St MARY'S UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

FACTORS AFFECTING DIAPER BRAND CHOICE IN THE CASE OF ADDIS ABABA

BY

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December, 2020

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DECLARATION

I Timnit Amanuel, the undersigned, hereby declare that this thesis paper entitled "Factors Affecting Brand Choice Of Sanitary Products (Diapers) In The Case Of Addis Ababa" is my original work and that it has not been submitted partially; or in full, by any other person for the award of a degree in any other university or institution. And all sources used for the study have been duly acknowledged.

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Date: November, 2020

LETTER OF CERTIFICATION

This is to certify that Timnit Amanuel carried out her study on the topic entitled: **"Factors Affecting Brand Choice of Sanitary Products (Diapers) In The Case Of Addis Ababa"**. This work is original in nature and suitable for submission for the award of Masters of Arts in Marketing Management.

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ACRONYMS

AD- Advertisement

PK –Packaging

BP-Brand price

BI -Brand image

BA- Brand availability

PQ- Product quality

BC- Brand Choice

Abstract

The study was aimed at exploring Factors Affecting Brand Choice of Sanitary Products (Diapers) In The Case Of Addis Ababa. To achieve this purpose, descriptive and explanatory study design were used to analyze the data collected through survey questionnaire from a sample size of 328 employees. A multistage sampling procedure was employed. Thus respondents were selected using convenience sampling method after the pharmacies and supermarkets were selected by a simple random sampling. The data collected was analyzed with statistical measures such as descriptive, correlation and multiple regression analysis. The study result indicate the correlation between brand availability and brand choice was found to be positive and strong (r = 0.967, p<0.01). Similarly, advertisement has a positive and strong association with brand choice (r=0.960, p<.001). And 96.9% of the variation accounted for the brand choice was due to the combined effect of advertisement, packaging, brand price, brand image, brand availability, brand quality). Further the regression result indicates that brand quality (β=0.299, P<0.05), brand price (β=0.247, P<0.05), advertisement (β=0.241, P<0.05) and brand availability (β=0.209, P<0.05) were relatively the major determinant factor affecting the brand choice of customers. Based on the above findings it is recommended that manufacturing firms' management is advised to set price for its brand reasonably, consider their distribution networks; to guarantee level of product availability and increase frequency of the brand advertisement.

Keywords: advertisement, packaging, brand price, brand image, brand availability, brand quality, and brand choice

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The essentiality of diapers has been around since the beginning of time. It is not a long history for our country parents to use diaper as sanitary item. Throughout history parents have created various versions of sanitary items using a wide range of materials, depending on the natural resources available. But today's actual situation designates a day to day improvement in using of the sanitary products extensively. Thus the demand for sanitary items increased which resulted from this attitude towards the products. . Nowadays several similar diaper brands are available in the market that has taken a great progress since the diapers beginning. When product similarity is high the competition in the attaining the mind share of the customer is central issue for the survival and thus market have led marketers to study factors that attract and influence consumer's brand choice decisions. The forceful competition in terms of brand similarity and increased number of competing brands in the market have led the marketers to consider and study the factors that are influence consumers' brand choice (Das, D., 2012). Brand choice actually indicates the consumer's selective choice of particular brand i.e. it shows the preference or demand of a specific brand over the competitors' brand (Karjaluoto, H.et al., 2005). Manufacturers and retailers are deeply concerned in understanding how the whole scope of marketing variables, such as price, promotions and publicity, affect their sales and the market share of their products. Thus, having a deeper insight about brand choice of customers become the ultimate and the foremost criteria for spending large sums of money. Hence, in today's marketing arena investigating the factors that influence brand choice becomes an interesting topic for the researchers to study as they can examine the key elements that are vital in choosing a particular brand over the others.

Therefore, this empirical study aimed at investigating the factors affecting brand choice of sanitary products particularly diapers in the case of Addis Ababa by examining the statistical estimates on how each factor influence customers while choosing diaper brands.

1.2 Statement of Problem

In the real market place, two forces are always appeared to maximize their own reward in the exchange of goods or service one another. From the customer point of view, mothers choose diapers as an essential for comfortable for babies. They avoid some brands due to some reasons and they choose other brands to meet their particular context. Hence, the choice of consumer is different due to various factors associated with consumer product.

It is a common practice that the consumers are willing to pay higher prices for brands that they perceive to have high importance than competing brands in the market with in a similar product category (Henrt B., 2013). From the marketer point of view, marketers strive to realize and figure out the aspects that are necessary to deal with changing customer choices and preferences. A marketer with a better and superior information can able to develop better product and execute better marketing programs towards customer (Kotler & Keller, 2012). As a result the marketer's ability to create strong brand depends on a thoroughly considering of customers information about why they prefer one brand over competitors (Njuguna R., 2014.). This shows it is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice. Therefore, in general terms it is apparent that understanding the factors, which influencing the brand choice help the marketers to modify their brands and developing new products and features which match with the needs of the customer specifically which in turn gives a win-win advantage for both the consumers and producers. Further, it is necessary for the marketers to understand their brand preferences before spending large sums of investment. But less is understood about factors affecting consumers brand choice of diaper products. To the best knowledge of the researcher, no researches have been done regarding the criteria of brand choice of diaper products in the Addis Ababa setting. Therefore, as the largest market of the country, the Addis Ababa market segment was considered relevant and accessible segment to investigate the below mentioned research problem for this research. Thus, this study takes into account the specific factors affecting consumers brand preference of diaper products in Addis Ababa city. Besides the result of this research provide a good insight for the marketer about how to modify their brands and brand features which best matches the needs of the customer specifically. Hence, this research attempted to find the empirical and statistical evidence on the issue by

examining the factors affecting brand choice of diaper products in the case of Addis Ababa; and it therefore bridges the gap in the literature.

1.3 Research Question

The main purpose of this study was to examine the factors affecting brand choice of diaper products in the case of Addis Ababa. Therefore, the study attempted to answer the following key six research questions:

1. Do advertisement has a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?
2. Does packaging have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?
3. Do price of brand has a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?
4. Does brand image have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?
5. Does brand availability have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?
6. Does product quality have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

1.4 Objectives of the Study

1.4.1 General Objective

This study aimed at examining the factors affecting brand choice of diaper products in the case of Addis Ababa.

1.4.2 Specific Objectives

In light with the above general objective, the following specific objectives were finally addressed.

1. To investigate if advertisement has influence consumer brand choice of diaper products in the case of Addis Ababa.
2. To investigate if packaging of the brand product has influence consumer brand choice of diaper products in the case of Addis Ababa.

3. To investigate if the price of brand has influence consumer brand choice of diaper products in the case of Addis Ababa.

4. To investigate if the brand image has influence consumer brand choice of diaper products in the case of Addis Ababa.

5. To investigate if brand availability has influence consumer brand choice of diaper products in the case of Addis Ababa.

6. To investigate if product quality has influence consumer brand choice of diaper products in the case of Addis Ababa.

1.5 Significance of the Study

Many studies in different context were carried out to identify determinant factors of brand choice and why consumers prefer one brand over competitors brand in particular product companies. The various factors influence might vary with different product categories and country context (Ejionueme N. & Gerald N., 2013). Therefore, highly contextualized study output gives specific product based information that helps for the marketer to develop its marketing programs.

Thus, outcome of this research can be beneficial for the exiting marketers of diaper product as well as new comer to the industry. This research helps them to identify the factors affecting brand preference and guide them to adjust their marketing strategy with consumer's preference. Furthermore, the study gives insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.6 Scope of the Study

This study is aimed at showing the main factors that determine the consumers brand choice in diaper products. To achieve this aim, the scope of the study is limited to factors, i.e. advertisement, packaging, brand Price, brand image, brand availability, and brand quality that influence a brand choice of a particular diaper brand in the city.

Because of the limited time and economic advantages the geographical scope of the study is limited to Addis Ababa, capital city of Ethiopia. Looking for the proximity benefit to the subject area of the study mainly mothers are targeted as the eligible of the research.

1.7 Conceptual Definitions

Diaper: a basic garment for infants consisting of a folded cloth or other absorbent material drawn up between the legs and fastened about the waist (merriam-webster dictionary, 2020).

Brand: is a whole can be termed as a trademark that conveys a promise. This promise includes symbolic and functional features which are linked by the market to a brand. (Phillips, 1988)

Brand equity is the set of associations and behavior on the part of a brand's customers that permits the brand to earn greater volume or greater margins than it could without the brand name (Leuthesser, 1995).

Brand loyalty is a measure of the attachment that a customer has to a brand. (Aaker, David. A., 1996)

Brand awareness is a potential buyer's ability to recognize or recall that a brand is a part of a given category of product. (Aaker, David. A., 1996)

1.8 Organization of the Paper

The research paper organized in to five chapters. The first chapter deals with the introduction part which encompasses the background of the study, the statement of the research problem, objectives of the study, research hypothesis, significance of the study, scope of the study and limitations of the study. The second chapter deals with the review of related literature. Chapter three focuses on the research design, methodology, data collection and procedures, sample and sampling techniques, whereas the fourth chapter presents the detailed result analysis and discussion of the data. Finally, conclusions and recommendations were presented under fifth chapter.

CHAPTER TWO

REVIEW OF LITRATURE

2.1 Introduction

This literature review is aimed at describing the fundamental concepts and principles that the research is based upon, and find out the gaps and limitations in the body of knowledge of brand choice decisions. Starting from the development of the concept, the review includes importance of conceptualizing of brand choice decisions, empirical evidences and finally the conceptual framework of the research.

2.2 Theoretical Background

2.2.1 Concept of Branding

Brand is a complex phenomenon. However brands have been widely debated in academic world; a common understanding on brand could not be made among the brand experts (Upendra, 2012). Brands are pervasive in that they enter almost every aspect of our economic, social, cultural, sporting, even religion life.

Brand and branding are almost as old as civilization in that old civilization of Mesopotamia and Greek used marks and names to indicate their offerings mainly of wines, ointments, pots or metals (Sarkar and Singh , 2005).   Upendra K. (2012) argue that the word brand is derived from Old Norse word *brandr*, which means "to burn" as brands were and still are the means by which owners of livestock mark their animals to identify them.

According to the definition given by Phillips (1988), brand as a whole can be termed as "a trademark that conveys a promise". This promise includes symbolic and functional features which are linked by the market to a brand (Phillips, 1998).

Brand considered as the sum of all marketing mix elements in its nature of totality (Keller, 2002). According to Kapferer (1997) describes the brand as a symbol, a sign which is external to the product (Kapferer, 1997).   Kapferer kept that its function is to reveal the hidden attributes of the product that are hard to be reached and contacted. With the updated reasoning of Kapferer

branding means more than just giving name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization. Branding consists in transforming the product category; it requires a corporate long term involvement, a high level of resources and skills (Kapferer, 2004).

A more sensible and comprehensive meaning by AMA (2007) redefined brand as "A name, term, design, symbol, or any other feature that identifies the seller's good or services as distinct from those of other sellers'' (AMA, 2007). And similar definition is by Kotler that a brand is a name, term, sign, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler & Keller, 2012). Therefore, in simple words, brand, refers to a name, design, symbol or any feature that differentiates one seller's product and services from that of other sellers. It can be used as a strong strategic weapon and as an ideal differentiator to build a lifetime image in customers' minds. Consumers are not passively receiving of brand marketing activity, and thus branding is not something done to consumers, but rather something they do things with (Meadows, 1983).

Further, Brand is not restricted to a name, term, design, symbol, or a combination of them but it can include any other feature. Others experts looks further on the theme of the brand visual features as differentiating devices (Koch, 1997). Therefore, logo by itself Signals to the customer the source of product, and protects both the customer and the producers from competitors (Kotler & Keller, 2012). Further, brand is a legal instrument, marks to designate the ownership (Van R., 1997). In the other side, the conversion of a product to a brand is branding. Branding refers to endowing products and services with the power of a brand (Kotler & Keller, 2012). A firm's branding strategy reflects the number and nature of both common and distinctive brand elements it applies to the products it sells (Kotler & Keller, 2012).

2.2.2 Brand Choice

Brand choice actually indicates the consumer's selective choice of particular brand. It shows the preference or demand of a specific brand over the competitors' brand (Pavithra.S, 2018). Brand choice is in a fact that consumers' selective choice of brand over competitor's brands. Therefore, purchasing decisions are the customer behavioral outcome that precedes differentiation between several alternatives brands and subsequent outcome of consumer preferences. Brand choice study contains exhaustive understanding of consumer behaviors in their selection of brands among various product categories (Bentz, and Merunka, 2000).

In the earlier time, brands have been understood as the same products with diverse features; however, nowadays brands have been viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne, 2006).

2.2.3 Desired Brand Benefits

Most studies do not give a reason for separation of effects for brand name with product attributes. But it has been suggests that the brand name offer added benefits separate from the product for the consumers (Keller, 1993). In general, these benefits are personal values that consumers associate with the product. In simple terms the benefits are what the consumer believes the product or service can do for them (Park, 1986). Therefore, brand benefits offer a value, which go beyond the functional value of the product. These benefits focus on the needs that the product satisfies for the consumer. But still some researchers consider that consumers make purchases based on the product benefits and but not the obtainable features. However, purchase decisions are evaluated based on product attributes with the promise of benefits received from product attributes (Haley, 1968).

Recently studies have shown that consumers do not always pursue both attributes and benefits in products. Rather consumers tend to seek benefits when the buy a low involvement products. Whereas they seek attributes when dealing with a high involvement technical product (Bozinoff, and Victor, 1984). Further studies have focused on both brand name and brand benefits that led to a brand choice decisions by consumers. Brand benefits have been analyzed in terms of dimensions that impact brand choice. Findings have been discovered by researching brand benefits that brands outperform. It has been identified that there are five brand benefit measures

were shown to be significant in measuring brand choice. These dimensions include performance/quality, value-for-money, emotion, social, and environmental benefits (Orth, 2005).

Performance and Quality

In its generic definition quality refers to the degree of excellence in a product or service (Xiaohua and Germain, 2003). Therefore, quality can be regarded as one of the most important factors affecting customer satisfaction and reflects the ability of a product to perform its specific task (Reed, 1993). In a quality concept marketers are expected fit requirements set by consumers (Brombacher & Sander, 2000). The extent a product meets or exceeds consumer expectation based on its performance is how quality is assessed (Fornell, 1996). Therefore, performance specifications generally define how quality is judged for products (Sarkar and Singh , 2005). Research findings indicate that marketing generic strategies, differentiation, cost leadership, and focus are driveling forces to ward quality achievement (Calantone, and Knight, 2000).

Price and Value for Money

In some cases customers may see price as an indicator of quality of the product. The higher the price of a product, the more perceived risk a consumer incurs (Quester and Smart, 1998). Consumers often relate a high priced product with higher quality than the lower one (Lambert, 1972). In the other dimension, consumer uses comparative judgments in order to have purchasing decision. Thus consumer use prices as a reference in order to make these comparisons (Alvarez, and Casielles, 2005). In most product categories brands have a wide range of different prices. These prices might vary for numerous reasons including advertisement, lower economies of scale, and premium brand positioning. Therefore, price is a major factor in determining brand choice.

Emotional dimension

Consumers have emotional feelings for brands. Brand choice is highly subjected to these emotions. Studies have shown that emotions lead to an interaction with the product on a personal level (Havan and Shaver, 1994). Thus, a consumer's emotional attachment to the brand is helpful to predict their commitment to make sacrifices to get it.

Social dimension

These consist of influential factors determined by the nearby family and friends. Researches approve that other individual's behaviors may serve as signals which could increase the potential for behavior (Bandura, 1977). Further reference groups are other social dimensions who look up for guidance and ask for opinion and it is an important source of affecting the brand choice (Sharma, 2012). Because of special skills, knowledge, personality, group influences therefore those buying decisions. Conversely, if a friend has had a bad product experience, it is less likely to buy it.

Environment

Stewardship is an assumption that a brand taking an active responsibility for the environmental impact of their product (Bruen, 2002). In addition, this should involve in all phases of the brand's life cycle (Braglia, and Petroni, 2000). The benefits derived from implementing environmental issues are improving brand reputation.

2.2.4 Brand equity

Brand equity is the set of associations and behavior on the part of a brand's customers that permits the brand to earn greater volume or greater margins than it could without the brand name (Leuthesser, 1995). Other scholar defines it as a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Aaker, 1996). Further other noted that it is important to realize that brand equity is the intangible asset created by marketing endeavor (Ambler, 1997).

2.2.5 The Brand equity dimensions

Four main brand equity dimensions have been established which include brand loyalty, brand recognition, perceived quality and brand association. Brand equity refers to the researcher's most valuable business activity, because it results as a brand may enable business to prosper by gaining competitive advantage including the ability to grow and promote procuress.

Brand loyalty

Brand loyalty is a measure of the attachment that a customer has to a brand (Aaker, David. A., 1996). It represents the likelihood of a customer switching to another brand, especially when that brand changes, either in price or in features of the product. Brand loyalty refers to customers' attitudes and habits towards the brand; it is a blend of distinct attitudes or habits either. It is often the key component of a brand's equity since if customers are indifferent to the brand and actually buy in terms of features, price, and convenience with little brand name concern, there is probably little equity.

As brand loyalty improves, the customer base's vulnerability to competitive action is reduced. The strongest impact on brand equity was found in research done on the Brand Loyalty Construct (Tong and Hawley, 2009). With another study of brand equity and trust, both behavioral and attitudinal forms of customer loyalty were consistently the most important antecedents (Taylor *et al.* 2004).

Brand awareness

Brand awareness is a potential buyer's ability to recognize or recall that a brand is a part of a given category of product. There's a link between product class and brand. Brand awareness encompasses a continuum ranging from an uncertain sense of recognition of the brand, to the belief that it's only on in the product class (Aaker *et. al* 1996).

Even at recognition level, brand awareness can provide the commitment. Brand with a sense of familiarity and a material signal and Recognition at the recall stage further influence choices Influencing what brands are considered and chosen as the mark First enter the consideration set before being placed on the list of purchases. Brand awareness is linked to the strength of the brand node or locates in memory, as demonstrated by the ability of consumers to recognize the

brand under variable circumstances. Brand name awareness especially refers to the notion of a brand name coming to mind and the ease in which it does so. Brand awareness is label identification and success brand recall (Keller, 1993).

Keller (2013) noted that brand awareness entails of brand recognition and brand recall performance. Brand recognition is the ability of consumers to confirm previous exposure to the brand when given the brand as a cue, while brand recall is the ability of consumers to recover the brand from memory when given the product category, the needs met by the category, or the circumstance of purchase or use as a cue (Keller, 2013).

Perceived quality

Perceived quality offers a justification for buying. According to Zeithaml (1988), the perceived quality refers to the consumer's judgment of the excellence or the global superiority of a product or of a service (Zeithaml, 1988). Anderson *et al.* (1994) emphasize that the perceived quality can be regarded from the consumer's point of view as an assessment of the company's current performance and that such action tends to positively influence its attitudes and behavioral intentions towards the supplier (Anderson, et al 1994). On the other hand, the perceived quality is more related to an abstract judgment of the consumer than to the concrete attributes of the product or of the service (Zeithaml, 1988). The quality associated with a brand can also be a powerful differentiating and positioning factor. Nevertheless, creating a strong durable brand suggests an above-average quality positioning or at least a basic perceived quality when considering products which are positioned as low-market competitors (Aaker *et al.* 1996).

Brand association

A brand association is something that is linked to a brand in memory. A connection to a brand would be stronger if it is focused on a lot of marketing interactions or exposures, rather than a few. It'll also be better when a network of other connections supports it (Aaker *et al.* 1996).
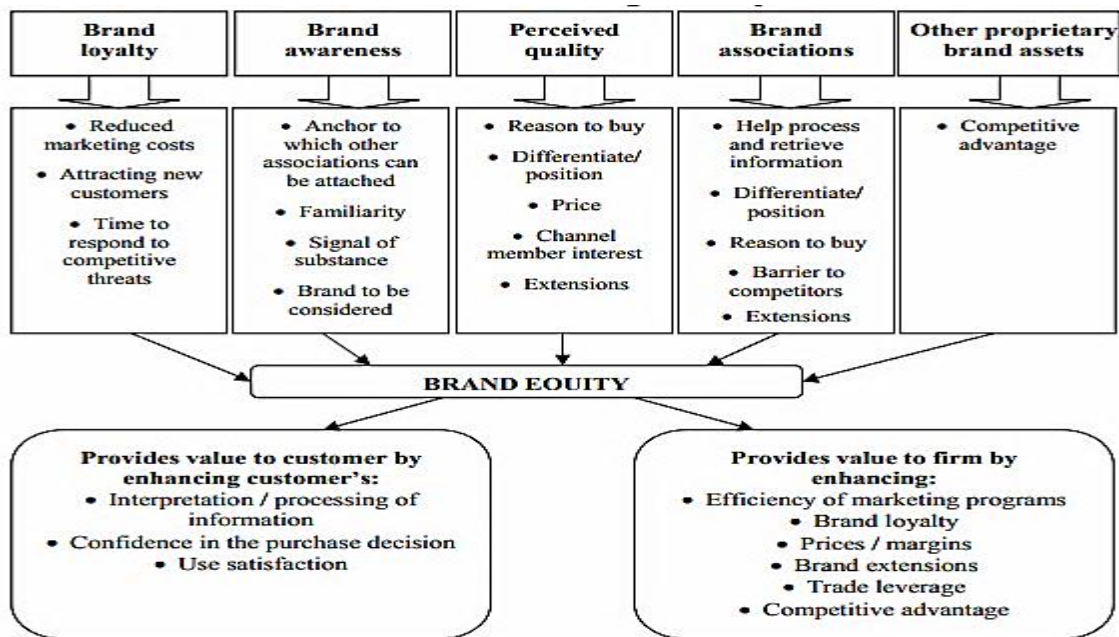
Figure 1 Aaker's Brand Equity Model2

Source: Aaker'(1996)

Brand association is created by the brand perception of the customer, which the marketer may establish, created by the customer himself through direct interaction with the product and/or formed by the consumer by inferences based on established associations.

Combining tangible and intangible attributes creates a brand identity, a unique set of brand associations that the brand strategist strives to create or maintain, driving brand associations as well. Hence, the specific brand identity can influence brand associations and unquestionably brand equity (Tong *et al.* 2009).

2.2.4 Consumers' Brand Choice

Anticipating customer choices on brand preferences was a subject of concern to marketers and researchers alike. Research on brand choice includes understanding customer preferences in their brand selection among different product categories (Bentz and Merunka, 2000). There are several other areas which were also investigated with brand choice. Studies explored the casual impacts of brand related variables on the choice of brand.

These factors include Situation factors, personality of the consumer, social benefits, emotions, quality, brand credibility, product attributes, seasonality, and trends (Erdem and Swait, 1998). Social, personal and psychological factors affect a consumer's purchasing behavior. Consumer behavior is a part of human behavior and marketers may predict how customers may act in the future while making purchasing decisions by analyzing past purchase behavior.

Social Factors

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status (Perreau, 2014). Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group.

The reference group affects the self-image of consumers and consumer's behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. In many societies status is important and people want the admiration of others. Social status can be acquired by being successful in life or being born into money. Product and brand selection often reflects the social role and status.

Personal factors

Decisions of an individual are influenced by personal factors such as those of a buyer state of age and life-cycle, occupation, economic situation, lifestyle, and personality, and the idea of oneself. The transition in customers ' lives and the purchasing of goods vary depending on the Age and lifestyle. Family life stages change purchasing behavior and brand selection. A family life cycle historically included only young singles and married couples with children. Nowadays advertisers focus on new, non-traditional stages such as the childless marriages of unmarried adults, same-sex couples, single parents and later-life single marriages (Kotler & Keller, 2012).

Personality differentiates individual traits from one person from another. These are Self-confidence, adaptability, sociability and dominance can be personal traits.

Psychological factors

There are also four psychological factors influencing a buyer's choices, i.e. Motivation, perception, understanding, and attitudes and beliefs. A consumer is a person who has different kinds of needs. Those needs may be biological as hunger or as psychological as a result of recognition needs or to belong. A need can be triggered to appropriate degree of severity if it changes a reason (Kotler & Keller, 2012).

2.3 Empirical Evidences and Research Hypothesis

2.3.1 Advertisement

Advertisement has a positive effect on the buying decision because purchase decision is one of the decisions of consumer preference and it directly influences consumer brand choices (Latif, , 2012). Scholars highlighted the influence of user experience and advertising content on the brand choice, especially when the consumers are forward-looking (Erdem, *et al.* 2005). These brand marketing strategies are used by a company as a continuous reminder to inform its consumers about their unique brand offerings and to create long-term and stronger identity.

A company may use different promotional strategies such as ads, word-of - mouth, advertisement, sales promotion etc. to build and strengthen the brand image in the minds of the consumers. These brand marketing strategies are used by a company as a continuous reminder to inform its consumers about their unique brand offerings and to create long-term and stronger identity (Saaksjarvi, 2003). Advertising is a mass media that is non-personal about a company, or brand. It profoundly affects the images, perceptions and attitudes of consumers towards goods and brands, and in effect, affects their purchasing behaviors (Lovelock, 2010). This indicates that advertising, can help create ideas or perceptions in the minds of consumers, as well as help differentiate products from other brands (Sharma, 2012).

H₁: Advertisement has a positive and significant effect on customer buying choice of diaper brand

2.3.2 Packaging

Researchers claimed that color, graphic design, size and packaging shape had a significant impact on consumers buying brand choice in bottled water (Yalew, 2014). Early researchers have discovered that packages attract attention. Other studies show that deviating package colors

and shapes attract attention. Packaging must be consistent with the product's advertising, pricing and distribution. Innovative packaging can give a company an advantage over competitors. Companies usually consider several different package designs for a new product (Deliya *et al.* 2012).

To select the best package, companies usually test various designs to find the one that stands up best under normal use, easiest for dealers to handle and receives the most favorable consumer's response. When consumers are spoiled for choice in terms of the available product range, they rely on product externalities, such as packaging, as signals of perceived quality (Rundh , 2008). Packaging with its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality (Deliya and Parmar ,2012).

H₂: Packaging has a positive and significant effect on customer buying choice of diaper brand

2.3.3 Brand price

Price is the main rational factor influencing brand choice. In fact, for some customers, price is even a precursor to basic product features. For most, however, there is a direct trade-off between price and quality: customers will pay a higher price if the brand is of sufficient quality (Rundh , 2008). Retailers use various pricing strategies to influence consumers' price perceptions, assuming that they will impact choice; for instance, psychological pricing, perceived value, price framing and reduction (Zeithaml, 1988).

Price is a major factor in determining brand choice. First, several studies have been conducted to determine the effect of price on alcohol consumption. Studies have found an Inverse relationship for sales and pricing. Second, the consumer wants the best product at the test price. Therefore, a higher-priced Item will have more economic risk, but higher-priced goods are more visible to others socially (Holder and Edwards, 1995). The price has a vital role in consumer's purchase decision or in other words, it can be said that most of consumer buying behavior and choices are determined by price. It can act as a dominant and, in fact, the most important factor affecting the decision making and purchase process.

H₃: Brand Pricing has a positive and significant effect on customer buying choice of diaper brand

2.3.4 Brand Image

Brand image in general labels the set or bundle of opinions which a customer grasps concerning a specific brand. It takes the overall image or impression of a brand in customers' mind that is created from different sources. Brand image essentially reflects the general brand content which includes brand name, reputation, functionality and overall value. Studies on new brand names evaluation explained that as compared to non-meaningful names, the meaningful brand names are more favorably evaluated (Kohli *et al.* 2005). A product can have a strong brand image that corresponds with consumers' personality. Consumers can express themselves through brand choices or give image of an ideal self. A brand image is consumers' perception towards the product and set of beliefs concerning the brand. Marketers can strengthen these brand images by advertising, promotions and packaging. When consumers are buying a product, they are also buying a brand image. The image should be positive and unique. This brand image can be combined with brand personality (Aaker, David. A., 1996).

H₄: Brand Image has a positive and significant effect on customer buying choice of diaper brand

2.3.5 Brand Availability

Consumers can obtain information and increase awareness towards available brands. The easily accessibility of a product has a great influence on customer buying behavior. Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty (Boadu, 2012).

H₅: Brand Availability e has a positive and significant effect on customer buying choice of diaper brand

2.3.6 Product Quality

A key factor influencing the choice of brand is how a customer perceives the price of a brand. Product quality frames the ability of the products to execute their functions. Consumer surveys often show that quality is one of the most important decision factors for the consumers. Researches also explored that the aesthetic appeal of a product, which also symbolizes the product quality, is the main differentiating feature of the successful brands (Sardar, 2012).

Quality relates to the extent to which a product's performance meets customer's expectations and requirements so it is a construct between what the marketers provide and what the customer

receives (Blythe, 2013). Quality is significant on the performance of a product and the interaction of a product meeting or exceeding consumer expectations based on its performance is how quality is evaluated (Calantone and Knight, 2000). Product quality adds many benefits for a company. Product quality allows companies to charge higher prices to consumers. In addition, having a higher product quality gives a competitive advantage which leads to gains in profit margins and market share (Choi and Coughlan, 2006). Thus, quality is one of the most important factors influencing consumer brand choice as it can only be defined by consumers.

H_6: Product Quality has a positive and significant effect on customer buying choice of diaper brand

2.4 Conceptual Framework of the research

Based on the above literature reviewed the conceptual framework of this study is developed and illustrated below. The model demonstrates the factors affecting consumers in the choice of diaper products through exploring the combined effects of six identified independent variables on the dependent variable.

Independent Variables   **Dependent Variable**
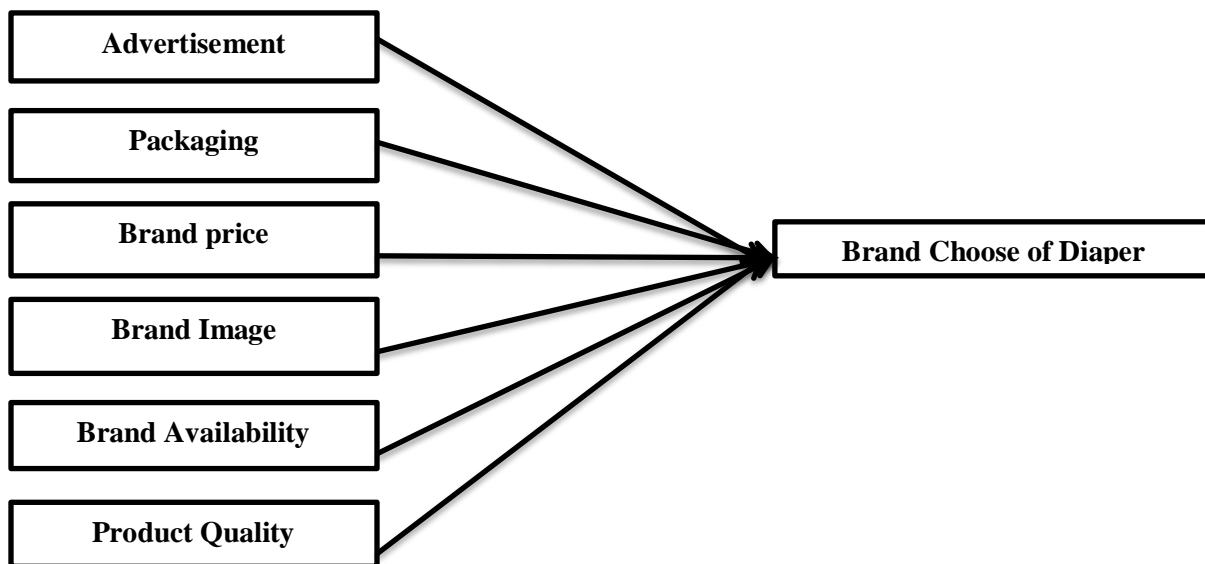
 Figure 2 Conceptual framework of the study

(Source: adopted from Pavani L., and Malkanthie, (2017) and modified by the researcher)

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CHAPTER THREE

RESEARCH DESIGN AND METHODODLOGY

This part of the research primarily presents the methodology that was employed in the paper. The research techniques & the reason for selecting the technique are discussed in detail. It fundamentally focused on the research design, population and sampling, data source & collection method, procedure of data collection & lastly the methods of data analysis.

3.1 Research Setting

The main area of concern of this research is to understand the factors affecting brand choice of diapers in the case of Addis Ababa. As a capital city of the country, the Addis Ababa market segment was considered as a relevant and accessible market segment to investigate the aforementioned research problems for this research. Thus, the research address customers of supermarket and pharmacies who are repeatedly buy diaper products.

3.2 Research Approach

The research followed deductive approach. The reason for occupying the deductive approach is that it emphasizes generalization and replication by analyzing variables. While it is also most appropriate for large samples that produce quantitative data. Therefore, the study used quantitative research method, and for this purpose, a questionnaire was prearranged and used. Quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment in order to support or refute alternate knowledge claims (Creswell, 2003).

3.3 Research Design

Considering the purpose of the research & the nature of the phenomenon, both descriptive and explanatory research method were applied. In the first part descriptive analysis was used to understand demographic characteristics respondents. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation. Descriptive studies are often designed to collect data that describe characteristics of objects, events, or situations (Uma and Roger, 2016).

Secondly explanatory method was used with the purpose reliant on the fact that, the study is intended to examine the relationship between independent advertisement, packaging, brands price, brand image, brand availability, brand quality & dependent brand choice.

An explanatory research is conducted in order to discover and report relationships among different aspects of the phenomenon under study (Uma and Roger, 2016). In terms of time horizon, this study used a cross-sectional. A cross-sectional data is a data on a particular phenomenon at a specific point of time. Thereby, in this particular study the cross-sectional data refers to opinions of the customers. The units of analysis used in this study were customers who repeatedly buy diaper products from supermarket and pharmacies.

3.4 Data type and source

Data was collected from customers of supermarket and pharmacies that are supposed to buy repeatedly diaper products. In this study primary data was used. Primary data was collected through a structured questionnaire.

3.5 population and sampling

3.5.1 Population

A population is defined as the set of individuals, objects, or data from where a statistical sample can be drawn (Saunders & Rojon, 2014). Again population is the entire group of individuals, events or objects having a common observable characteristic (Cooper and Dan, 2014). The population for this study consisted of customers of pharmacies and supermarkets who frequently buy diaper products in Addis Ababa.

3.5.2 Sample size

Adequate sample size for the study was draw from the population using sample formula developed by scholars (Cochran, 1977). For population that is large and unknown the formula developed to yield a representative sample is given by:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

n   =   sample size

Z = the value on the Z table at 95% confidence level =1.96

e = Sampling error at 5%

p = maximum variability of the population at 50%. i.e. (0.5)

q = 1-p = 0.5

Thus, accordingly

$$n_0 = \left[\frac{1.96}{0.05}\right]^2 * (0.5)(0.5) = 385$$

Therefore, a total of 385 respondents were included to participate for this study.

3.6 Sampling method

A study used a multistage sampling technique. This multi-stage sampling enables to take samples in stages using smaller and smaller sampling units at each stage. In first step among all the sub cities in Addis, bole sub city was select using simple sampling techniques. When the population elements were selected for inclusion in the sample based on the easiest of access, in can be called convenience sampling (Kothari, 2004). This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacherjee, 2012). Bole sub city is selected by lottery technique among all sub cities. 19 supermarkets and 5 pharmacies were selected for their nearness and proximity, thus a total of 24 firms were addressed by the student researcher.

In the second stage, the study employed non probability sampling techniques. Therefore, respondents were selected to fill the questionnaires using conveniences sampling during the peak hours of the pharmacies and supermarkets. The conveniences sampling techniques implemented in this study to select respondents of study, because they happen to be at the right place and time.

3.7 Data collection Technique

The study used primary data sources. Primary source of data is expected to be collected via a structured questionnaire. The type of questionnaire applied was the five scale graded Likert scale questionnaire. This helps to make questions interesting to respondents and, thereby, enhance their cooperation, ultimately to ensure maximum response rate. The questionnaire statements were established and scored from 1 up to 5 scale, where "1" indicates "strongly disagree", "2" "disagree", "3" neutral, "4" "agree" and "5" refers to "strongly agree" with

the statement to represent different attitude of respondents. The questionnaire has three main sections, the first section covers the general information of the respondents, and the second section is arranged to check the perception of the respondents on the determinant factors using the six critical perspectives. Lastly, the third section is organized to understand the brand choice perception of the respondents.

3.8 Methods of Data Analysis

To provide consistent reliable and valid result the study employed Crobach's Alpha test to assessing the reliability of the instrument. The data gathered using questionnaires were coded, enter into computer and analyze and presented in the form of charts, diagrams, and tables by using SPSS software version 21. The data analysis for the research used both descriptive and inferential type. Descriptive statistics was applied for the presentation, interpretation and discussion parts on various dimensions of the evaluation system. Descriptive analysis refers to statistically describing, aggregating, and presenting the constructs of interest or associations between these constructs, while, inferential analysis refers to the statistical testing of hypotheses for quantitative data analysis (Creswell, 2003). Frequency tables, charts, graphs, figures, percentages, multiple regression and Pearson correlation were used as appropriate to analyze, interpret, tabulate and present the result of the study. The vital output in the model summary is R2. This is the proportion of variance in the dependent variable which can be explained by the independent variables. Also the normality of the data is tested through statistical tool.

Regression equation for the problem is the following:

$$Yi = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \epsilon$$

Where: Y = Dependent Variable (Brand choice)

χ_{1-n}= Independent variable (χ_1 is Advertisement-AD,

χ_2 Packaging-PK ,

χ_3 is Brand price-BP,

χ_4 is Brand image-BI,

χ_5 is Brand availability-BA ,and

χ_6 is Product quality-PQ. β_0 = the constant, β_{1-n}= the regression coefficient or change included in Y by each χ

ϵ = error term.

3.9 Ethical considerations

Regarding ethical consideration an attempt was made to ensure all respondents to keep their identity and responses as confidential; so that all the information that was given by the respondents were been in full confidence. The questionnaire was distributed based on willingness of each respondent. In addition, the purpose of the questionnaire was clearly indicated beforehand within questions.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter data was presented and discussed to address the research questions and objectives. The following are the main headings: reliability and validity test, response rate, respondents' general information, descriptive statistics results, normality test, Pearson correlation analysis and multiple regression analysis.

4.2 Reliability

Reliability is an indicator of a measure's internal consistency. A benchmark alpha of 0.70 was set as an acceptable measure of reliability (Cronbach, 1951). Thus, the variables reliability test of this research is summarized in Table 4.1 Variables of the study scored more than the benchmark alpha, which is 0.70 considered by different researchers, so it can be conclude that the measurements can be applied for analyses with acceptable reliability. This suggests that the scale scores are relatively reliable for respondents in this study.

Table 1 Reliability Statistics of the variables

Variables	Cronbach's Alpha	N of Items
Advertisement	0.928	6
Packaging	0.921	7
Brand price	0.922	5
Brand Image	0.884	5
Brand Availability	0.859	4
Brand Equity	0.901	5
Brand choice	0.923	8

Source: Own survey result, 2020

4.3 Response Rate

A total of 385 questionnaires were distributed to through 26 outlets in Bole sub city of Addis Ababa. From 385 questionnaires a total 335 (87%) were returned and while the remaining 50 (13%) were not returned at all and 7 (1.8%) questionnaires were not included due to incompleteness therefore, 328 (85%) questionnaire was valid for analysis, Furthermore, the data extracted from completed questionnaires were coded and entered to Statistical Package for Social

Sciences (SPSS) IBM version 21 and analyzed using descriptive and inferential statistics as discussed below. The subsequent chapter presents the data along with its statistical analysis. The findings are then discussed and analyzed according to research objectives.

4.4 Demographic Characteristics

As indicated in the below Table 4.2, out of 328 respondents 286 (87%) of them were females and the remaining 42 (13%) of the respondents were females. This implies that the proportion of female buyers is larger than that of male buyers. Thus females are significant groups in determining the choice of diaper product items than males.

Table 2 Demographic Characteristics of the respondents

Items	Description	Frequency	Percentage
Gender of Respondent	Male	42	13%
	Female	286	87%
	Total	**328**	**100%**
Age of respondent	Under 25 years	15	5%
	26-30 years	98	30%
	31-36 years	101	31%
	37-42 years	89	27%
	43-48 years	17	5%
	49 and above	8	2%
	Total	**328**	**100%**
Education Level	Primary Education	10	3%
	Secondary Education	42	13%
	College Diploma	86	26%
	BA/BSC	166	51%
	MA/MSC & Above	24	7%
	Total	**328**	**100%**
Job Type	salaried	95	29%
	self-employment	95	29%
	home care	85	26%
	Student	53	16%
	Total	**328**	**100%**

Source: Own survey result, 2020

Regarding the Age group of the respondents, among all, the groups with under 25 years of age were 15(5%) of the respondents, 26–30 years were 98 (30%) of the respondents, 31 – 36 years were 101(31%) of the respondents, 37 – 42 years were 89(27%) of the respondents, 43 – 48 years were 17(5%) of the respondents and 49 and above years were 8(2%) of the respondents.

Regarding with the marital status of the respondents, those who married were 62% and those who were not married were 38%. On the other side those among all respondents, those who were served less than one year were 90(30%) of the respondents, 1-3 years were 101 (34%), 3-5 years were 75(25%), 5-10 years were 25(8%), and more than ten years 10 (3%) of the respondents. Regarding the educational level, 166(51%) of the respondents are Degree holders, 86(26%) of the respondents are first diploma holders and 24(7%) of the respondents have MA degree and above. From this one can understand that most of the respondents are Diploma and above holders, therefore, they would have the ability to fill the questionnaire and they are expected to have a good rationality in choosing diaper products. Education plays important role in influencing human action and buying behavior. Regarding the job type of the respondents, 95(29%) of the respondent were salaried employee, whereas, 95(29%) were self-employed, 85(26%) were home care takers and the remaining were 53(16%) students.

4.5 Descriptive Analysis of the variables

In this section descriptive analysis of the study on the perceptions of the respondents with regard to the dependent variable and independent variables is conferred. The mean and standard deviation for all variables was computed. The mean is the average value and the standard deviation shows how much deviated the values are from the mean.

4.5.1 Respondents perception on Advertisement

Advertising is a non-personal, mass media about a product, brand, company or store. It significantly influences consumers' images, beliefs and attitudes towards products and brands, and in turn, affects their purchase behaviors. Under this dimension the respondents were evaluated with five items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean for advertisement dimension items construct ranged between 4.25 and 4.76 and the standard deviation ranged between 0.432 and 0.501 which show small level of variance about the opinions. The statement which respondents agree with most was "The advertisements help me to find the best confortable diaper brand." (M=4.76 and SD= 0.428) This indicates that

advertisement helps to establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brand. The statement indicating the least level of agreement was "The advertisement is necessary to attract me." (M= 4.25 and SD= 0.432).

Table 3 Descriptive statistics for perception of respondents about advertisement

	N	Min	Max	Mean	Std. Dev.
Advertisement messages influences my choice the brand	328	4	5	4.49	.501
It is easy to understand the message of advertisement	328	4	5	4.66	.474
The advertisement is necessary to attract me.	328	4	5	4.25	.432
The advertisements help me to find the best confortable diaper brand	328	4	5	4.76	.428
Advertisements increase my brand loyalty	328	4	5	4.66	.474
I believe that the more frequency of advertisements helpful for brand choice	328	4	5	4.66	.474

Source: Own survey result, 2020

The grand mean for the perception of advertisement is 4.58, (SD=0.398) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. Thus advertisement significantly determining the respondent's choice of diaper brand.

4.5.2 Respondents perception on Packaging

Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior. With regard to the packaging dimension the respondents were asked with seven items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.15 and 4.69 and the standard deviation ranged between 0.357 and 0.501 which show small level of variation in the responses. The statement which respondents agree with most was "This brand makes a strong impression on my visual sense." (M=4.69 and SD= 0.456) The statement indicating the least level of agreement was "This brand has a beautiful colour scheme." (M= 4.15 and SD= 0.357).

Table 4 Descriptive statistics for perception of respondents about packaging

	N	Min	Max	Mean	Std. Dev.
The picture qualities the package have impact in drawing attention on brand choice	328	4	5	4.39	.489
The packaging of this brand is as pleasing as the product.	328	4	5	4.56	.497
This brand has a beautiful color scheme	328	4	5	4.15	.357
This brand makes a strong impression on my visual sense	328	4	5	4.69	.465
This brand is totally awesome	328	4	5	4.56	.497
This brand has an appealing design	328	4	5	4.56	.497
The visual appearance of this brand package is attractive	328	4	5	4.49	.501

Source: Own survey result, 2020

The grand mean for the perception of packaging is 4.48, (SD=0.390) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. This indicates that Packaging appears to be one of the important factors in the brands purchase decisions that are made at the point of sale where it becomes an essential part of the selling process.

4.5.3 Respondents perception on brand Price

Price plays a fundamental role in influencing consumers' perception of products, increasing demand, attracting customers, and promoting brand loyalty, among other things. With this respect, respondents were asked with seven items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.76 and 4.25 and the standard deviation ranged between 0.428 and 0.474 which show small level of variation in the responses. The statement which respondents agree with most was "It is a good product for the price." (M=4.76 and SD= 0.428) The statement indicating the least level of agreement was "It offers value for money." (M= 4.25 and SD= 0.432).

Table 5 Descriptive statistics for perception of respondents about price

	N	Min	Max	Mean	Std. Dev.
It is reasonably priced	328	4	5	4.66	.474
It offers value for money.	328	4	5	4.25	.432
It is a good product for the price.	328	4	5	4.76	.428
It is economical.	328	4	5	4.66	.474
Low price is one of my priorities when making a buying decision	328	4	5	4.66	.474

Source: Own survey result, 2020

The grand mean for the perception of brand Price is 4.59, (SD=0.398) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. This indicates that brand Price appears to be one of the important factors in the diaper brands purchase decisions.

4.5.4 Respondents perception on Brand image

Brand image is one of the most powerful aspects that establish the reputation of a specific brand in the market. With regard to the brand image the respondents were asked with five items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.04 and 4.39 and the standard deviation ranged between 0.489 and 0.828 which show slight level of variation in the responses. The statement which respondents agree with most was "I always go for the well-known branded products." (M=4.39 and SD= 0.489) this indicates high level of loyalty of customers to the brand that they most know.

Table 6 Descriptive statistics for perception of respondents about Brand image

	N	Min	Max	Mean	Std. Dev.
I search so many information about the brands that i was not previously aware of.	328	3	5	4.04	.775
A well-known the brand is always better in quality than a lesser known brand.	328	3	5	4.28	.605
It is important that the brand name alongside your desired attributes.	328	2	5	4.07	.828
I always go for the well-known branded products.	328	4	5	4.39	.489
I feel more secure when I buy diaper with of a well-known brand.	328	2	5	4.18	.828

Source: Own survey result, 2020

The statement indicating the least level of agreement was "I search so many information about the brands that i was not previously aware of." (M= 4.04 and SD= 0.775). Thus the respondents attempt to buy and use new brand products were limited. The grand mean for the perception of Brand image is 4.19, (SD=0.593) indicating that the majority of respondents have significant level of agreement towards the statements specified in the study. This indicates that brand image seems to be one of the important factors in the diaper brands choice.

4.5.5 Respondents perception on Brand availability

The easy availability of a product has a great influence on customer buying behavior. Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty. In this regard four items were presented to respondents. Accordingly, the mean score of the item construct ranges between 4.69 and 4.25 and the standard deviation ranged between 0.494 and 0.432 which show low level of variation in the responses. The statement which respondents agree with most was "Availability of the brand influences my choice decision." (M=4.69 and SD= 0.465) this indicates high degree attachment of customers to the brand that was most likely available to them.

Table 7 Descriptive statistics for perception of respondents about Brand availability

	N	Min	Max	Mean	Std. Dev.
Availability of the brand influence my choice decision	328	4	5	4.69	.465
The brand is my first preference as far as available	328	4	5	4.64	.482
This brand is consistently available	328	4	5	4.25	.432
I get the brand when I need it	328	4	5	4.42	.494

Source: Own survey result, 2020

The statement indicating the least level of agreement was "This brand is consistently available." (M= 4.25 and SD= 0.432). Hence most respondents' preferred brand products that were consistently available in the market. The grand mean for the perception of Brand availability is 4.49, (SD=0.392) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that brand availability was one of the vital factors in the diaper brands choice.

4.5.6 Respondents perception on Product quality

Product Quality covers the features and characteristics of a product or service that bears on its capability to satisfy stated or implied needs. With respect to this five items were presented to respondents. Accordingly, the mean score of the item construct ranges between 4.64 and 4.15 and the standard deviation ranged between 0.466 and 0.590 which show low level of variation in the responses. The statement which respondents agree with most was "It has consistent quality." (M=4.64 and SD= 0.482). The statement indicating the least level of agreement was "It has consistent quality." (M= 4.15 and SD= 0.590). The grand mean for the perception of Product quality is 4.40, (SD=0.431) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that Product quality was one of the key factors in the diaper brands choice.

Table 8 Descriptive statistics for perception of respondents about Product quality

	N	Min	Max	Mean	Std. Dev.
It has an acceptable standard of quality.	328	4	5	4.64	.482
It has consistent quality	328	3	5	4.15	.590
It is well made	328	4	5	4.54	.499
The brand that would last long time among other brands.	328	3	5	4.19	.466
The product is comfortable	328	4	5	4.52	.501

Source: Own survey result, 2020

4.5.7   Respondents perception on Brand choice

With this dimension the respondents were evaluated with eight items using five point Likert scale (1= strongly disagree and 5= strongly agree Table below presents the result: the mean score and standard deviation of each item of Brand choice.

Table 9 Descriptive statistics for perception of respondents about Brand choice

	N	Min	Max	Mean	Std. Dev.
The brand is special to me	328	4	5	4.32	.467
I am very familiar with the brand	328	3	5	4.19	.470
I choose the brand based on the brand's trustworthiness.	328	3	5	4.08	.555
I say positive things about the brand to other people	328	4	5	4.49	.501
This brand gives me sense of belongingness	328	4	5	4.66	.474
This is a brand used by people like me	328	4	5	4.25	.432
It gives me a social approval.	328	4	5	4.76	.428

It makes sense to buy this brand instead of any other brand, even if they are the same	328	4	5	4.66	.474

Accordingly, the mean score of the item construct ranges between 4.76 and 4.08 and the standard deviation ranged between 0.428 and 0.550 which show low level of variation in the responses. The statement which respondents agree with most was "It gives me a social approval." (M=4.76 and SD= 0.482). The statement indicating the least level of agreement was "I choose the brand based on the brand's trustworthiness." (M= 4.08 and SD= 0.555). The grand mean for the perception of brand choice is 4.45, (SD=0.374) indicating that most of respondents were substantially agree towards the statements itemised in the study.

Table below presents a general descriptive summary of the constructs rated by minimum, maximum values, mean and standard deviations.

Table 10 Descriptive statistics summary

	N	Minimum	Maximum	Mean	Std. Deviation
Advertisement	328	4.00	5.00	4.5803	.39834
packaging	328	4.00	5.00	4.4874	.39083
Brand price	328	4.00	5.00	4.5982	.39862
Brand image	328	2.80	5.00	4.1927	.59370
Brand Availability	328	4.00	5.00	4.4970	.39297
Brand Quality	328	3.60	5.00	4.4067	.43100
Brand Choice	328	3.78	5.00	4.4526	.37487
Valid N (listwise)	328				

In general the data are clustered around the mean which showed the reliability of the data. Out of the six independent variables, Brand price was the highest in rating (M = 4.59, SD = 0.398), while Brand image was with lowest (M = 4.19, SD = 0.593). The dependent variable's (Brand Choice) with mean value of (M = 4.45, SD = 0.374).

4.6 Inferential Analysis

The study has employed both correlation and regression analysis to determine whether there is statistically significant relationship between the independent and dependent variables.

4.6.1 Correlation Analysis

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables. These were carried out using Pearson correlation coefficient (r) to determine the level of association. Strength and direction of the relationship existing between the two variables can be determined though the computation of Person correlation. Correlation analysis deals with relationships among variables and helps to gain insight into the direction and strength of relation between the variables. Correlation coefficients take values between -1 and 1 ranging from negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of the correlation coefficient defines the direction of the relationship. The absolute value indicates the strength of the correlation.

Table 11 the correlation result between independent variables and dependent variables

Correlations		Advertisement	packaging	Brand price	Brand image	Brand availability	Brand quality	Brand choice
Advertisem ent	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	328						
packaging	Pearson Correlation	.809**	1					
	Sig. (2-tailed)	.000						
	N	328	328					
Brand price	Pearson Correlation	.990**	.794**	1				
	Sig. (2-tailed)	.000	.000					
	N	328	328	328				
Brand image	Pearson Correlation	.562**	.306**	.545**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	328	328	328	328			
Brand availability	Pearson Correlation	.959**	.731**	.935**	.587**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	328	328	328	328	328		
Brand quality	Pearson Correlation	.919**	.680**	.882**	.581**	.952**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	328	328	328	328	328	328	
Brand choice	Pearson Correlation	.960**	.690**	.943**	.622**	.967**	.955**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	328	328	328	328	328	328	328
**. Correlation is significant at the 0.01 level (2-tailed).								

As shown in the above table, the values of the person correlation (r) were found to be P<0.01 and are significant that indicates a reliable relationship. The extent of the relationship ranged from - 0.967 to 0.622 (between the independent variables and the dependent variables). Sequentially, brand availability and brand choice the strength of the correlation was found to be positive and strongest (r=0.967, p<0.01). The advertisement dimension also has a positive strong association with brand choice (r=0.960, p<.001). Similarly the brand quality dimension has strong and positive relation with brand choice(r=0.955, p<.001). Relatively the weakest positive relation was observed in the case of brand image (r=0.622, p<.001) and packaging (r=0.690, p<.001). In general, all the independent variables have positive and significant association with the brand choice at the 0.01 level of significance.

4.6.2 Regression analysis

The study further carried out regression analysis to establish the statistical significance relationship between the independent variables on the dependent variable. Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Regression allows us to make statements about how well one or more independent variables will predict the value of a dependent variable. The regression analysis results were presented using regression model summary tables, Analysis of Variance (ANOVA) table and beta coefficients tables.

a) *Assumption Testing for Multiple Regressions*

Before doing the regression test, addressing the assumptions of regression analysis is necessary to confirm that data collected was truly represented the sample and the researcher has obtained the best results. (Hair, Anderson, Tatham, and Black, 1998) Three assumption tests were checked before regression analysis was undertaken.

I. Normal Distribution

Normality refers to the shape of data distribution for an individual metric variable, and its correspondence to the normal distribution (Hair et al., 2003). For estimating normality, and kurtosis information values were observed. Skewness 'provides information regarding the symmetry of the distribution, whereas Kurtosis 'provides information regarding peakedness of

the distribution (Pallant, 2001). According to Hair (2010), the most commonly acceptable value for (kurtosis/Skewness) distribution is ±2.58. As Table 12 shows, all values of skewness and kurtosis for the transformed and standardized values have been found to be within the acceptable range.
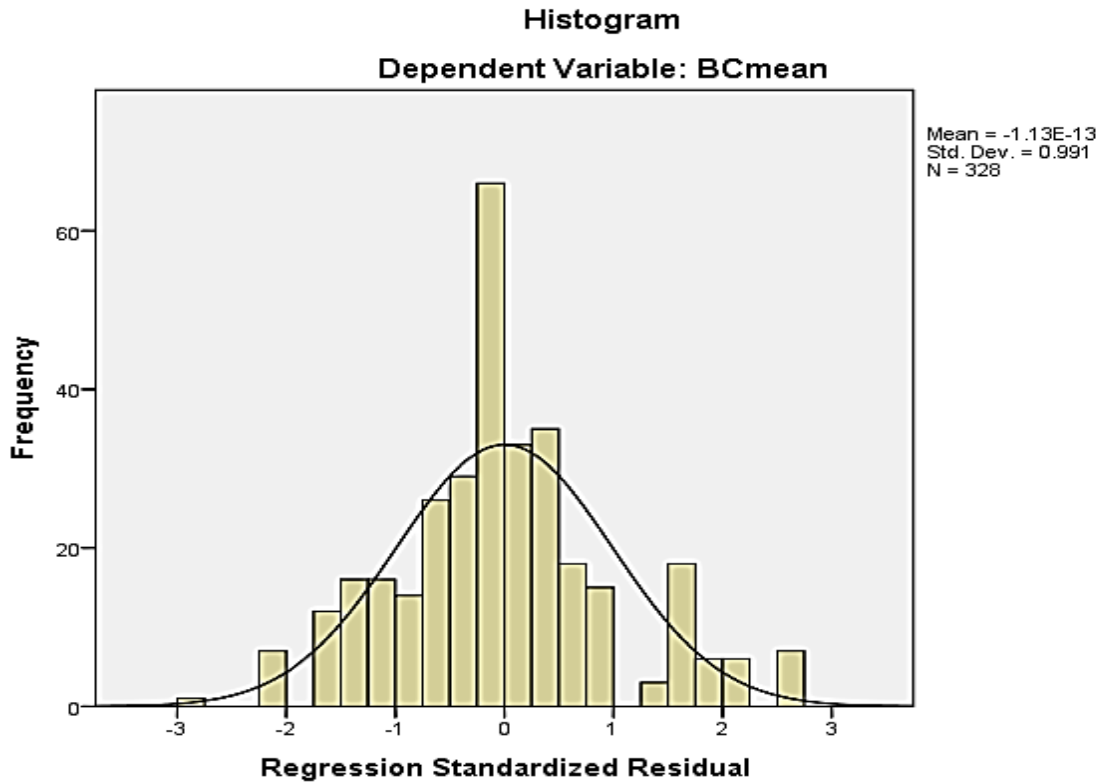
Figure 3, Normality distribution histogram

Source: Own survey result, 2020

Table 12 Normal Distribution test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertisement	328	-.505	.135	-1.452	.268
Packaging	328	-.042	.135	-1.674	.268
Brand price	328	-.610	.135	-1.392	.268
Brand image	328	-.129	.135	-.925	.268
Brand availability	328	-.084	.135	-1.492	.268
Brand quality	328	-.003	.135	-1.305	.268
Brand choice	328	-.094	.135	-1.152	.268
Valid N (listwise)	328				

Source: Own survey result, 2020

In addition, Malhotra and Birks (2007) propose that normal probability plots are often conducted as an informal means of assessing the non-normality of a set of data. Hair et al. (1998) also explain that the plots are different from residuals plots in that the standardized residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair, et al., 1998). The following graphs show that the P-P plots is a straight line which justifies the residuals was deemed to have a reasonably normal distribution, as suggested by Hair, et al. (1998).
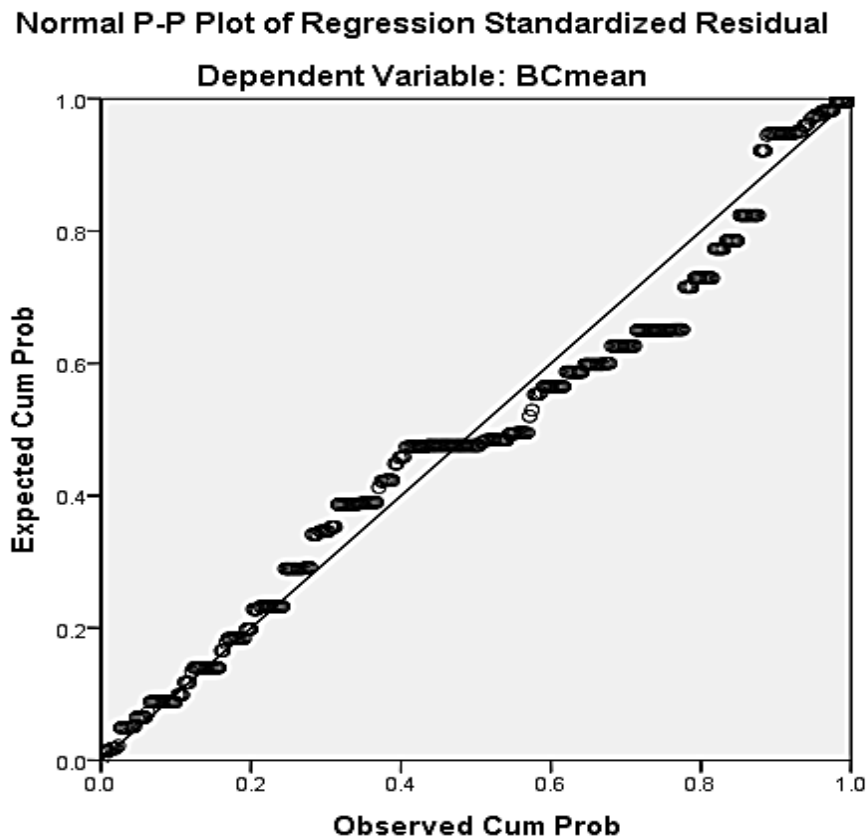
Figure 4 Normality plot of regression standardized residual

Source: Own survey result, 2020

II. **Multi-co linearity**

One major assumption that applies in multiple regression analysis is the existence of a very high correlation between the independent variables of the study which is termed as Multi-co linearity (Burns and Burns, 2008). In this research multi co linearity was checked with tolerance and VIF and tolerance statistics. Andy (2006) suggests that a tolerance value less than 0.2 almost certainly

indicates a serious co linearity problem. Burns and Burns (2008) also state that a VIF value greater than 10 is also a concern. In this study, all of the independent variables were found to have a tolerance of more than 0.2 and a VIF value of less than 10 which indicates that Multi-co linearity is not an issue in this study.

Table 13 Multi Co linearity problem test of VIF and Tolerance

	Collinearity Statistics	
	Tolerance	**VIF**
Advertisement	.321	3.115
Packaging	.268	3.729
Brand price	.245	4.081
Brand image	.603	1.658
Brand availability	.347	2.881
Brand quality	.374	2.673

Source: Own survey result, 2020

III. Linearity

According to Hair, et al. (1998), the linearity of the relationship between the dependent and independent variable represent the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., $R2$ underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non- linear relationship (Malhotra, and Birks, 2007). The scatter plot of standardized residuals versus the fitted values for the regression models is as follows:
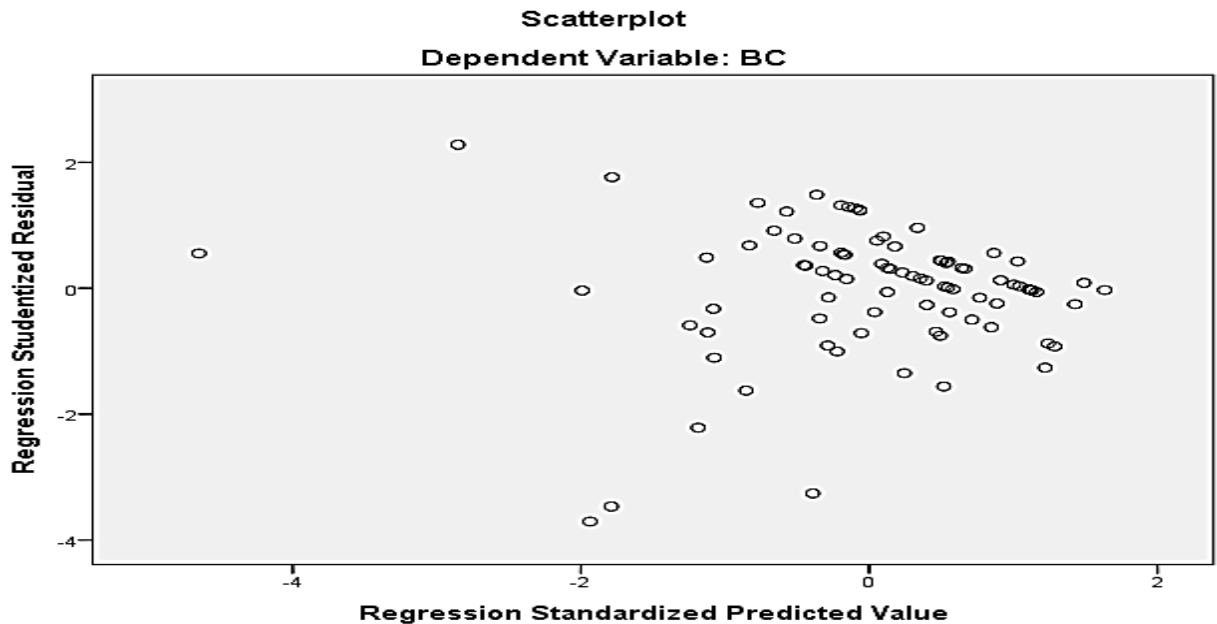
Figure 5 Scatter plot for regression standardized residual

Source: Own survey result, 2020

IV.   Homoscedasticity

Using the plots of ZRESID against ZPRED, the researcher tried to check whether the graph looks like a random array of dots evenly dispersed around zero because the testing for homoscedasticity lies with an assumption in regression analysis that the residuals at each level of the predictor variable(s) have similar variances. This is to mean that at each point along any predictor variable, the spread of residuals should be fairly constant. The plot in the same figure of the annexed plot shows that how the points are randomly and evenly dispersed throughout the plot. And, these patterns are indicatives of a situation in which the assumption of linearity and homoscedasticity have been met in whole the seven variables against firm performance

a) *Multiple regression analysis*

According to Marczyk, DeMatteo, and Festinger (2005), linear regression is a method of estimating or predicting a value on some dependent variables given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. Multiple R is a correlation between the observed values of Y, the values of Y predicted by multiple regression models. Therefore, big values of the multiple R represent a

big correlation between the expected and detected values of the outcome. Adjusted R square was used to measure the percentage of variance in the dependent variable explained by the independent variables. From the multiple regression equation, the standard regression coefficient (beta weight) was determined to compare the effect of each independent variable had on the variability of the overall brand choice.

Table 14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985[a]	.970	.969	.06573
a. Predictors: (Constant), BQ, BI, PK, PB, BA, AD				

Source: Own survey result, 2020

The model summary in the above table shows the strength of relationship between the independent and the dependent variable. Based on the below table of model summary result, when overall brand choice was regressed on overall the six independent variables, the independent variables contribute to statistically significant relationship ($p< 0.01$) between the dependent variable. The coefficient of determination R^2 is a measure of how good a prediction of the dependent variable we can make by knowing the independent variables. Accordingly, 97% of the variation accounted for the dependent variable is due to the combined effect of the independent variables. Therefore, to see the success of our model in the real world, adjusted R^2 is more preferable than R^2. Therefore as per the finding the value of the adjusted R^2 is 96.9%.

The *B*- values depicted in the below table tell us the relationship between brand choice and each predictor. If the value is positive we can tell that there is positive relationship between predictor and the outcome, whereas a negative coefficient represents negative relationship. The standardize beta value for brand quality is 0.299. This indicates that this variable has relatively positive and strong degree of importance for brand choice than others. The *p* values of all independent variables were less than 0.05. This indicates that there is a significant relationship between the independent variables and brand choice.

> ❖ The standardize beta value for advertisement was 0.410 and statistically significant at p<0.05. This indicates that a one unit increase in advertisement increases the brand choice of customers by 0.410 units.

❖ The standardize beta value for packaging was 0.241 and statistically significant at p<0.05. This indicates that a one unit improvement in packaging increases the brand choice of customers by 0.241 units.

❖ The standardize beta value for brand price was 0.247 and statistically significant at p<0.05. This indicates that a one unit increase in reasonable price increases the brand choice of customers by 0.247 units.

❖ The standardize beta value for brand image was 0.03 and statistically significant at p<0.05. This indicates that a one unit increase in brand image increases the brand choice of customers by 0.03 units.

❖ The standardize beta value for brand availability was 0.209 and statistically significant at p<0.05. This indicates that one unit increase in brand availability increases the brand choice of customers by 0.209 units.

❖ The standardize beta value for brand quality was 0.299 and statistically significant at p<0.05. This indicates that one unit increase in brand quality increases the brand choice of customers by 0.299 units.

In general, all the independent variables were a good predictor of brand choice of diaper products. According to their relative importance brand quality (β=0.299, P<0.05), brand price (β=0.247, P<0.05), advertisement (β=0.241, P<0.05), brand availability (β=0.209, P<0.05), packaging (β=0.129, and P<0.05), brand image (β=0.030, P<0.05) positively affects brand choice.

Table 15 regression beta values

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.410	.047		8.803	.000
Advertisement	.241	.109	.256	2.223	.027
Packaging	.129	.018	.135	7.195	.000
1 Brand price	.247	.080	.263	3.086	.002
Brand image	.030	.008	.047	3.767	.000
Brand availability	.209	.043	.220	4.916	.000
Brand quality	.299	.031	.343	9.647	.000
a. Dependent Variable: BC					

Source: Own survey result, 2020

ANOVA tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from fitting the model, relative to the inaccuracy that still exists in the model. ANOVA table shows that the combination of variables significantly predicts the dependent variable.

Table 16 ANOVA result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.567	6	7.428	1719.075	.000[b]
	Residual	1.387	321	.004		
	Total	45.954	327			

a. Dependent Variable: BC
b. Predictors: (Constant), BQ, BI, PK, PB, BA, AD

Source: Own survey result, 2020

For these data, F is 1719.075, which is significant at $p<0.001$. This result tells us there is less than a 0.1% chance that an F-ratio would happen by chance alone. Therefore, it implies that the regression model results in significantly better at predicting of brand choice of customers.

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The generic form of regression equation takes the following form:

$$Y=\beta 0 + \beta 1x + \epsilon$$

The specified regression equation for this study takes the following form;

$$Yi = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots\ldots\ldots..\beta_n X_n + \epsilon$$

In the above equation, predictor variables X1-n may represent independent variables or covariates (control variables). Covariates are variables that are not of theoretical interest but may have some impact on the dependent variable y and should be controlled, so that the residual effect of the independent variables of interest are noticed more specifically. Covariates capture

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systematic errors in a regression equation while the error term (ϵ) captures random errors (Bhattacherjiee, 2012).

Regression equation for the problem is the following:

$$Yi = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \epsilon$$

Where: Y = Dependent Variable (Brand choice)

χ_1-n= Independent variable (χ_1 is Advertisement-AD,

χ_2 Packaging-PK ,

χ_3 is Brand price-BP,

χ_4 is Brand image-BI,

χ_5 is Brand availability-BA ,and

χ_6 is Product quality-PQ. β_0 = the constant, β_{1-n}= the regression coefficient or change included in Y by each χ

ϵ = error term.

There for from the result the equation was explained as follows:-

$$Y = 0.410 + 0.241AD + 0.129PK + 0.247BP + 0.03BI + 0.209BA + 0.299PQ$$

4.6.3 Hypothesis Testing

From the above analysis, the following hypothesis is tested as follow in summary Table.

Table 17 Hypothesis Testing summary

Hypothesis	Results
H1: Advertisement has a positive and significant effect on customer buying choice of diaper brand	Accepted (the outcome of the multiple regression supports the hypothesis; $\beta = 0.241$, $P < 0.05$)
H2: Packaging has a positive and significant effect on customer buying choice of diaper brand.	Accepted (the outcome of the multiple regression support the hypothesis; $\beta = 0.129$, $P > 0.05$)
H3: Brand Pricing has a positive and significant effect on customer buying choice of diaper brand.	Accepted (the outcome of the multiple regression supports the hypothesis; $\beta = 0.247$, $P < 0.05$)
H4: Brand Image has a positive and significant effect on customer buying choice of diaper brand.	Accepted (the outcome of the multiple regression supports the hypothesis; $\beta = 0.03$, $P < 0.05$)

H5: Brand Availability has a positive and significant effect on customer buying choice of diaper brand.	Accepted (the outcome of the multiple regression support the hypothesis; β = 0.209, P >0.05)
H6: Product Quality has a positive and significant effect on customer buying choice of diaper brand.	Accepted (the outcome of the multiple regression support the hypothesis; β = 0.299, P >0.05)

Source: Own survey result, 2020

4.7 Discussion of Findings

The outcomes of this study can be discussion following the hypothesized relationships for the variables indicated in the conceptual framework.

H1: Advertisement has a positive and significant effect on customer buying choice of diaper brand.

It was found that Advertisement was the third most factors affecting the brand choice of customers. Former studies also support the result. (Ahmed and Ashfaq, 2013) conducted a study to explain the impact of advertising on consumers' buying behavior on purchasing cosmetics products. Shemily (2019) also identifies advertisement as a key determinant of buying decision of brand products.

H2: Packaging has a positive and significant effect on customer buying choice of diaper brand.

It was found that product packaging was the fifth most factors affecting the brand choice of customers. Previous studies revealed that further to the primary function of packaging as protection of the product against potential damage, it has a key role in advertising the product (Kumar 2012). Packaging is one of the foremost components of promoting, designing and plays a n important role in marketing .An honest and effective packaging will absorbs a lot of consumers and will increase peoples intentions on buying products (Shruti, 2014).

H3: Brand Pricing has a positive and significant effect on customer buying choice of diaper brand.

Brand Pricing was the second most important factors affecting the diaper brand choice of customers. According to the Khan & Rohi (2013) most of consumer buying behavior and choices are determined by price. Moreover customer uses relative judgments in order to evaluate a potential purchasing decision and the customer utilize reference prices with the intention of make these comparisons (Alvarez & Casielles, 2005). Price is used by many of the consumers as an indication of the brands' quality which is a vital factor in the purchase decision (Khan and Rohi 2013).

H4: Brand Image has a positive and significant effect on customer buying choice of diaper brand.

Brand image was sequentially the last determinant factor to affect the diaper brand choice of customers. Durrani et al., (2015) highlight brand image is one of the most powerful aspects that establish the reputation of a specific brand in the market and without a positive and strong Brand Image, businesses unable to get a great part of the market share. Further Sajid, (2015) clarifies that brand Image plays a key role to enhance a business performance because brand image has a direct impact which can change people's purchasing behavior.

H5: Brand Availability has a positive and significant effect on customer buying choice of diaper brand.

Brand Availability was significantly effect on customer buying choice of diaper brand. The result reveals the more the availability of the brand the more the likelihood of buying the diaper brand item. Availability of brands simplifies the purchase decision (Gensch 1987).

H6: Product Quality has a positive and significant effect on customer buying choice of diaper brand.

The study revealed that product quality was the first most factors affecting the brand choice of customers. Former studies also support the result. This was supported with previous studies by Khan, Aabdean, Salman, & Nadeem, (2016) who argued that customers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5. Introduction

In this chapter, the researcher has provided the summary of findings and conclusions based on the objectives and the findings of the study. Then after, recommendations on this study and for further studies on the research topic have been provided accordingly.

5.1. Summary of Findings

The main purpose of this study was to examine the factors affecting brand choice of diaper products in the case of Addis Ababa. The study is carried out to answer the six research questions which are listed on chapter one.

1. Do advertisement has a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for advertisement is 4.58 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the advertisement dimension also has a positive strong association with brand choice (r=0.960, p<.001). The standardize beta value for advertisement was 0.241 and statistically significant at p<0.05. Thus a one unit increase in advertisement increases the brand choice of customers by 0.241 units.

2. Does packaging have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for packaging is 4.48 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the packaging dimension also has relatively positive weak association with brand choice (r=0.690, p<.001). The standardize beta value for packaging was 0.129 and statistically significant at p<0.05. Thus a one unit improvement in packaging increases the brand choice of customers by 0.241 units.

3. Do price of brand has a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for price of brand is 4.59 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the price of brand dimension also has relatively strong and positive association with brand choice (r=0.943, p<.001). The standardize beta value for brand price was 0.247 and statistically significant at p<0.05. Thus a one unit increase in reasonable price increases the brand choice of customers by 0.247 units.

4. Does brand image have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for brand image is 4.19 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the brand image dimension also has relatively strong and positive association with brand choice (r=0.622, p<.001). The standardize beta value for brand image was 0.03 and statistically significant at p<0.05. Thus a one unit increase in brand image increases the brand choice of customers by 0.03 units.

5. Does brand availability have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for brand availability is 4.49 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the brand availability dimension also has relatively strong and positive association with brand choice (r=0.967, p<.001). The standardize beta value for brand availability was 0.209 and statistically significant at p<0.05. Thus one unit increase in brand availability increases the brand choice of customers by 0.209 units.

6. Does product quality have a significant and positive effect on consumer brand choice of diaper products in the case of Addis Ababa?

The mean for product quality is 4.49 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the product quality dimension also has relatively strong and positive association with brand choice (r=0.955, p<.001). The standardize beta value for brand quality was 0.299 and statistically significant at p<0.05. Thus a one unit increase in brand quality increases the brand choice of customers by 0.299 units.

In general

In general, all the independent variables have positive and significant association with the brand choice at the 0.01 level of significance. 96.9% of the variation accounted for the job satisfaction was due to the combined effect of the independent variables (advertisement, packaging, brand price, brand image, brand availability, brand quality). In general, all the independent variables were a good predictor of brand choice of diaper products. According to their relative strength of relationship brand quality (β=0.299, P<0.05), brand price (β=0.247, P<0.05), advertisement (β=0.241, P<0.05), brand availability (β=0.209, P<0.05), packaging (β=0.129, P<0.05), and brand image (β=0.030, P<0.05) positively affects brand choice.

5.2 Conclusions

This study explain the influence of brand quality, brand price , advertisement, brand availability , packaging, and brand image on diaper brand choice of customers in Addis Ababa. Therefore, based on the result obtained the following conclusion points were made:-

❖ It can be seen that customers Brand choice is driven by a number of factors like brand quality, brand price, advertisement, brand availability, brand packaging and brand image.

❖ In the light of the findings of the study, the brand choice of customers appears to be influenced largely by the brand quality, brand price, advertisement and brand availability. However, brand choice is relatively less affected by brand packaging and brand image of the diaper product.

❖ Marketers need to consider and prioritize these three main factors. However, other variables should also be considered as well since they also have a positive significant relation to brand choice.

5.3 Recommendations

The determinants of brand choice for brand diaper products are brand quality, brand price, advertisement, brand availability, packaging, and brand image. These dimensions have an important role in consumers brand choice decision and they also provide a clear map that which significant points should be seen from the manufacturer's point of view.

It is better for the companies to increase frequency of the brand advertisement that designed a creative message and most convenient persuasive, and develop positive relationship and accessible for the customer to be chosen by users.

Companies should consider their distribution networks; to guarantee level of product availability that can able to satisfy given market demand throughout the country and provide product easily available/accessible at right time and place.

The manufacturing firms' management is advised to set price for its brand reasonably that is consistent with the quality.

5.4 Future Research direction

This study examined factors affecting brand choice of sanitary products (diapers) in the case of Addis Ababa selected sub city. This study can be further replicated with samples as a whole of Addis Ababa or as a comparison between customers income level. It is suggested that researchers can pay more attention to other economic and geographical variations like income.

5.5 Limitation of the study

Limitations are expected potential influences that the researcher cannot control. Due to the unexpected occurrence and spread of Covid-19 epidemic in our country, the Ethiopian government has been declared state of emergency that partially restricts the movement citizens as a consequence most business operations run out from their normal daily setups and it could be difficult to get physically all the respondents. Hence, this might be the main possible source of limitation that could effects the research time line and quality of required information. Therefore, with these short comings and conditions emphasis was given to the compensatory measures to mitigate effects.

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ANNEX

St MARY'S UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT

QUESTIONNAIRE

Dear Respondent

The researcher is a student at St Mary's University, department of Marketing Management. The objective of this questionnaire is to gather firsthand information about factors affecting brand choice of sanitary products (diapers) in the case of Addis Ababa. The result of this study is primarily essential for the marketers in that, it will help the marketers to develop and avail diaper products which successfully meet the needs of the customer.

This questionnaire will take approximately 20-25 minutes and considered your invaluable support in responding to this questionnaire genuinely is paramount importance to the success of this study. I would like to assure you that all information you provide based on your voluntariness will be treated with great confidentiality and aggregated information is only used to meet the purpose. If you have any questions about this survey, please do not hesitate to contact me at any of the below mentioned phone number or via my email addresses.

Thank you very much for your time and participation!
Timnit Amanuel-------- 0983798666--(timyamanuel@gmail.com)

GENERAL INSTRUCTIONS

- ❖ There is no need for writing your name.
- ❖ In all cases where answer options are available please tick (√) in the appropriate box.

PART I

Section I*: General Information*

1. Please specify your gender category. TICK as appropriate

Male	Female

2. Which of the following age categories describes you?

Under 25	25-30	31-36	37-42	43-48	49 or more

3. Educational Qualification:

Primary education	Secondary education	College diploma	BA/BSc Degree	MSc/MA Degree and Above

4. Job type

Salaried	Self-employment	Home care	Student

Section II- *Based on your experience, please indicate, if the following perspectives have been affecting your brand choice.* **(Aaker, David. A., 1996) (Erdem, T., Keane, P.M. and Sun, B. , 2005)**
Where 1: strongly disagree 2: disagree 3: neutral 4: agree 5: strongly agree

	SD=1	D=2	N=3	A=4	SA=5
Advertisement					
Advertisement messages influences my choice the brand					
It is easy to understand the message of advertisement					
The advertisement is necessary to attract me.					
The advertisements help me to find the best confortable diaper brand					
Advertisements increase my brand loyalty					
I believe that the more frequency of advertisements helpful for brand choice					

	SD=1	D=2	N=3	A=4	SA=5
Packaging					
The picture qualities the package have impact in drawing attention on brand choice					
The packaging of this brand is as pleasing as the product.					
This brand has a beautiful color scheme					
This brand makes a strong impression on my visual sense					
This brand is totally awesome					
This brand has an appealing design					
The visual appearance of this brand package is attractive					

	SD=1	D=2	N=3	A=4	SA=5
Brand price					
It is reasonably priced					
It offers value for money.					
It is a good product for the price.					
It is economical.					
Low price is one of my priorities when making a buying decision					

	SD=1	D=2	N=3	A=4	SA=5
Brand Image					
I search so many information about the brands that I was not previously aware of.					
A well-known the brand is always better in quality than a lesser known brand					
It is important that the brand name alongside your desired attributes.					
I always go for the well-known branded products.					
I feel more secure when I buy diaper with of a well-known brand					
Brand Availability					
Availability of the brand influence my choice decision					
The brand is my first preference as far as available					
This brand is consistently available					
I get the brand when I need it					
Product Quality					
It has an acceptable standard of quality.					
It has consistent quality					

It is well made					
The brand that would last long time among other brands.					
The product is comfortable					

Section III- *Based on your experience, please indicate your opinion. (Source:* **(Aaker, David. A., 1996) (Karjaluoto, H.et al., 2005)**
Where 1: strongly disagree 2: disagree 3: neutral 4: agree 5: strongly agree

	SD=1	D=2	N=3	A=4	SA=5
Brand Choice					
The brand is special to me					
I am very familiar with the brand					
I choose the brand based on the brand's trustworthiness.					
I say positive things about the brand to other people					
This brand gives me sense of belongingness					
This is a brand used by people like me					
It gives me a social approval.					
It makes sense to buy this brand instead of any other brand, even if they are the same					

አባሪዎች

መጠይቅ

ውድ መልስ ሰጪዎች

የዚህ መጠይቅ አላማ "የደንበኞች የዳይፐር ምርት ምርጫ ፣ ከአዲስ አበባ አንፃር" የሚለውን የጥናት ርዕስ በቅድስት ማሪያም ዩንቨርስቲ የንግድ ስራ ት/ቤት ለሚሰጠው የሁለተኛ ዲግሪ (ማስተርስ) ማሟያ የሚሆን የመጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነው።

የዚህ ጥናት ውጤት በዋነኝነት ለነጋዴዎች በጣም አስፈላጊ ነው ፣ ከዚያ በዘለለ ነጋዴዎች የደንበኞቻቸውን ፍላጎት በተሳካ ሁኔታ የሚያሟሉ የዳይፐር ምርቶችን እንዲያዳብሩ እና እንዲያቀርቡላቸው ይረዳል ።

ይህ መጠይቅ በግምት ከ 20 እስከ 25 ደቂቃዎችን ይወስዳል የሚወስድ ሲሆን አስተማማኝ የሆነ መረጃ እንዲሰጡኝ በትህትና እጠይቀለሁ። የሚሰበሰበው መረጃ በሚስጥር የሚያዝ ሲሆን ጥናቱን ለመተንተን እንጂ ለሌላ ምንም አላማ የሚውል አይደለም።

ለትብብሮ በቅድሚያ አመሰግናለሁ!

ክፍል   አንድ፡   አጠቃላይ መረጃ

1.   የፆታ | ወንድ | ሴት | ምድብ.

2. ከሚከተሉት የእድሜ ምድቦች ውስጥ የትኛው እርስዎን ይገልፃል?

ከ 25 በታች	25-30	31-36	37-42	43-48	49 እና ከዚያ በላይ

3. የተርምህርት ደረጃ:

የመጀመሪያ ደረጃ	ሁለተኛ ደረጃ	ዲፕሎማ	የመጀመሪያ ዲግሪ	ሁለተኛ ዲግሪና ከዚያ በላይ

4. የስራ አይነት

ደመወዝተኛ	የግል ስራ	የቤት እመቤት	ተማሪ

ክፍል ሁለት፡ የደንበኞች የዳይፐር ምርት ምርጫ መወሰኛ ነጥቦች

መመሪያ ፡ እባክዎ ምርጫዎ ላይ ምልክት ያድርጉ

1- በፍፁም አልስማማም 2- አልስማማም   3- ምንም አይመስለኝም 4- እስማማለሁ 5- በጣም እስማማለሁ

	1	2	3	4	5
ማስታወቂያ					
የማስታወቂያ መልእክቶች በምርት ምርጫዬ ላይ ተጽዕኖ ያሳድራሉ					
የማስታወቂያ መልዕክቱን ለመረዳት ቀላል በመሆኑ ለመመርጥ ረድቶኛል					
ማስታወቂያዎቹ እኔን ለመሳብ አስፈላጊ ነበሩ					
ማስታወቂያዎቹ በጣም ምቹ የሆነ የምርት እንዳገኝ ይረዱኛል					
ማስታወቂያዎች የምርት መለያዬን ታማኝነት ያሳድጋሉ					
የማስታወቂያ ድግግሞሽ ለምርት ምርጫ ይረዳሉ የሚል እምነት አለኝ					

	1	2	3	4	5
ማሸጊያ					
በጥቅሉ የምርት ምርጫ ላይ ትኩረት ለመሳብ የማሸጊያዎቹ የምስል					
የዚህ ምርት ማሸጊያው ልክ እንደ ምርቱ አስደሳች ነው					
ይህ የምርት ስም የሚያምር የቀለም ውህድ አለው					
ለዚህ ምርት የተለየ እይታዬ አለኝ					
ይህ ምርት ሙሉ በሙሉ ግሩም ነው					
ይህ የምርት ስም ሙሉ በሙሉ ግሩም ነው					
የምርቱ ማሸጊያ ማራኪና ሳቢ ነው					

	1	2	3	4	5
ዋጋ					
ዋጋው ተመጣጣኝ ነው					
ከዋጋው ጋር ተመጣጣኝ እሴት ይፈጥራል					
ለዋጋው ከምርቱ ጋር የተገናዘበ ነው					
አቅምን ያገናዘበ ነው					
የግዢ ውሳኔ ከምንም ነገር ቅድሚያ ከምሰጣቸው ጉዳዮች ውስጥ ዝቅተኛ					

	1	2	3	4	5
የምርት ገጽታ					
ስለ ዳይፐር ምርት ከዚህ ቀደም የማላውቃቸውን ብዙ መረጃዎችን እፈልጋለሁ፡፡					

	1	2	3	4	5
በጣም የታወቀ የምርት ስያሜ ሁልጊዜም ከማይታወቅ የምርት ስም ሁልጊዜ በጥራት የተሻለ ነው					
የምርት ስም ከሚፈለጉት የምሬት ባህሪዎች ጎን ጋር መዛመድ አለበት					
ለታወቁ ታዋቂ ምርቶች ሁልጊዜ እመርጣለሁ					
የታወቀ ዳይፐር የምርት ስገዛ የበለጠ ደህንነት ይሰማኛል					
	1	2	3	4	5
ተገኝነት					
የምርት በፈለኩኝ ጊዜ መገኘት በምርጫዬ ላይ ተጽዕኖ ያሳድራል					
ምርቱ ለእኔ የመጀመሪያ ምርጫዬ ነው					
ይህ የምርት ስም በቁሚነት ይገኛል					
ምርቱን በፈለኩኝ ጊዜ ሁሉ አገኘዋለው					
	1	2	3	4	5
የምርት ጥራት					
ምርት ተቀባይነት ያለው የጥራት ደረጃ አለው					
ምርቱ ወጥነት ያለው ጥራት አለው					
ምርቱ በጥሩ ሁኔታ የተሠራ ነው					
ከሌሎች የምርቶች አንጻር ለረጅም ጊዜ የቆየ ምርት ነው					
ምርቱ ተስማሚ ነው					

ክፍል ሶስት ፥ የደንበኞች የዳይፐር ምርት ምርጫ መወሰኛ ነጥብ

መመሪያ ፥ እባክዎ ምርጫዎ ላይ ምልክት ያድርጉ

1- በፍፁም አልስማማም 2- አልስማማም 3- ምንም አይመስለኝም 4- እስማማለሁ 5- በጣም እስማማለሁ

	1	2	3	4	5
የምርት ምርጫ					
ምርቱ ለእኔ ልዩ ስለሆነ መርጬዋለሁ					
ምርቱን በሚገባ ስለማውቀው መርጬዋለሁ					
ምርቱ እምነት የሚጣልበት ነው					
ስየምርቱ ሌሎች አወንታዊ ነገሮችን እነግራሉ					
ይህ ምርት የባለቤትነት ስሜት እንዲሰማኝ ያደርጋል					
ምርቱን ሌሎች ስዎች ይመርጡታል					
ምርቱ ማህበራዊ ተቀባይነት ያስገኝልኛል					
ሌላ ተመሳሳይ ምርት ቢኖርም አንኳን ይህንን ምርት ብቻ እመርጣለሁ፡፡					