



**ST. MARY'S UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**ASSESSMENT OF FACTORS INFLUENCING CONSUMER BUYING  
BEHAVIOR:**

**TOWARDS SELECTED FAST MOVING CONSUMER GOODS (FMCG)**

**IN ADDIS ABABA**

**BY:**

**Peneal Mengesha**

**July, 2017**

**Addis Ababa, Ethiopia**

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

A Thesis Submitted to St. Mary's University School of Graduates in Partial  
Fulfillment for the Award of Master Degree in General Management.

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**Approved by Board of Examiner**

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## DECLARATION

I Peneal Mengesha, hereby declare that this Thesis titled Assessment of factors influencing consumer buying behavior towards selected Fast Moving Consumer Goods (FMCG) in Addis Ababa is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Tesfaye Wolde (Ph.D). Any other research or academic sources used here in this study have been duly acknowledged.

This study is my own work that has not been submitted for any degree or diploma program in this or any other institution.

Peneal Mengesha

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Signature

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Date

## **ENDORSEMENT**

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

**Name**

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**Signature**

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Almighty God is always the first I should be thanking for letting me have the strength. I needed God so bad during all the challenges that I went through. Thanks to him! I then would like to express my appreciation to my advisor Dr. Tesfaye Wolde for his comments and support during my study. My Mom and Dad, I am always overwhelmed with gratitude because you are always the reason for the start, the process, and the successful end for everything I do. All my family, you offered me what I needed and here, I am offering you my heartfelt thank you.

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# TABLE OF CONTENTS

ACKNOWLEDGMENTS .....	i
TABLE OF CONTENTS .....	ii
LIST OF TABLES.....	v
LIST OF FIGURES .....	vi
LIST OF ABBREVIATIONS .....	vii
ABSTRACT .....	viii
CHAPTER ONE.....	1
INTRODUCTION .....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem .....	4
1.3 Research Questions .....	6
1.4 Objectives of the Study .....	6
1.5 Definition of Terms.....	6
1.6 Significance of the Study .....	7
1.7 Scope of the Study.....	7
1.8 Limitation of the Study .....	8
1.9 Organization of the Study .....	8
CHAPTER TWO.....	9
REVIEW OF RELATED LITERATURE REVIEW .....	9
2.1 Introduction .....	9
2.2 Theoretical Framework .....	9
2.2.1 Consumer Behavior: Definition.....	9
2.2.2 Theories of Consumer Behavior.....	10
2.2.3 Consumer Behavior in Fast Moving Consumer Goods.....	14
2.3 Conceptual Framework .....	15
2.3.1 Product Quality.....	16
2.3.2 Price .....	16
2.3.3 Advertisement.....	16
2.3.4 Availability .....	16

2.3.5 Brand Equity.....	17
2.4 Conceptual Framework .....	17
2.4.1 Dependent Variable .....	17
2.4.2 Independent Variable.....	17
CHAPTER THREE .....	19
RESEARCH DESIGN AND METHODOLOGY .....	19
3.1 Introduction .....	19
3.2 Research Design.....	19
3.3 Sampling and Sampling Techniques .....	19
3.4 Data Collection Methods.....	20
3.5 Method of Data Analysis .....	21
3.6 Reliability of the Research .....	22
3.7 Validity of the Research.....	22
CHAPTER FOUR .....	23
DATA PRESENTATION, ANALYSIS AND INTERPRETATION .....	23
4.1 Introduction .....	23
4.2 Demographic Profile of Respondents .....	23
4.3 Descriptive Analysis .....	24
4.3.1 Consumers Brand Awareness and Source of Information.....	24
4.3.2 Factors Affecting Brand Choice .....	27
4.3.2.1 Laundry Bar Soap .....	27
4.3.2.2 Packaged Milk .....	29
4.3.2.3 Toothpaste.....	31
4.4 Regression Analysis .....	34
4.4.1 Laundry Bar Soap.....	34
4.4.2 Packaged Milk .....	35
4.4.3 Toothpaste .....	37
4.5 Discussion of Findings on FMCG Buying Behavior .....	38
CHAPTER FIVE .....	41
SUMMARY, CONCLUSIONS & RECOMMENDATIONS .....	41
5.1. Introduction .....	41



5.2. Summary of Findings .....	41
5.3. Conclusion.....	42
5.4. Recommendations .....	43
REFERENCES	
APPENDICES	

## LIST OF TABLES

Table 3.1: Sample Size Distribution across the 10 Sub-Cities of Addis Ababa.....	20
Table 3.2: Reliability of Measurement Items .....	22
Table 4.1: Summary of the respondent’s demographic profile is shown in the table below .....	24
Table 4.2: First Brand that comes to Your Mind.....	25
Table 4.3: Top of the Mind Brands of FMCG by Category .....	25
Table 4.4: FMCG Information Sources .....	25
Table 4.5: Purchase (Consumption) Trends of Laundry Bar Soap by Brands .....	27
Table 4.6: Descriptive Analysis of Variables in Laundry Bar Soap Buying Behavior .....	28
Table 4.7: Purchase (Consumption) Trend of Packaged Milk by Brands .....	29
Table 4.8: Descriptive Analysis of Variables in Packaged Milk Buying Behavior .....	30
Table 4.9: Purchase (Consumption) Trend of Toothpaste by Brands .....	31
Table 4.10: Descriptive Analysis of Variables in Toothpaste Buying Behavior.....	32
Table 4.11: Regression on Factors influencing Buying Behavior - Laundry Bar Soap .....	34
Table 4.12: Regression on Factors influencing Buying Behavior - Packaged Milk .....	36
Table 4.13: Regression on Factors influencing Buying Behavior - Toothpaste.....	37

## **LIST OF FIGURES**

Fig. 2.1: Household FMGC spend 2010(% of total) .....	4
Fig. 2.2: Conceptual Model based on the Adaptation of Kotler et al. (2005) .....	18

## **LIST OF ABBREVIATIONS**

CPG - Consumer Packaged Goods

FMCG- Fast Moving Consumer Goods

SPSS- Statistical Package for Social Sciences

## ABSTRACT

*This research focused on assessment of factors influencing consumer buying behavior towards selected fast moving consumer goods (FMCG) in Addis Ababa. With the intent of studying consumers who are at the core of everything marketers do, this study was directed at the fast-moving consumer goods (FMCG) segment. Through the development of a conceptual model that contains five independent variables (Product Quality, Price, Advertisement, Availability, Brand Equity), this study tried to probe the buying behavior of consumers in three FMCG products. The objective of the study is primarily aimed at distinguishing the most important factors affecting the consumer's decision and buying behavior within the various sub categories of FMCG. The study employed a mix of research designs to attain its objectives. An extensive review of the literature and previous studies has been undertaken to develop the conceptual framework or model which was deployed into the empirical test. This is followed by a descriptive analysis of the cross-sectional primary data collected through questionnaires to accomplish the objective of presenting the profile of FMCG consumers as well as most influential sources of information for brand awareness in Addis Ababa. This study was undertaken within the conceptual model developed through the exploratory study and focus group discussion between marketing, research and brand managers in the market. These methods resulted in a conceptual model based on the adoption of Kotler's black box model with product quality, price, availability, advertisement and brand equity as the independent variables influencing buying behavior. Differences were reported between the influencing variables and the magnitude of their impact on buying behavior across the sub-categories. Advertisement was not accepted as a significantly contributing variable within the buying behavior of laundry bar soap and packaged milk products, while it was one of the significant predictors in the toothpaste subcategory. The FMCG business is growing because of the integration of the country in to the trend of consumerism, which is a result of urbanization and modern life style as well as with the entrance of big FMCG's in to the market. FMCG marketers should also be wary of the specific target markets of their different products and brands. An important strategy or pathway that should be adopted by the FMCG marketers in this environment is to take the issue of brand awareness as one of their top priority.*

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

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

This study focused on the major factors that influence the buying behavior of consumers in the fast-moving customer goods industry.

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

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

To succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. Peter and Olson (2010) outline the importance of consumer behavior for marketing strategies by repeating that achieving marketing objectives depends on knowing, serving, and influencing consumers.

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

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

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

Kotler and Keller (2009) states that FMCG are low involvement products purchased by consumers very frequently without much time on decision making process. The minimal purchasing effort involved in FMCG which are inexpensive, frequently purchased and rapidly consumed products. Examples of FMCG include soaps and detergents, soft drinks, dairy products, sweets and deodorants.

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

The entrance of multinational companies (MNC) within the FMCG industry through Joint Ventures have also been increasing significantly in recent years.

- In 2011, EAG formed a joint venture partnership with Tiger Brands, a leading South African FMCG's company, in order to upgrade its capacity and remain competitive in the long run by being able to upgrade the necessary capacity, do major expansions works, and also taking into consideration the significant knowledge and technology transfer it will gain from the partnership to help develop new green field and new products, which will significantly contribute to the value addition to its current product lines. This newly formed joint venture entity was established as East African Tiger Brands Industries PLC. Currently East African Tiger Brands Industries PLC continues to engage in the manufacturing of the same line of fast moving consumer goods with an increased capacity and better efficiency. (www.east African tiger brands)

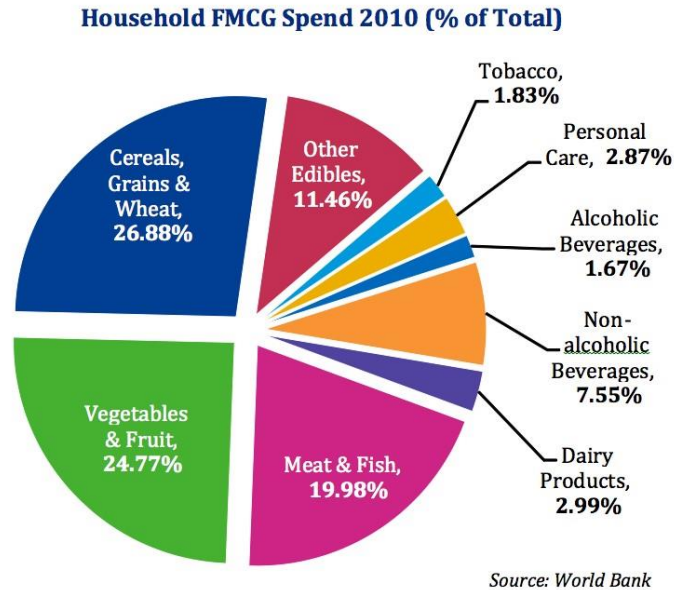
- The England based consumer products manufacturer, Unilever, has opened its factory in Ethiopia. The factory is said to be in Easter Industry Zone, Dukem. The factory, per Fana Broadcasting Corporate, is built at an outlay of 13 million Euros. The Corporate further explained Unilever decided to invest in Ethiopia due to the country's demography, broad-based growth, and the opportunity to develop a sustainable and inclusive business model. Unilever is world's second biggest consumer products manufacturer. Its products include food stuffs, personal care and home products. Currently it has 90 plants in the African continent. (Fana Broadcasting Corporate 25 June 2016).
- Bluebird invested in local consumer facing companies that have a potential to play a leadership role in their respective markets. The vision behind Bluebird is to create the leading FMCG group in Ethiopia by bringing growth capital, talent, expertise and technology, as well as leveraging the multiple synergies between the investee companies (procurement, marketing, distribution and logistics). Bluebird aims to make a positive impact by providing Ethiopian consumers with good quality branded products that are "made in Ethiopia". (<http://www.bluebirdholding.com/company/about-us/>)

### **Fast Moving Consumer Goods**

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

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





**Fig. 2.1: Household FMGC spend 2010(% of total)**

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

- Overview of buying behavior in FMCG can reasonably be made if at minimum all the major sub-categories or segments are addressed with selected products;
- Comparison of buying behavior across the product categories of FMCG can be made and more useful recommendations can be made.

## **1.2 Statement of the Problem**

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

Fast Moving Consumer Goods industry is a well-studied and explored sector in most markets. There are countless studies undertaken within the sector by various scholars (Rasool, 2012; Venkata, 2013; Guru et al., 2009). In these studies, the perspectives of branding, brand

management and advertising strategies, brand loyalty, impact of advertisement, brand awareness and other issues related to FMCG have been addressed.

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

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

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

Therefore, this research looks into the major factors influencing buying behavior in FMCG market. Hence, with the importance of understanding consumer's buying behavior as well as the nature of FMCG, an inquiry into the area will have a strategic importance and implications.

The entrance of global FMCG companies into the market is also another indication of the sector's growth. Hence, manufacturing and pushing products into the market will no longer be a feasible strategy, necessitating an understanding of the consumer and implementation of a strong marketing strategy based on that knowledge for a sustainable growth and success.

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

### **1.3 Research Questions**

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

- What is the most important feature that makes consumer prefer or buy a specific product?
- Which factors are perceived to be more important in influencing consumers buying behavior of FMCGs?
- Which means of media reaches to customers more?
- What would be the ideal marketing mix and strategies that a company should implement to have the consumers react in the most desirable way towards a specific FMCG brand?

### **1.4 Objectives of the Study**

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

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

- To find out whether the influence of variables being studied are same across the various subcategories of FMCG
- To present the demographic profile of FMCG shoppers in Addis Ababa.

### **1.5 Definition of Terms**

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

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

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

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

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

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

## **1.6 Significance of the Study**

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

More specifically, research endeavors are limited within the FMCG market. This study, which is undertaken in consumer behavior in FMCG, will contribute to the development and effective implementation of marketing strategies by FMCG companies.

## **1.7 Scope of the Study**

The scope of this study is confined to the exploration and explanation of the Addis Ababa consumer buying behavior of FMCG. It has identified the underlying factors behind the buying

behavior of the city's consumers with regards to the widespread sector of Consumer Packaged Goods (CPGs).

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

### **1.8 Limitation of the Study**

Two major limitations of the study relate to its scope. The results of the study cannot be taken to explain the factors behind consumer's buying behavior of FMCG in totality. Though the researcher believes the study to be the first in trying to identify and compare buying factors in more than one FMCG product, it is not an extensive one. This is because of the resource (time and financial) limitations borne by the researcher. The other limitation is related with the number of factors explored in the study. There are a myriad of factors that could go into the consumers' mind to influence buying behavior, but were left out to stand true to one of the basic principles in research - focus.

### **1.9 Organization of the Study**

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

Chapter two includes review of relevant related literature. In this second chapter, theoretical and empirical foundations of the study are presented.

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

The last chapter presents the summary, conclusions and recommendations of the study.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter the theoretical and empirical foundation of the study are outlined.

#### **2.2 Theoretical Framework**

##### **2.2.1 Consumer Behavior: Definition**

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

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

##### **Consumer Buying Behavior**

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

## **2.2.2 Theories of Consumer Behavior**

This section presents a summary of the theoretical foundations in the field of consumer buying behavior. Summary of the most important models of consumer behavior is presented to guide and establish a useful framework within which this study of buying behavior in FMCGs will be undertaken.

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

### **1. Traditional Models of Consumer Behavior**

Consumer behavior is a relatively new field of as such, it is a sub-filed within the discipline of marketing which has heavily borrowed from other scientific disciplines like economics, psychology and sociology (Schiffman & Kanuk, 2010). Below are the earliest models as borrowed from these other disciplines.

#### **A. The Economic Man Model**

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

#### **B. Psychological Models**

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

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

### **C. Sociological Model**

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

## **2. Contemporary Models**

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



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

### **A. Howard-Sheth Model**

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

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

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

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

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

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

### **B. Nicosia Model**

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

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

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

### **C. EKB (Engel-Kollat-Blackwel) Model**

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

- **Information Processing:** incoming marketing and non-marketing stimuli are processed through the distinct sequential phases of exposure, attention, comprehension and retention.
- **Central Control Unit:** this is the individual's own command center including memory and basic facilities for thinking and directing behavior such as information, experience, evaluative criteria and attitudes each of which is affected by personality.

- **Environmental Influences:** These are the environmental influences of income, social class, family influences, physical influences and other considerations. All these factors may favor or disfavor the purchase decisions.
- **(Consumer) Decision Process:** consist problem recognition, internal and external search, evaluation, purchase and post-purchase behavior.

#### **D. Kotler's Behavioral Choice Model**

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

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

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

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

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

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

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

### **2.3 Conceptual Framework**

Forwarding an empirical framework for use in this study is important because of a couple of reasons. Adopting any one of the above grand models will be inappropriate as these models consider the consumers mostly as rational people who spend a considerable amount of time on searching information, evaluating alternatives and then choosing the best product. However, for many products and especially for the category in this study, consumers will just spend a little time and effort without engaging in the sequential activities suggested (Bozinoff, 1982).

The decision making of the consumer is determined by their purchase behavior, which is preceded by the intention to buy/ consume and a host of the other antecedent factors. Some of these factors are intrinsic to the consumer like the personal aspect -beliefs/evaluation based attitude towards the act (purchase), while the extrinsic variables like aspects, subjective norms and the perceived/actual behavior control conditioned behavioral intention. (Kumar, Na Josepg, 2014).

According to Kashap (2011) behavior is a function of behavioral intentions, which are themselves a function of attitude and subjective norms. The theory of reasoned action stipulates that beliefs underline a person's attitudes and subjective norms, which ultimately determine intention and behavior.

Kumar Na Joseph (2014) also states that the consumer decision making process is a sequential and repetitive series of psychological and physical activities ranging from problem recognition to

post purchase behavior. Market dominated variables (such as the environment and advertising) and consumer-dominated variables (such as needs, motives, personality and perception) simultaneously interact to influence consumers purchasing decision.

### **2.3.1 Product Quality**

Perceived quality is also regarded as the degree to which a product provides key customer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a product's overall excellence or superiority'. Product quality is conformance to requirements (Russel & Taylor, 2006) encompassing the features and characteristics of a product that satisfy stated needs.

### **2.3.2 Price**

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

### **2.3.3 Advertisement**

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

### **2.3.4 Availability**

Consistency of supply and availability at convenient locations are vital for choice of a brand. According to Lin and Chang (2003) convenience of a brand has a significant impact on consumers' brand choice of any product. More specifically, Dechernatory and Mcdonald (2003) expound consumers are not motivated to search out for low involvement products. Any out of stock

situation results in consumers switching to alternative brands. This usually happens in FMCGs as also reflected in the solid work of FMCG marketers to ensure wide availability of their brands

### **2.3.5 Brand Equity**

An authoritative scholar, Kevin Keller (1993) has developed the construct and its measurements in an influential article. The two building blocks of brand equity are brand awareness and brand image. Brand awareness which is further classified into brand recognition and recall doesn't guarantee purchase intentions, if not coupled with positive and favorable association which Keller called brand image. Brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand from the perspective of the consumer.

## **2.4 Conceptual Framework**

### **2.4.1 Dependent Variable**

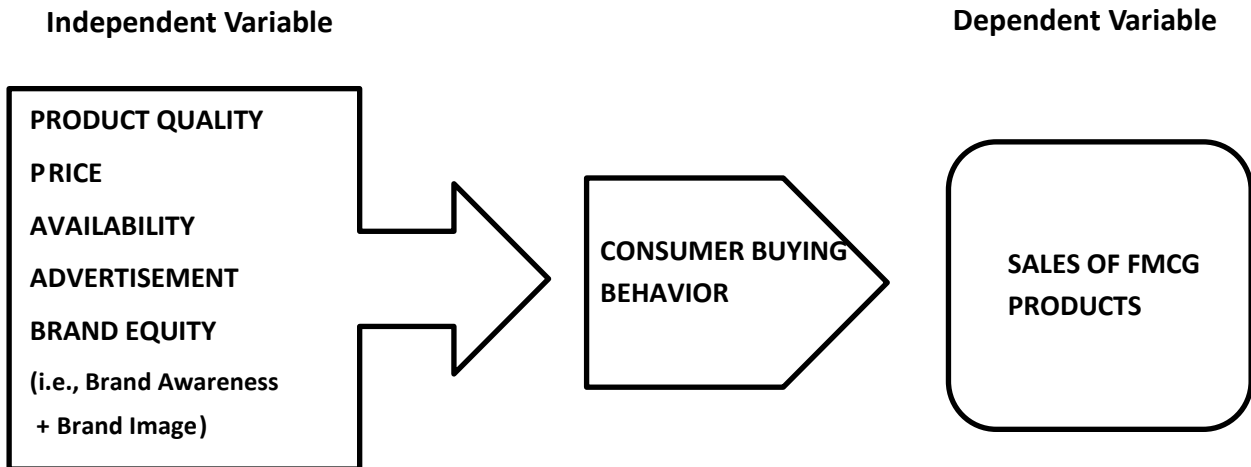
The dependent variable which is also called response variable is the output of process or statistical analysis. Its name comes from the fact that it depends on or responds to other variables. Typically, the result you want to achieve is the dependent variable. In marketing the result desired are trend to sales revenue. (Elliot Taylor 2014).

In this case, sales as a dependent variable can be considered as sales of specific laundry soap, milk or tooth paste or overall sales at a store or sales of the entire manufacture.

### **2.4.2 Independent Variable**

Elliot Taylor (2014) also states that independent variable is an input to a process or analysis that influence the dependent variable. While there can only be one dependent variable, there can be multiple independent variable.

Therefore, in this case, the elements of the marketing mix are identified as the independent variables. These are the quality of the product, price, advertisement and promotion.



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

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

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

#### **3.2 Research Design**

The research instrument for this study is designed through conducting the quantitative and qualitative approach.

The study used a mix of research designs to attain its objectives. An extensive review of the literature and previous studies has been undertaken.

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

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

#### **3.3 Sampling and Sampling Techniques**

The target population of this research are randomly selected people who reside in the selected 10 sub-cities of Addis Ababa, even though the researcher believes some degree of inferences can be made about the buying behavior of consumers elsewhere in the country based on results. The



sampling frame includes consumers of FMCG in the 10 sub- cities. And the sample units were chosen based on the probability sampling method, as the sample units were found dispersed across the city.

The researcher employed the judgment that respondents found conveniently at shopping centers and kiosks around the sub-cities would highly be representative of the study's sample frame and adopted this procedure in distributing the questionnaires. For the collection of data from actual consumers of FMCG dispersed in the 10 sub-cities.

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

<b>Sub-City</b>	<b>Sample Size</b>	<b>Sub-City</b>	<b>Sample Size</b>
Addis Ketema	22	Kolfe	19
Arada	17	Nifas Silk	21
Lideta	18	Yeka	20
Kirkos	23	Bole	18
Gulele	20	Akaki Kaliti	22
<b>Total</b>			<b>200</b>

### **3.4 Data Collection Methods**

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

The collection of primary data is carried out during or immediately after an actual shopping of FMCG by respondents across all the 10 sub-cities using these structured questionnaires. The questionnaire was developed based on the problem of the study. The questionnaire consists a set of descriptive items that measure the dimensions of the problem. This Self-administered questionnaire developed for each of the three products with a five point Likert scale is distributed to the sample units through the research and some field assistants.

The second important source of primary data, focus group discussion (FGD) was also employed for validating the conceptual framework designed based on the literature review. The focus group discussions (FGDs) was conducted between a group of FMCG, that include 4 Brand Mangers, 4 Marketing Mangers and 2 Sales Managers. A discussion guide was prepared and appropriate technical procedures were followed to gather an unbiased and useful data from this discussion.1 moderator and one assistant was available to facilitates the FGD.

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

### **3.5 Method of Data Analysis**

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

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

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

### 3.6 Reliability of the Research

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

**Table 3.2: Reliability of Measurement Items**

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

### 3.7 Validity of the Research

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

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

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

## **CHAPTER FOUR**

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

#### **4.1 Introduction**

This chapter presents the data analysis and discussion of the research findings. Both descriptive, focusing on the description of the sample population as well as inferential statistics, which makes inferences about the population based on the data from the sample population, are presented in this chapter. The data analysis was undertaken with the help of computer statistics package (IBM SPSS V.23). The demographic profile of the study sample, consumers brand awareness within the FMCG category, source of information and the underlying factors behind their buying behavior are discussed in this chapter.

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

The collected data from sample population of 10 sub cities in Addis Ababa was screened and evaluated to achieve the objective of the study. Total of 200 questioners were distributed in 10 sub cites of Addis Ababa. From the total number of questioner distributed 20 were discarded due to missing information. Therefore 180 questioners were used for the analysis and findings of this study.

#### **4.2 Demographic Profile of Respondents**

The researcher used strata method to collect the data and respondents were classified by age, sex, education level and monthly income with in the 10 sub cites. 60% of the sample population were females and the remaining 40 % male. Most the population range between the ages of 36-50.

**Table 4.1: Summary of the respondent’s demographic profile is shown in the table below**

No	Demographic Characteristics	Frequency	Percent
1	<b>Gender</b>		
	Female	108	60.0
	Male	72	40.0
2	<b>Age in Years</b>		
	18-25	24	13.3
	26-35	48	26.7
	36-50	72	40.0
	Above 51	36	20.0
3	<b>Education Level</b>		
	Under 12th Grade	84	46.7
	Completed High school	48	26.7
	Diploma	36	20.0
	B.A. Degree and Above	12	6.7
4	<b>Monthly Income</b>		
	Below 1000	12	6.7
	1001-2500	96	53.3
	2501-5000	48	26.7
	Above 5001	24	13.3

### **4.3 Descriptive Analysis**

#### **4.3.1 Consumers Brand Awareness and Source of Information**

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

**Table 4.2: First Brand that comes to Your Mind**

<b>Laundry Bar Brand</b>	<b>Frequency (Percentage)</b>	<b>Packaged Milk Brand</b>	<b>Frequency (Percentage)</b>	<b>Toothpaste Brand</b>	<b>Frequency (Percentage)</b>
Peacock	72(40 %)	Etete	75(41.7%)	Colgate	96(53.3%)
Solar	60(33.3%)	Mama	69(38.3%)	Signal	48(26.7%)
Popular	48 (26.7%)	Family	36(20%)	Aqua fresh	36(20%)

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

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

<b>For Laundry Bar Soap</b>	<b>For Packaged Milk</b>	<b>For Toothpaste</b>
Peacock	Etete	Colgate

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

**Table 4.4: FMCG Information Sources**

<b>No</b>	<b>FMCG Sub-Categories</b>	<b>Sources of Information</b>	<b>Frequency</b>
<b>1</b>	<b>Laundry Bar Soap</b>	Exposure in Store/Kiosk Display	66 (36.7%)
		Friends and Family	58 (32.2%)
		Retailer Recommendation	56 (31.1%)
<b>2</b>	<b>Packaged Milk</b>	Exposure in Store/Kiosk Display	108(60%)
		Retailer Recommendation	24(13.3%)
		Billboards & Vehicle Branding	48(26.7%)
<b>3</b>	<b>Toothpaste</b>	TV & Radio Ad	84(46.7%)
		Friends and Family	60(33.3%)
		Billboard & Vehicle Branding	48(26.7%)

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

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

Finally, the toothpaste product sub-category, which seems to have a different structure of sources of information, is also presented in the table. In addition to family and friends as important sources of information, two marketing related sources of information are reported in this category - billboards and TV and radio advertisements. Different brands of toothpaste products in the market do involve in marketing activities more than the above two sub-categories. This might be related to the fact that these products are manufactured by bigger multinational FMCG companies, which have the financial strength as well as the marketing expertise.

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

## 4.3.2 Factors Affecting Brand Choice

### 4.3.2.1 Laundry Bar Soap

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

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

<b>Laundry Bar Brand</b>	<b>No. of Respondents Preferring Brand (Percentage)</b>
Peacock	96(53.3%)
Solar	60(33.3%)
Popular	24(13.3%)

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

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

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



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

<b>Measurement Items and Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
I trust its quality	2.33	.956
I know it has very good quality	2.33	.475
I know it offers excellent features	1.33	.475
<b>Perceived Product Quality</b>	<b>Total Mean =2.00</b>	
Its price is affordable for me	1.86	.643
Its price is fair	1.5	.511
Low price is my priority	2.17	.904
<b>Perceived Price</b>	<b>Total Mean =1.84</b>	
It is widely available	1.78	.832
It is always found in my neighborhood	2.17	.653
If preferred brand is not available, I buy any other soap	2.00	.823
<b>Brand Availability</b>	<b>Total Mean =1.98</b>	
I buy this brand because it is advertised on TV and Radio	1.5	.511
I buy this brand because it has attractive and recognizable ad	1.17	.904
Ads have influence over the types of laundry bar soap I buy	1.86	.643
<b>Advertisement</b>	<b>Total Mean =1.51</b>	
Because its features come to my mind quickly	1.94	.782
Because I am familiar with it	1.91	.766
Because I think it is the number one among competing brands	1.95	.784
<b>Brand Equity</b>	<b>Total Mean =1.93</b>	

The data shows that the quality of the product plays the most important role in influencing consumers' buying behavior. The mean of this variable is around 2.00 indicating that the average consumer agrees that product quality is an important factor in his/her buying decisions. The second most important factor within the set of the consumer's buying behavior is wide availability of the product or brand. The average consumer agrees to the importance of

availability at 1.98 mean points, which makes this factor only slightly less important than product quality.

*Brand equity* which measures awareness and image of brands based on Keller's model, is one of the significant factors influencing buying behavior of consumers. The discussion made earlier on the strong relationship between top of the mind brand and usually purchased brand adds substance to this discussion. At 1.93 mean points, the average consumer favors brands that he/she is familiar with when considering purchase in laundry soap. Price is also an important factor for consumers in this market environment as represented in the mean score of 1.84.

The finding showed that advertisement is the least important factor influencing buying behavior of consumers. This might rather be explained because of the low penetration of mass media advertising by companies making laundry bar soaps. These companies' financial strength and marketing capacities seem to inhibit them from making big budget, successful advertisement campaigns.

#### **4.3.2.2 Packaged Milk**

The next FMCG in this study is the packaged milk. Consumers packaged milk preference and the brand that comes to their mind primarily is analyzed and presented in the table below

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

<b>Packaged Milk Brand</b>	<b>No. of Respondents Preferring Brand (Percentage)</b>
Etete	73(40%)
Mama	71(40%)
Family	36(20%)

The packaged milk brand which stands at the top of mostly purchased brands, Etete Milk, as reported in the earlier section of brand awareness enjoyed an equally top performance with regards to appearing at the top of the respondent's mind. By just observing the market situations in the city, some of the key factors that might explain this high level of awareness and brand

usage include the aggressive distribution network of Etete Packaged Milk supported by strong van (door-to-door) sales to retailers.

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

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

<b>Measurement Items and Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
I trust its quality	1.89	.708
I know it has very good quality	1.77	.750
I know it offers excellent features	1.86	.793
<b>Perceived Product Quality</b>	<b>Total Mean =1.84</b>	
Its price is affordable for me	1.79	.658
Its price is fair	1.74	.671
Low price is my priority	1.89	.850
<b>Perceived Price</b>	<b>Total Mean =1.81</b>	
It is widely available	1.84	.834
It is always found in my neighborhood	1.86	.713
If preferred brand is not available, I buy any other soap	1.79	.744
<b>Brand Availability</b>	<b>Total Mean =1.83</b>	
I buy this brand because it is advertised on TV and Radio	2.05	.790
I buy this brand because it has attractive and recognizable ad	1.17	.381
Ads have influence over the types of laundry bar soap I buy	1.76	.682
<b>Advertisement</b>	<b>Total Mean =1.66</b>	
Because its features come to my mind quickly	1.82	.763
Because I am familiar with it	1.81	.761
Because I think it is the number one among competing brands	1.82	.764
<b>Brand Equity</b>	<b>Total Mean =1.82</b>	

Regarding packaged milk, the quality of the product is highly significant in influencing the buying behavior of consumers scoring the mean of 1.84 points being the highest score recorded in the study. A conclusion is drawn that when it comes to food and drink quality takes the priority.

Brand availability is the second most important factor that affects the buying behavior of consumer. Consumers tend to buy packaged milk available in nearby shops. This is related to the delivery and distribution of the products to retailers and shops.

The other factor influencing the buying behavior is the price of the product. Most of the packaged milk products has a similar price and consumers tend to buy the brand they prefer since they want the quality one with the same price.

#### **4.3.2.3 Toothpaste**

Finally, FMCG under personal care selected in this study is tooth paste. Target were asked the first brand of the tooth paste that primarily comes to mind and why they chose it to analyze their brand awareness towards the product.

Advertisement in this case is the most significant source of information and plays a major role in brand awareness and selection.

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

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

<b>Toothpaste Brand</b>	<b>No. of Respondents Preferring Brand (Percentage)</b>
Colgate	96(40%)
Signal	60(33.3%)
Aqua fresh	24(13.4%)

In the following section, the underlying factors of buying behavior in this product subcategory of FMCG will be investigated using a descriptive analysis of means and standard deviations.

**Table 4.10: Descriptive Analysis of Variables in Toothpaste Buying Behavior**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
I trust its quality	1.57	.733
I know it has very good quality	2.17	.904
I know it offers excellent features	2.33	.475
<b>Perceived Product Quality</b>	<b>Total Mean =2.02</b>	
Its price is affordable for me	1.75	.844
Its price is fair	1.6	.799
Low price is my priority	1.86	.913
<b>Perceived Price</b>	<b>Total Mean =1.74</b>	
It is widely available	1.73	.869
It is always found in my neighborhood	1.75	.853
If preferred brand is not available, I buy any other soap	1.72	.859
<b>Brand Availability</b>	<b>Total Mean =1.73</b>	
I buy this brand because it is advertised on TV and Radio	2.5	.511
I buy this brand because it has attractive and recognizable ad	1.67	.949
Ads have influence over the types of laundry bar soap I buy	1.57	.733
<b>Advertisement</b>	<b>Total Mean =1.91</b>	
Because its features come to my mind quickly	2	.828
Because I am familiar with it	1.5	.769
Because I think it is the number one among competing brands	1.83	.904
<b>Brand Equity</b>	<b>Total Mean =1.78</b>	

This analysis shows that once again perceived quality of an FMCG category product is at the top of consumers' buying behavior influencing their decision-making process. The high mean score

of this variable at 2.02 points indicate that the average consumer agrees to the statement that product quality is of top importance while buying toothpaste. An important indication of this mean score is that a product to be used for oral care and hygiene, the average respondent felt that product quality is even more important.

Another significant conclusion from these mean scores relates to the second important variable within toothpaste buying behavior. This variable is the *Advertisement*, which has topped in both laundry bar and packaged milk brands. As discussed previously, this is most likely a result of the strong marketing communication and advertisement campaigns implemented by the toothpaste brands. The top brands *Colgate*, *Aqua fresh* and *Signal* are manufactured and marketed by the American Colgate-Palmolive, the British GlaxoSmithKline and the Anglo-Dutch Unilever, respectively. These big manufacturers have a maximum, expertise and financial strength to undertake effective marketing communication and advertisement of their products.

Therefore, it can be concluded from these statistics that a well-advertised FMCG product does highly influence the buying behavior of consumers in Addis Ababa. The most important finding in this case is that advertisement is a great factor in brand awareness and the buying behavior of consumers.

The following variable which earned more of the average respondents' agreement is Brand Equity, which scored 1.78 mean points. This indicates that brand awareness and image are also within the list of important considerations the average consumer considers while buying toothpaste products.

The average respondents of this survey disagree on the importance of the *Brand Availability* (1.73) and *Perceived Price* (1.74) variables of the conceptual model as per the mean statistics. These might be explained as a one result of the relatively higher and similar prices of toothpaste products in the market, because of which consumers wouldn't be making their purchase decision based on the perceived price variable. For the availability of the brands, this is a product purchased at less frequency than laundry bar soaps and packaged milk. Plus, this product is usually bought at pharmacies and drug stores other than the traditional kiosks or corner shops where majority of the FMCG products are sold in the city. Hence, these and other factors might

have a contribution for the consideration of availability as the most significant influencing variable of buying behavior.

## 4.4 Regression Analysis

### 4.4.1 Laundry Bar Soap

To investigate whether the independent variables have any influence on the dependent variable - buying behavior of consumers in Addis Ababa and to estimate the level or magnitude of their contribution, a multiple linear regression analysis was employed.

To confirm a basic assumption of multiple linear regressions, which is the absence of high correlations between independent variables, collinearity statistics were calculated during the data analysis.

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

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

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

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

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

#### **4.4.2Packaged Milk**

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

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

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



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

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

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

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

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

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

### 4.4.3 Toothpaste

The regression model developed based on the conceptual model and the primary data collected predicts around 50% of the variance in the measure of consumers' buying behavior when it comes to the category of toothpaste products. The Beta coefficients of this regression and the significance values are presented in Table 4.13 below.

**Table 4.13: Regression on Factors influencing Buying Behavior - Toothpaste**

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

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

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

*Product quality, brand equity and perceived price* do also have significant positive influences in their order on buying behavior of toothpaste brands in Addis Ababa as can be observed from the

regression analysis coefficients. Price has the least contributing effect in this model possibly because of the relatively similar price ranges within which these most usually purchased and used brands of toothpaste products in the city are sold.

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

#### **4.5 Discussion of Findings on FMCG Buying Behavior**

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

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

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

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

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

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

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

For toothpaste, *availability* did not have a significant influence on the consumer's buying decisions. This might have been the result of the different route to market structure by the product category. It is in the researcher's observation that consumers usually buy this product from pharmacies, cosmetics shops and super markets other than the traditional corner shops in the neighborhoods.

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

The findings from the toothpaste category were important in confirming these propositions, by revealing a significant positive contribution of *Advertisement* on the toothpaste buying behavior of consumers.

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

Generalizing the findings between the three sub-categories of FMCG, it should be noted that there are differences in the variables influencing buying behavior as there are significant similarities. However, this study did not find support for the absolute gap of influencing variables in Addis Ababa. The differences across the sub-categories were mostly related to the magnitude of the same variables and significance and insignificance of a single variable between the categories.

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

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS & RECOMMENDATIONS**

#### **5.1. Introduction**

This chapter presents the summary of the major findings, the conclusion and recommendations that might be essential for marketing strategies of FMCG in Addis Ababa.

#### **5.2. Summary of Findings**

This study was conducted within the conceptual model developed through the collected data via questioner and focus group discussion between marketing managers, market research and brand managers in the market. These methods resulted in a conceptual model based on the adoption of Kotler's black box model with product quality, price, availability, advertisement and brand equity as the independent variables influencing buying behavior. This model was empirically tested within the scientific selection of three products of FMCG. The Addis Ababan consumer was taken as the sampling frame and respondents were selected using convenience sampling technique within 10 sub cities.

Descriptive techniques were used to analyze the primary data collected through structured questionnaires from shoppers and consumers of the FMCG products under investigation. These analyses showed the significance and importance of the five variables in describing and influencing buying behavior in each of the three products selected. The influencing variables were found to significantly influence buying behavior summing up results across the sub-categories.

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

### 5.3. Conclusion

This study proved that advertisement plays an important role in influencing the buying behavior of consumers in Addis Ababa. And most of all, when it comes to edible products, consumers absolutely give priority to the quality of the product than any other of the variables.

As stated in the summary of findings, most of the respondents in this study are women. This means that the decision making of which products and brands to buy within the category of FMCG is mostly concentrated within this category of gender. It was reported that high purchases are also found within the age group of 36-50 years. Both this set out there will always be a target market with specific demographic characteristics for products.

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

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

A conclusion is given that this study has confirmed the fact that buying behavior in FMCG are influenced by the variables, has given important insights on the existence of a few differences in

buying behavior between sub-categories as well as given a good indication of the demographic profile of FMCG shoppers.

#### **5.4. Recommendations**

In addition to its major objective of identifying the major underlying factors behind consumers buying behavior in FMCG, this are recommendations, which will be useful to marketers of such products and researchers in this area, are presented below.

- The FMCG business is growing because of the integration of the country in to the trend of consumerism, which is a result of urbanization and modern life style as well as with the entrance of big MNCs in to the market. Hence, companies and marketers of such products should give due attention to the consumers' behavior to be successful. One of the pathways to achieve this is to adopt a strategy of strong research platforms to study the behavior of the consumer.
- FMCG marketers should also be aware of the specific target markets of their different products and brands. This is because it has been found in this study that mostly females make a significant amount of the decision with regards to such purchases. This is an important shopper and consumer insight to marketers of such products. This study puts as recommendation for marketers of FMCG to focus on the identified target market while devising their strategy.
- An important strategy or pathway that should be adopted by the FMCG marketers in this environment is to take the issue of brand awareness as one of their top priority. It has been found out that top of mind awareness strongly translates into mostly purchased brands.
- Even though the general findings of the study indicate that buying behavior is influenced by the consideration of nearly all the predictor variables assessed in this study, the differential impact of the variables across the sub-categories should strongly be considered for an appropriate, product specific marketing strategy.



- **Marketers of Laundry Bar Soap:** should give priority for the availability variable according to the results of this study. That could for instance mean that the marketers should establish strong distribution network ensuring wide availability of their products.
- **Marketers of Packaged Milk:** top priority for this sub-category should be the product quality variable. The availability variable is also one of the top most important variables that should be considered.
- **Marketers of Toothpaste:** for this personal care, sub-category, product quality is again at the top of the most important marketing variables. As advertising, has already established itself as an important variable according to the findings, these marketers should strive to use this tool in an advanced level.

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## APPENDIX 1A (English Questionnaire)

### St Mary's University Graduate Studies, Questionnaire on " Factors Influencing Consumer Buying Behavior Towards Selected Fast Moving Consumer Goods (FMCG) in Addis Ababa".

Dear Respondent,

My name is Peneal Mengesha. I am conducting a research for fulfillment of my Master Degree in General Management from St. Marry University.

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

I am very thankful for the support you are giving me and I would like to assure you that all your responses will be *kept confidential and will only be used for research purpose*.

Contact Address: [penealm@gmail.com](mailto:penealm@gmail.com)

**0913 86 48 40**

#### Part I: General Information

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

1. Gender

Female  Male

2. Educational Background

Under 12<sup>th</sup> Grade Completed  High School  College Diploma   
B.A. Degree & Above

3. Age Group

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

4. Monthly Income in ETB

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

## Part II: Specific Information

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

### 2.1. LAUNDRY BAR SOAP

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

---

Is that the brand you mostly use? Why?

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

---



---

3. What were the means you knew about these brands of Laundry Bar Soap?

Exposure to Brands in Shops from Friends and Family

TV and Radio Advertising Retailer's Recommendation

Billboards & Vehicle Branding     Any other \_\_\_\_\_

4. Which Laundry Bar Soap Brand do you usually buy? \_\_\_\_\_

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

PRODUCT QUALITY	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
I buy this Laundry Bar Soap because I trust its quality					
I buy this Laundry Bar Soap because it has very good quality					
I buy this Laundry Bar Soap because it offers excellent features					
<b>PRICE</b>					
I buy this Laundry Bar Soap because it's affordable					

I buy this Laundry Bar Soap because it has fair price					
I buy this Laundry Bar Soap because it has low price					
<b>AVAILABILITY</b>					
I buy this Soap because it's widely available					
I buy this Soap because I found it in my neighborhood					
If my preferred brand is not available in the shop, I will buy any other soap available.					
<b>ADVERTISEMENT</b>					
I buy this Soap because it is advertised on TV and Radio					
I buy this Soap because it has an attractive and recognizable advertisement					
Ads have influence over the types of laundry bar soap I buy					
<b>BRAND EQUITY</b>					
I buy this Soap because its features come to my mind quickly					
I buy this Laundry Bar Soap because I am familiar with it					
I buy this Soap because I think it's the number one brand					
I buy this Soap because of its packaging and labeling is convincing and attractive					

## 2.2. PACKAGED MILK

1. What is the first brand of Packaged Milk that comes to your mind? \_\_\_\_\_

2. Please list 3 Brands of Packaged Milk Products you remember.

\_\_\_\_\_

3. What were the means you knew about these Packaged Milk Products?

Exposure to Brands in Shops

from Friends and Family

TV and Radio

Advertising Retailer's

Recommendation

Billboards & Vehicle Branding

Any other \_\_\_\_\_

4. Which Packaged Milk Brand do you usually buy and consume? \_\_\_\_\_

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

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

## 2.3. TOOTH PASTE

1. What is the first brand of Toothpaste that comes to your mind? \_\_\_\_\_
2. Please list top 3 Brands of toothpaste you can remember.  
\_\_\_\_\_
3. What were the means you knew about these brands of Toothpaste?
  - Exposure to Brands in Shops from Friends and Family
  - TV and Radio Advertising Retailer's Recommendation
  - Billboards & Vehicle Branding Any other \_\_\_\_\_
4. Which Toothpaste Brand do you usually buy and use? \_\_\_\_\_
5. Based on your answer to the question above (No. 4) please rate the following.

PRODUCT QUALITY	Strongly Disagree (1)	Disagree (2)	Neither (3)	Agree (4)	Strongly Agree (5)
I buy this Toothpaste because I trust its quality					
I buy this Toothpaste because it has very good quality					
I buy this Toothpaste because it offers excellent features					
<b>PRICE</b>					
I buy this Toothpaste because it's affordable					
I buy this Toothpaste because it's priced fair					
I buy this Toothpaste because it has low price					
<b>AVAILABILITY</b>					
I buy this Toothpaste because it's widely available					
I buy this Toothpaste because I found it in my neighborhood					
If my preferred brand is not available in the shop, I will buy any other Toothpaste available					
<b>ADVERTISEMENT</b>					
I buy this Toothpaste because it is advertised on TV and Radio					
I buy this Toothpaste because it has an attractive and recognizable advertisement					

Ads have influence over the types of Toothpaste I buy					
<b>BRAND EQUITY</b>					
I buy this Toothpaste because its features come to my mind quickly					
I buy this Toothpaste because I am familiar with it					
I buy this Toothpaste because I think it is the number one among other competing brands					

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

<b>CONSUMER'S BUYING BEHAVIOR</b>	<b>Strongly Disagree (1)</b>	<b>Disagree (2)</b>	<b>Neither (3)</b>	<b>Agree (4)</b>	<b>Strongly Agree (5)</b>
I usually buy the best quality brands					
I usually buy fair priced brands					
I usually buy widely available brands					
I usually buy well-advertised brands					
I usually buy the brands I know very well					

**Thank You for Your Time!**

APPENDIX 1B (Amharic Questionnaire)

ቅድስተ ማርያም ዩኒቨርሲቲ የድኅረ ምረቃ ትምህርት ቤት መጠይቅ

(Amharic Questionnaire)

ውድ ተጠያቂ

ስሜ ጽንኤል መንገሻ ነው። በቅድስተ ማርያም ዩኒቨርሲቲ የጀነራል ማናጅመንት ማስትሬት ዲግሪ ተመራቂ ስሆን ይህንን ጥናት የማካሂደው ትምህርቴን ለማጠናቀቅ እንዲረዳኝ ነው። በዚህ መጠይቅ የተካተቱትን ሁሉንም ጥያቄዎች እንዲመልሱልኝ በትህትና እጠይቅዎታለሁ። ለሚያደርጉልኝ ትብብር ያለኝን ክፍተኛ ምስጋና እያቀረብኩ ምላሽዎ ለዚህ የጥናት ሥራ ብቻ የሚውል መሆኑን ልገልጽልዎት እወዳለሁ። ለሚኖርዎት ጥያቄ

በኢሜይል አድራሻዬ [penealm@gmail.com](mailto:penealm@gmail.com)

0913 86 48 40 ሊደውሉልኝ ይችላሉ።

ክፍል አንድ: ጠቅላላ መረጃ

- 1. ጾታ ሴት  ወንድ
- 2. እድሜ 18 - 25  26-35  36-50  ከ51 በላይ
- 3. የትምህርት ደረጃ      
 ከ15ኛ ክፍል በታች  ሁለተኛ ደረጃ  ዲግሪ  ዲፕሎማ   
 የመጀመሪያ ዲግሪ እና ከዚያ በላይ
- 4. ወርሃዊ ገቢ በብር  
 ከ1,000 በታች  ከ1,001-2,500  ከ2501-5000  ከ5001 በላይ

ክፍል 2

2.1. ደረቅ የልብስ

ሳሙና

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

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

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

በሰቶች ውስጥ አይቼ ከንደኞቹ እና ቤተሰቦቹ ሰምቼ  ከቴሌቭዥንና የሬድዮ

ማስታወቂያዎች/የባለሰብቁ (ሽያጭ ሰራተኛ) ምክር (አስተያየት)

የህትመት፣ ቢልቦርድ፣ የመኪና ላይማስታወቂያ

ሌላ ካለ ይግለጹ \_\_\_\_\_

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

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

	በጣም አልሰማም	አልሰማም	አስተያየት የለኝም	አሰማለሁ	በጣም አሰማለሁ
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በጣም ጥሩ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ዋጋው ከገቢዬ ጋር ስለሚመጣጠን ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ከሚሰጠው አገልግሎት አንጻር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					



ይህንን ደረቅ የልብስ ሳሙና የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ሁል ጊዜ በሰፊ ስለማገኘው ነው					
የምመርጠውን ደረቅ ልብስ ሳሙና ካላገኘሁ ማንኛውንም ሌላ ዓይነት ሳሙና እገዛለሁ					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በቴሌቭዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በደረቅ ልብስ ሳሙና ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን ደረቅ ልብስ ሳሙና የምገዛው ቶሎ ወደ አዕምሮዬ የሚመጡ ባሕርያት ስላሉኝ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በሱቅ ወይም መደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው ሳሙና ስለሆነ ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በደንብ ስለማውቀው ነው					
ይህንን ደረቅ የልብስ ሳሙና የምገዛው በከተማው ውስጥ በደንብ የሚታወቅ ስለሆነ ነው					
ይህንን ደረቅ ልብስ ሳሙና የምገዛው ካሉት ልብስ ሳሙናዎች ሁሉ አንደኛ ስለሆነ ነው					

**2.2. ፈላጎ የታሸገ ወተት**

1. ወደ አዕምሮዎ የሚመጣው የመጀመሪያ የታሸገ ወተት ዓይነት/ብራንድ (brand) የትኛው ነው? \_\_\_\_\_
2. እባክዎ በጣም የሚያስታውሷቸውን ሦስት ፈላጎ የታሸገ ወተት ዓይነቶች/ብራንዶች (Brands) ይዘርዝሩ።  
\_\_\_\_\_

3. ስለ እነዚህ ፈላጎ የታሸገ ወተት ዓይነቶች ያወቁባቸው መንገዶች የትኞቹ ናቸው (ከአንድ በላይ ሊመርጡ ይቻላሉ)?

በሰቆች ውስጥ አይቼ ከንደኞቹ እና ቤተሰቦቹ ሰምቼ  ከቴሌቭዥንና የሬድዮ

ማስታወቂያዎች/የባለሰብ (ሽያጭ ሰራተኛ) ምክር (አስተያየት)

የህትመት፣ ቢልቦርድ፣ የመኪና ላይ ማስታወቂያ

ሌላ ካለ ይግለጹ \_\_\_\_\_

4. አብዛኛውን ጊዜ የሚገዙትና የሚጠቀሙት ፈላጎ የታሸገ ወተት የትኛው ዓይነት/ብራንድ(Brand) ነው? \_\_\_\_\_
5. ለጥያቄ ቁጥር 4 የሰጡትን መልስ መሠረት በማድረግ ለሚከተሉት ጥያቄዎች መልስዎን ይስጡ።

	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
ይህንን ፈላጎ የታሸገ ወተት ዓይነት የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን ፈላጎ የታሸገ ወተት የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን ፈላጎ የታሸገ ወተት የምገዛው በጣም ወሳኝ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን ፈላጎ የታሸገ ወተት የምገዛው ዋጋው ከገቢዬ ጋር ስለሚሄድ ነው					

ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ከአገልግሎት አንጻር ዋጋው ተመጣጣኝ ስለሆነ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ሁል ጊዜ በሰፊ ስለማገኘው ነው					
የምመርጠውን ፈሳሽ ወተት ካጣሁ ማንኛውንም ዓይነት የታሸገ ወተት እገዛለሁ					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በቴሌቭዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በፈሳሽ የታሸገ ወተት ዓይነት ምርጫዬ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ቶሎ ወደ አፅምሮዬ የሚመጡ ባሕርያት ስላሉት ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በሰቅ/መደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው ስለሆነ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በደንብ ስለማውቀው ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው በከተማው ውስጥ በደንብ ስለሚታወቅ ነው					
ይህንን ፈሳሽ የታሸገ ወተት የምገዛው ካሉት ሌሎች ወተቶች ሁሉ አንደኛ ስለሆነ ነው					

### 2.3. የጥርስ ሳሙና

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

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

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

በሱቆች ውስጥ አይቼ    ከጓደኞቹ እና ቤተሰቦቹ ሰምቼ

ከቴሌቭዥንና የሬድዮ ማስታወቂያዎች/የባለሰብ (ሽያጭ ሰራተኛ) ምክር

(አስተያየት) የህትመት፣ ቢልቦርድ፣ የመኪና ላይ ማስታወቂያ

ሌላ ካለ ይግለጹ \_\_\_\_\_

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

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

	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
ይህንን የጥርስ ሳሙና የምገዛው ጥራት እንዳለው ስለማምን ነው					
ይህንን የጥርስ ሳሙና የምገዛው በጣም ጥሩ የጥራት ደረጃ ስላለው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በጣም ወሳኝ መስፈርቶችን ስለሚያሟላ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ዋጋው ከገቢዬ ጋር ስለሚሄድ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ከሚሰጠው አገልግሎት አንጻር ዋጋው ተመጣጣኝ ስለሆነ ነው					

ይህንን የጥርስ ሳሙና የምገዛው ዝቅተኛ ዋጋ ስላለው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በሁሉም ቦታ ስለሚገኝ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ሁል ጊዜ በሰፊ ስለማገኘው ነው					
የምመርጠውን የጥርስ ሳሙና ካጣሁ ማንኛውንም ሌላ ዓይነት የጥርስ ሳሙና እገዛለሁ					
ይህንን የጥርስ ሳሙና የምገዛው በቴሌቪዥንና ሬድዮ ስለሚተዋወቅ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ሳቢና የሚታወስ ማስታወቂያ ስላለው ነው					
ማስታወቂያዎች በጥርስ ሳሙና ምርጫ ላይ ተፅዕኖ ያደርጋሉ					
ይህንን የጥርስ ሳሙና የምገዛው ቶሎ ወደ አዕምሮዬ የሚመጡ ባሕርያት ስላሉት ነው					
ይህንን የጥርስ ሳሙና የምገዛው በመደብር ውስጥ ወደ ዓይኔ ቶሎ የሚመጣና የምለየው የጥርስ ሳሙና ስለሆነ ነው					
ይህንን የጥርስ ሳሙና የምገዛው በደንብ ስለማውቀው ነው					
ይህንን የጥርስ ሳሙና የምገዛው በከተማው ውስጥ በደንብ የሚታወቅ ስለሆነ ነው					
ይህንን የጥርስ ሳሙና የምገዛው ካሉት የጥርስ ሳሙናዎች ሁሉ አንደኛ ስለሆነ ነው					

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

	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
በአብዛኛው በጣም ከፍተኛ የጥራት ደረጃ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው ተመጣጣኝ ዋጋ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው በሁሉም ቦታ የማገኛቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው የሚተዋወቁ/ማስታወቂያ ያላቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					
በአብዛኛው በደንብ የማውቃቸውን የምርት ዓይነቶች/ብራንዶች እገዛለሁ					

እጅግ አድርጌ አመሰግናለሁ!