲመልሱ በትህትና እጠይቃለሁ።

ማስታወሻ፡- ስምዎን መፃፍ አያስፈልግዎትም። የምርጫ መልሶች በሚኖሩበት ጊዜ የ“X” ምልክት በማስፈር መልስዎን ይስጡ። እባክዎን ይህንን መጠይቅ ከሞሉ በኋላ ይመልሱት።

ክፍል አንድ፡ ጠቅላላ መረጃ

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 በብር

ከ 5,000 በታች       ከ5,001-10,000       ከ10,001-15,000       ከ 15,001 በላይ

ክፍል 2

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

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

3. ስለ እነዚህ ፈሳሽ የልብስ ሳሙናዎች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?

- በሱቆች ውስጥ አይቼ    
  ከጓደኞቹ እና ቤተሰቦቹ ሰምቼ    
  ከቴሌቪዥን, የሬድዮ  
 ማስታወቂያዎች    
  የባለሱቁ (ሽያጭሰራተኛ) ምክር (አስተያየት)    
  የህትመት፣ ቢልቦርድ፣ የመኪና ላይ  
 ማስታወቂያ    
  ሌላ ካለ ይግለጹ \_\_\_\_\_

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

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

	በጣም አልሰማማም	አልሰማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
ይህንን ፈሳሽ የልብስ ሳሙና የምገዛው ለሁሉም ልብስ ስለሚስማማ ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምገዛው በጣምጥሩ ሽታ ስላለው ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምገዛው ወፍራም ስለሆነ ነው					

ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው እጅ ላይ ጉዳት ስለማያደርስ ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው ዋጋው ከገቢዬ ጋር ስለሚመጣጠን ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው ከሌሎች ተመሳሳይ ምርቶች አንፃር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን ፈሳሽ የልብስ ሳሙና ዋጋው ከሚሰጠው አገልግሎት አንፃር ጥሩ ስለሆነ ነው					
ይህን ፈሳሽ የልብስ ሳሙና ዋጋው ቶሌ ቶሌ አይቀያየርም					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው በሁሉም በታ ስለሚገኝ ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው ሁልጊዜ በሰፊ ስለማገኘው ነው					

ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው በምፈልገው ጊዜ ስለማግኘት ነው					
የተለያዩ ፈሳሽ የልብስ ሳሙናዎች ይገኛሉ					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው በቴሌቭዥን፣ በሬድዮ እና በተለያዩ የመገናኛ ብዙሀን ስለሚተዋወቅ ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው ሳቢ ማስታወቂያ ስላለው ነው					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው የሚታወስ ማስታወቂያ ላለው ነው					
ይህን ፈሳሽ የልብስ ሳሙና ማስታወቂያዎ የእቃውን ትክክለኛ መረጃ ነው ሚሰጠው					
ይህንን ፈሳሽ ልብስ ሳሙና የምግዛው ቶሎ ወይ አዕምሮዬ ስለሚመጣ ነው					
የፈሳሽ ልብስ ሳሙናዎ መለያ ምልክት ለማስታወስ ቀላል ነው					
የፈሳሽ ልብስ ሳሙናዎ መለያ ምልክት በቀላሉ					

የሚያዝ እና የማይረሳ ነገር ከሌሎች አንጠጻር.					
ይህንን ፈሳሽ የልብስ ሳሙና የምግዛው በደንብ ስለማውቀው ነው					
በአብዛኛው በጣም ከፍተኛ የጥራት ደረጃ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው ተመጣጣኝ ዋጋ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው በሁሉም ቦታ የማገኛቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው የሚተዋወቁ/ማስታወቂያ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው በደንብ የማውቃቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					

**ውድ ጊዜዎን ስለሰጡ አመሰግናለሁ**

