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ASSESSMENT OF RETAIL MARKETING MIX AND RETAIL ENVIRONMENT OF SUPPERMARKETS IN ADDIS ABABA

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APPROVAL

As members of the Examining Board, the undersigned certify that they have read and evaluated the thesis hereby recommend to St. Merry university to accept the summation of this thesis by Meaza Mathewos and entitled "Assessment of retail marketing mix and retail environment of suppermarkets in addis ababa." in partial fulfillment of the requirements for the award of a Master's Science Degree in Marketing Management

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STUDENT'S DECLARATION

I Meaza Mathewos, ID No. SGS/0364/2013A, hereby declare that this thesis submission is my work toward a post-graduate degree in Marketing Management at St. Merry university school of Graduate studies on this thesis the work presented in it is my own and the result of my original research, and that it contains no material previously published by others or material that has been accepted for the award of any other university/ education institution degree, except where due acknowledgment has been made in the text, to the best of my knowledge and belief.

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This thesis has been presented for examination with my approval as the appointed supervisor.

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Saleamilak Molla (Ph.D.) – Advisor

ENDORSEMENT

This is to certify that Meaza Mathewos carried out her thesis on "Assessment of retail marketing mix and retail environment of supper markets in addis ababa."

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Saleamilak Molla (Ph.D.) – Advisor

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ABSTRACT

The purpose of this study to assess the retail marketing mix and situational factors effect on consumer buying behavior in selected retail supermarkets. Participant consumers who shop at the selected five supermarkets validate a theoretical model, indicating a significant positive relationship between marketing mix variables and consumer purchasing behavior. The retail marketing mix elements examined were product, price, shopping convenience, promotion, store atmosphere, and personnel. More qualitative research approaches were used with explanatory and descriptive research designs than quantitative ones. The data analysis was conducted through descriptive statistics such as mean, mode, standard deviation, frequency, percentile, and comparing mean analysis. The findings show that the retail marketing mix has the greatest influence on consumer purchasing decisions, followed by situational factors and individual characteristics. The study's findings also show that there is a significant difference between supermarket product consumers of various ages, educational backgrounds, and income levels in terms of product, shopping convenience, promotion, price, store atmosphere, and personnel. These findings add to the retail marketing literature and have marketing implications for increasing traffic and sales at selected supermarkets for the Addis Ababa area's targeted population. Retail supermarkets should create a comfortable buying environment, create more influencing and informative promotions, provide up-to-date training to their employees, consider the level of competition, access to transportation, availability of parking, easy accessibility, and long opening hours when deciding on a store location, maintain the right pricing decision, and carry a diverse product assortment in addition with to become a super-specialist.

KEY WORDS: Consumer behavior, Retail marketing mix, Situational Factors, Supermarkets

CHAPTER ONE

1. Introduction

1.1 Background

As markets undergo rapid change, retailers must adapt to new shifts in demographics, attitudes, and consumer preferences (Wertz, 2018). An organization can only survive if it understands and meets its customers' needs and demands. This implies that understanding consumer behavior is required. Consumer behavior refers to a set of activities that occur during the acquisition, use, and disposal of goods and services (Bamossy & Solomon, 2016). Knowledge of consumer behavior is thus regarded as critical for organizations seeking commercial success.

According to Green Jr & Whitten et al., (2014) marketing strategies are extremely important in an organization's long-term performance. Companies and academics have conducted extensive research into the relationship between marketing stimuli and consumer response (Kotler & Armstrong, 2010). Numerous models attempt to predict buyer behavior. However, the majority of academic research and modeling on consumer behavior has taken place in developed countries.

Where the majority of conceptual literature on shopping behavior in the retail supermarket sector also comes from (McGoldrick, 1997; Howard,1969), so have the majority of publicly available commercial studies in this domain. Theorizing in the marketing stimuli components of the two pioneering complex models (Howard,1969), and six simplified frameworks of consumer behavior have been limited to the traditional marketing mix or the four Ps of marketing named product, price, promotion, and place (McCarthy, 1960). The marketing mix is a collection of controllable tactical tools that the company employs to elicit the desired response in the target market (Kotler & Armstrong, et al., 2007).

Literature from several specialist areas of marketing now acknowledges the significance of the additional Ps of marketing. Having a clear understanding of why consumers patronize one store

over another has become a major objective of retail strategists and researchers. Retailers have long been criticized for not being well informed as to their customer's patronage motives.

Given the significance of understanding consumer behavior, taste, and preference, the current study aims to identify the influence of retail marketing mix elements and situational factors on consumer purchase behavior of goods and services from supermarkets in Addis Ababa. In the city, competition for market share has pushed ordinary supermarkets out of traditional commercial areas and into residential areas, where they compete with newer entrants. Effective marketing is required in the retail industry, just as it is in any other industry, to compete in the ever-growing industry sector. The retailer must expend considerable effort to obtain the product, advertise it, and sell it to customers.

1.2 Statement of Problem

Within the retail (supermarket) business, with numerous major competitors offering the same or similar products at the same or similar prices, businesses must stand out from each other so that they can maximize profits. As many business organizations employed several means of marketing strategies considering situational factors and individual characteristics to attract customers' retail markets also have to focus on retail marketing mix elements as many do not understand how it affects consumer buying behavior and purchase decision. This quest explains the nature of the relationship between different retail marketing mixes and situational factors on consumer behavior in the ongoing economic up and downturn. The purchasing behavior of consumers is determined by the preferences, choices, and tastes of individuals. Other situational factors determine the consumer behaviors, which marketers cannot control i.e. personal, social, cultural, and psychological factors as several studies have been done on the impact of marketing mix on the behavior of consumers.

There is abundant attention paid to the 4Ps of marketing: Price, product, Place, and Promotion, and there is sufficient research done on it. There is, however, a scarcity of research on the relationship between consumer purchasing behavior and the factors that influence the consumer purchasing process and decision. This paper also focused on situational factors that influence

consumer buying behavior in the retail markets. It can assists the marketing team and managers in gaining a better understanding of what influences consumer decision-making and utilizing these factors in the development of better marketing strategies. Keeping in mind, that supermarkets are rapidly infiltrating the retail industry, particularly in Addis Ababa's urban areas, where they have an increasingly large market share. Addis Ababa's supermarket development is currently in the medium stage, with rapid changes.

Ethiopia has seen an increase in the number of retail stores opening in Addis Ababa capital country's city over the years. This growing trend, which is expected to continue in the future, is primarily attributed to the country's double-digit growth over the last decades, as well as Addis Ababa's urbanization and expanding population. Besides that, the presence of a sizable expat and Diaspora community contributes to an increase in demand for certain imported items. The ever-expanding and developing capital is where an estimated more than 5.2 million people in this year. As the city grows, an increasing number of city dwellers choose to live in condominiums where they are unable to cook, such as traditional fermented foods, or butcher animals in their backyards. As a result, an increasing number of urban middle-class consumers are turning to grocery stores, mini marts, and neighborhood kiosks to meet their daily shopping needs.

A variety of factors influence purchasing behavior. According to retail marketing literature, buying behavior in the retail context is a function of the six P's: price, product, shopping convenience, store atmosphere, promotion, and personnel, as well as the three buyer characteristics. It is noticeable that the majority of retail marketing mix strategy implementation in supermarkets in Addis Ababa is not designed to the cultural, social, and psychological factors of the people in the city.

Therefore, it is more important now to understand that supermarkets can presume what effects the retail marketing mix does have on consumer purchasing behavior. Knowing how customers respond can be useful in deciding which retail marketing mix should be deployed. This research study emphasizes analyzing the retail marketing mix elements and how they affect consumers and their behavior in the selected retail supermarkets in Addis Ababa city as a principal focus so

that the effects of those elements and situational factors on consumers and their purchasing behavior can be understood in a better way.

1.3 Objective of Study

1.3.1 General objective

The general objective of this study attempts to assess retail marketing mix elements on the consumer buying behavior sought on the environment that affect consumer buying decisions in the context of selected retail supermarkets in Addis Ababa, Ethiopia.

1.3.2 Specific objectives of the study

i.   To assess the effect of retail marketing mix elements on the consumer buying behavior and choice in selected retail supermarkets.
ii. To examine the retail environment's effect on consumers' shopping behavior in selected retail supermarkets of Addis Ababa

1.4 Research Questions

Once the research set up objectives that the goal of the research wants to achieve, then the research questions formulate which contain more specific measurable variables aimed at answering the specified objectives briefly as follows:

i.   To what extent do the retail marketing mix elements (i.e. product, price, place, promotion, presentation, and personal) affect consumer buying behavior and choice?
ii. How do the individual characteristics (i.e. age, gender, education, income, family size, etc.) of consumers determine their purchasing decisions?

1.5 Research Assumptions

To undertake this research study, the following fundamental research assumption has been taken into account:

i.   All selected retail supermarkets will employ similar retail marketing mix elements to their other existing branches in Addis Ababa.

ii. The validity of statistical methods used and techniques implemented in collecting data are in force for this research study; as well as the data collected and analyzed are valid only for this research study.

1.6 Significance of the study

As the majority of retail markets (supermarkets) in the retail industry do not emphasize the importance of retail marketing mix elements in their facility. This study will be significant because it demonstrates the impact of retail marketing mix elements and situational factors. Hence, they are in the retail industry, stakeholders and other concerned bodies can use the findings of this research to draw important inferences and information which will obtain a better Knowledge of retail marketing mix elements that can positively affect the behavior of consumers and their purchasing decisions at retail markets by considering situational factors that affect the behavior of consumers. It also assists in identifying the gap that needs to be bridged, as well as supermarkets to improve how they have been used at.

Aside from that, the study's findings will give highlight the need for more research into the subject, and thus will provide the initial data needed to conduct more comprehensive and inclusive studies on the subject at hand, as well as other related aspects of consumer behavior.

Cutting-edge this study will generate basic significance on enabling the retail markets to improve their effective use of elements in marketing mix based on consumer buying behavior to increase sales volume in comparison to compute with other retail markets (supermarkets) that existed in Addis Ababa. It will also be beneficial to any researcher in the future who is interested in researching similar and related topics.

1.7 Scope and Limitation of the Study

1.7.1 Scope of the Study

The geographical scope of this study is Addis Ababa, Ethiopia which is considered an urban area with highly active consumers of retail markets where exists. The study was carried out at selected five major retail supermarkets in the city namely; All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket. The study covered population comprised of buyers from the selected retail supermarkets.

The Subject scope findings of the study were focused on the assessment of retail marketing mix elements on consumers buying behavior in retail supermarkets. In addition, the study was focused on different situational influencing factors as an independent variable and consumer buying behavior as a dependent variable. The study utilized the importance of various attributes that determine consumers purchasing decisions.

1.7.2 Limitation of the Study

To conduct this study several limitations and challenges have been encountered during the research. The primary drawback of this study was the lack of willingness of the respondents to complete the questionnaire. Even those who were willing to do so online and repeat the survey took too long, delaying the conclusion of the study. Due to this, the focus of the research study has a limited number of people available to conduct the field study; the field sampling took place in the selected supermarkets even though there are a considerable number of supermarket stores in the city of Addis Ababa.

1.8 Organization of the study report

This thesis is organized into the following five chapters. Apart from this introduction clarifies the topic of research objectives, the significance of the study, scope, and limitation. This chapter also contains the research question in addition to the research assumption. The second chapter explains relevant literature theoretical and empirical starts with an introduction to consumer buying behavior later clarifies the research gap and concludes with a conceptual framework. The third chapter contained the research design and approach that will be applied in the data

collecting process, sampling size selection, and sampling technique. In the fourth chapter, the empirical method of data analysis is presented. It also includes concludes the reliability, descriptive statistics, and results. In the last chapter five the data obtained are discussed and the results of the study. The research questions are answered in the conclusion of the major findings. Finally, a recommendation for implementation and suggestions are stated for future research.

CHAPTER TWO

2. Literature Review

This chapter focuses on studies done by other researchers about the retail marketing mix and situational factors that affect consumers' and consumers' buying behavior. The chapter focuses on reviewing the relevant theoretical foundation of the study on different consumer buying behavior models in addition to empirical work that relates. It also looks at the research gap sought to fill and the conceptual framework that lines the influence of retailing marketing mix and situational factors on consumers' behavior of purchasing

Consumer behavior is the sum of a consumer's attitude, intent, and how he or she makes a purchase decision in the marketplace. The most widely discussed topic in marketing research is consumer purchasing behavior. Consumer behavior is handled by identifying the consumer's need, want, demand, and desire to meet their physical and psychological requirements. Retail markets are the marketplaces where consumers usually purchase goods and services for personal or family use consumption. The term retail means the market which includes all those activities that involve the sale of goods or services by a business directly to the consumer considered an end user. Whereas retail marketing is the process by which retailers promote awareness and interest in their goods and services to generate sales from their customers.

Many retail businesses confront numerous challenges while they are selling most likely similar products and services to a common consumer. Consumer purchasing behavior is a critical aspect of marketing that marketers must address if they are to thrive in today's competitive market (Wanjiku Wambugu et al., 2014). Firms benefit from knowing the outcome of consumer purchasing behavior when designing and implementing marketing mix strategies (Akbar & James, 2014), stating that the better a company understands the outcome of its customers' shopping activity, the more likely it is to succeed in the marketplace. Furthermore, the firm's marketing plans should answer topics such as what items customers purchase, when they purchase them, and why they purchase them. This is one way for a company to increase product acceptance and purchase frequency (R. Musyoka et al., 2015).

When analyzing consumer purchasing trend behavior; personal characteristics, Situational factors, and retail marketing mix all have a significant impact. As a result, many researchers have underlined the importance of the right strategy and study design for the development of a brand and the long-term relationship between the consumer and the existing business (Peattie, K., & Samuel, 2011)

People's thoughts and feelings, as well as the actions they take during the consumption process, are all part of consumer behavior. It also comprises all the things in the environment that influence these thoughts, feelings, and actions (Ashill & Jobber, 2010). According to (Jobber, 2010), the study of buyer behavior witch it includes the understanding of how individuals or organizations behave in the situation of purchasing. The behavior of Consumers is dynamic because the thinking, feelings, and actions of individual customers are constantly changing (Hoyer, W. D., MacInnis, D. J., & Pieters, 2016). This highlights the importance of studying consumer behavior. It is the only way through which marketers can keep well-informed of the important trends in the retail market.

2.1 Theoretical Literature Review
2.1.1 Theoretical Models of Consumer Behavior

The study was founded on two consumer behavior models: Complex and Simplified (black box) Models. These models explain the various components of the marketing mix as well as consumer behavior. Theorizing in the marketing stimuli component of these models has been largely limited to the traditional four Ps of marketing. Although Loudon and Bitta (1993) note that the Engel-Kollat-Blackwell model has been revised several times, a fact acknowledged by the model's revisers Engel, Blackwell, and Miniard (1995), changes in the framework's marketing stimuli dimension has not extended beyond the four Ps. The four Ps of marketing as the marketing mix are referred to firstly by (McCarthy, 1960). They are product, price, promotion, and place.

The 4Ps were originally used by FMCG (fast-moving consumer's goods) marketers, but they were also borrowed and used by marketers (e.g., restaurants) until service marketers developed

the seven Ps. Physical evidence, people, and processes are the three additional Ps in the seven Ps of marketing (Smith, & Taylor, 2004).

Complex and simplified (black box) models of consumer behavior are unlike the latter simplified models the Howard and Sheth model, which has four parts: the inputs (stimulus display), perceptual constructs, learning constructs, and outputs. The inputs component of the Howard and Sheth model has three subparts namely significant, symbolic and social. The significant and symbolic subparts reflect the marketing mix as they both contain quality, price, distinctiveness, service, and availability. However, it is not clear whether these items apply to the traditional four Ps of marketing only or the seven Ps of marketing.

Even though the simplified models of consumer behavior have three parts, (Kotler, 2000) did not use the terms input, processor, and output that (Schiffman, 2000) did. However, the arrangement of the items in Kotler's model shows that he, too, has three named parts. Product, price, place, and promotion the four Ps of marketing are the marketing stimuli element of the input component of Kotler's, Schiffman's, and Kanuk's models. Furthermore, the output or buyer's responses dimension of Kotler's model includes product selection, brand selection, dealer selection, purchase timing, and purchase.

The output element in Schiffman and Kanuk's framework has two subcomponents: purchase and post-purchase evaluation. In Kotler's framework, it is clear that product includes both product and brand selection; price includes purchase amount; and place includes dealer selection. Promotion can also be combined with the timing of purchase. Periodicity and seasonality are components of the service mix of marketing. Researchers propose various retail marketing mix frameworks. According to (Dunne, 2010) marketing elements in retailing include, price, merchandise, promotion, and advertising, store layout and design, customer services, and people, whereas (Kotler and Keller 2009) argue for an integrative approach, indicating that store retailers' marketing decisions include target market, product assortment, services provided by personnel, store atmosphere, price, promotion, and place.

Based on the theoretical model foundation the dependent variable is Buying Behavior, and Retail Marketing Mix Elements an Independent variable: is a product, price, place (shopping connivance), promotion, presentation (store atmosphere), and personal.

2.1.2 Theoretical Review of Retail Marketing Mix

This part of the literature review gives highlighted the six marketing mix elements that have been used for this study based on theoretical consumer behavior.

A product is anything offered to a market for consideration, acquisition, use, or consumption that may satisfy a need or desire. (Kotler and Keller, 2009). Products are broadly defined as physical objects, services, people, places, organizations, ideas, or combinations of these entities. Spinks and Bose, 2010; Nevin and Suzan Seren, 2010 (2002) Product characteristics include quality, nutrition, safety, size, weight range, ease of use, brand, and packaging, among others.

Price is the amount of money needed to acquire a product. As an allocator of resources, price determines what will be produced and who will get the goods and services produced (Stanton, el at., 2014). According to Kinoti and Kibeh (2015), Price refers to what a consumer gives up (measured in monetary terms) to obtain a desired good or service. They suggest that price is the most important consideration for the average consumer when buying products. According to French, (2003); Jabir et al., (2010); Nevin & Suzan Seren, (2010)   Price: is a concern for competitiveness, value for money, and Incentive.

Shopping convenience concerns where and how consumers can get a product- the distribution strategy. Distribution adds costs to the value chain hence the profitability of both manufacturers and intermediaries affected Kotler P.A, (2002); Doyle, (2002). Location strategies of retailers are one of the most important determinants of consumer behavior Engel, Blackwell. Retail studies have proven that distribution is an important factor in influencing consumer choice of the store that was easy walking distance home and workplace. Engel, Blackwell, and Miniard, (1995) used the item location to assess the same variable. According to Jabir et al., (2010); Jaravaza &

Chitando, (2013) Shopping convenience: refers to the location of the store, parking places, opening hours, availability, and accessibility.

Promotion has been defined (Belch, 2006)defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea'. Therefore, promotion is critical in determining shopping behavior. Promotion is also known as marketing communications. (Kotler, 2014) defines promotion as the activities that communicate the merits of the product and persuade target customers to buy it. Promotion: refers to in-store promotional activities i.e. discounts, coupons, free samples, cash back, and advertising i.e. broadcast and print (Hansen, 2003).

Store atmosphere According to (Palmer A, 2003) definition is the effort to design buying environments to produce specific emotional effects on consumers that enhance their purchase probability‖. In addition to that store, atmosphere causes several reactions in the consumer. Store Atmosphere: it deals with the general interior including lighting, color schemes, temperature, scents, music, and cleanliness as stated by (Berman and Evans, 2013); (and Sharma & Stafford, 2010).

Personnel deal with the staff and friendliness, knowledge, support, ability, and appearance they have according to (Baker et al., 2002); (Maruyama & Trung, 2007); (and Sharma & Stafford, 2000).

Customers who buy products from retail supermarkets have employees who interact with customers and try to create a strong impact on consumers by screening, counseling, and convincing in the selling and buying process. Their friendliness, support, and knowledge significantly influence the purchase decision.

2.1.3 Theoretical Review of Influencing Factors

Consumer behavior involves the thoughts and feelings that people experience and the actions they perform in the consumption process. It also includes all the things in the environment that influence these thoughts, feelings, and actions (Jobber, 2010). Consumers do not exist in a vacuum. They live and interact with the environment surrounding them. Thus, there are factors within them that dictate how they behave towards products and services, and there are other external factors.

Customer Individual Characteristics According to Kotler, (Kotler, et al, 2009), Customer individual characteristics are these factors particular to an individual. They are classified into seven categories:

Customer's age and stage in his life cycle: This factor influences purchase decisions because people buy various goods and services throughout their lives i.e. Food, clothing, furniture, and recreational preferences are frequently age-related. Early-stage career retirement acquisitions have resulted in a variety of opportunities for marketers. It is also critical that marketers consider critical life events or transitions, such as marriage, childhood, illness, relocation, divorce, career change, and widowhood, as causing new needs (W. H. and R. Musyoka, 2019).

Gender: gender is defined as the fact of being male or female. Consumers buy different goods and services based on their gender (Kibera & Waruingi, 2007). Taste and preferences for goods and services are frequently gender-related, and it is also used to segment the market for goods and services.

Consumer's level of education: This factor determines the occupation of an individual that influences consumption patterns as items required by different types of workers differ (Jobber, 2010). Marketers would always identify occupational groups to target with their goods and services.

Consumer income: An individual's purchasing power is directly proportional to his or her income/earnings. Income determines how much and on what products a person spends. High-

income individuals are more likely to purchase expensive and premium products, whereas middle and lower-income individuals are more likely to spend their money on necessities (Blackwell et al., 2009).

Customer's Personality: Personality refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli (Kotler, et al, 2009). According to (Blackwell et al., 2009) personality is made up of the characteristic patterns of thoughts, feelings, and behaviors that make a person unique.

Customer's Lifestyle: (Paul & James, 2007) stated that Individuals from the same subculture, social, and occupation may lead quite different lifestyles. Whereas Blackwell et al, (2009) define lifestyle as a person's pattern of living in the two old as expressed in activities, interests, and opinions. It captures the "whole person" and how the person is interacting with his environment.

Perception: Although psychologists distinguish between sensation and perception, it is not always clear where sensation ends and perception begins (Mwangi, 2009). Individuals' perceptions of the environment can either influence or change their thinking. Their perception influences their belief in things.

2.1.4 Theoretical Review of Situational Factors

Situational factors are those are factors distinct from personal or product factors. According to (Keneth, 1974), the behavior should be measured under similar situational conditions. A situational definition by (Belk, 1975) consumer situations; are those factors particular to time and place of observation that do not follow from knowledge of personal or inter-individual and stimulus (choice alternative) attributes, and which have a demonstrable and systematic effect on current behavior. (Lutz & Kakkar 1975) expanded the definition to include the effects of a situation on an individual's psychological processes and overt behavior.

According to (Melissa 1995), a further distinction of situational variables can be complete according to the category of situation being either purchase situation, communication, or usage

situation. According to (Hawkins et al, 2007), situational factors comprise stimuli in the existing environment other than the focal stimulus and temporary characteristics of the individual. Situational influences as factors that result from considerations of time, and location that influence the process of the consumer buying decision. For this study, the definition by Belk, 1975 is adopted and the purchase situation is focused on the theory identified five categories of situational factors that can influence consumers' purchase decisions, including:

The time dimension of the shopping situation is referred to as the temporal situation. Individual shops may be specified in units as a time of day, season, month, or year. It can also be measured concerning a previous or upcoming event for the participant. Time since the last purchase, time since payday, and time constraints imposed by prior or ongoing commitments are all possible.
The task feature of a situation is the reasons or goals that cause consumers to buy or consume a product or service.

Antecedent state – it is the current condition of the customer in the buying situation', which differ from chronic individual traits in that they can be perceived consciously or subconsciously. It includes fleeting moods (such as acute anxiety, pleasantness, hostility, and excitement) as well as fleeting conditions (such as cash on hand at the time of purchase, fatigue, and illness).

The physical environment situation is the most obvious feature of a purchasing situation. These characteristics include geographic and institutional location, sounds, aroma, and object proximity to other objects and instruments. Other elements such as products, exhibits, or other materials, as well as retail store design and layout, have also been included in this category by researchers.

Social features are the interactions of the shopper with other people present during the purchase. It could refer to the presence or absence of other people, as well as their roles during the shopping experience. The presence of other people during a purchase may positively influence consumer behavior because customers believe that those around them will view them more favorably if their purchases are more varied. However, consumers who are easily influenced by others are associated with social surrounding influences on purchase decisions (Ratner, 2002).

2.2 Empirical Literature

An empirical investigation by (Machleit et al., 2000) on the impact of congestion in retail establishments on consumer satisfaction. The goal was to see if this was a straightforward and straightforward connection. The study looked at the idea that emotional reactions experienced while shopping may influence the link between congestion and pleasure. Additionally, moderating variables such as prior crowding expectations, crowd tolerance, and business type were investigated for their impact on the link between crowding and customer happiness. The findings of the two lines of research show that, while emotions only partially regulate the connection, the anticipation of congestion and personal tolerance for crowding can attenuate the fall in shopping satisfaction caused by crowding.

According to (Drucker 1999), marketers use a variety of tools to elicit responses from their target markets. These tools include the four Ps of marketing: product, price, promotion, and place (McCarthy, 1996). Marketing mix decisions must be made to influence trade channels, final consumers, and return sales. Naturally, a company can change any of the marketing strategies to get the desired response from potential buyers.

The goal was to see if this was a simple relationship. The study investigated whether emotional reactions to shopping could alter the relationship between congestion and pleasure. Moderating variables such as prior crowding expectations, crowd tolerance, and business type were also investigated for their impact on the relationship between crowding and consumer satisfaction. While emotions only govern a portion of the relationship, the findings of the two lines of research show that anticipating congestion and having a personal tolerance for crowding can reduce drop-in shopping satisfaction caused by crowding. Using (Belk's 1975) model, (Anic and Radas 2006) investigated the influence of situational variables on purchase outcomes in Croatian supermarkets. Behavior was measured in terms of items purchased and money spent. The findings of this study indicated that social

The environment, high perceived store density, and large-scale shopping were all factors that contributed significantly to a higher level of purchasing outcomes. The study, however, did not find a significant difference in purchasing outcomes among shoppers grouped according to to store atmospherics using One-way Anova. Early shoppers, slow shoppers, and distant shoppers,

on the other hand, made significantly more purchases. Democrats conducted additional research on the subject. of situational circumstances on the decision-making process. In Durban, South Africa, he performed a survey of customers at several retail malls.

The study found that many situational aspects, such as physical surroundings, social surrounds, time availability, task definition, and antecedent states (mostly cash available during purchase), influenced customers throughout their purchasing activity.

However, the fact that this study only targeted English speakers in Durban limits the generalizability of its findings. If everyone in Durban participated in the study, one might wonder if the results would be the same. (Heidarizade and Teherikia 2010) investigated the factors that contribute to impulsive shopping in Iranian supermarkets. According to the findings of this study, the amount of money available at the time of purchase influences the outcome of behavior. Money available during purchase, on the other hand, has no positive effect on the shopper's mood. The findings contradicted the findings of (Beatty & Elizabeth 1998), who discovered in their study that the amount of money available to the individual while shopping has a positive effect on the shopper's mood, which then positively affects the outcome of behavior.

2.3 Research Gap

The studies of consumer behavior attempt to investigate shopping patterns in terms of answering when, why, how, and where to prefer to purchase and where not. Regarding the growth witnessed in the large-scale retail business here in the fast-growing city, of Addis Ababa, the market liberalization, and urbanization have led to increased competition in the retail sector. It is important of understanding consumer behavior that helps the retail market product or service successfully.

Many studies in this area have been carried out in the developed western part of the world and some developing countries but few have been done in the Ethiopian context. Witch, it focused on the marketing mix elements and personal characteristics that leave a research gap in the retail marketing mix, consumer behavior, and situational factors. There is therefore a need to carry out

a study within the country context focusing on the retail supermarkets. Further study is required on the topic to address the gap. This study seeks assessments of the factors affecting the consumers' behavior towards retail supermarkets. A comprehensive understanding of how retail marketing mix elements, personal characteristics, and situational factors are linked with consumer buying behavior and purchase decision.

As a result, this research project would coordinate the search for knowledge on the subject, given that, despite the diversity of studies conducted elsewhere, and publications on the retail marketing mix, the effect of a situational factor on consumer behavior in retail marketplaces are scarce in Addis Ababa. To narrow the gap, this study aims to verify the elements and factors used by retail marketplaces and how they affect consumer buying behavior. Furthermore, it will add to the body of knowledge both in the retail industry and marketing in general.

2.4 Operationalization

The operationalization explains how research concepts are translated into measurements for the variables of interest (Bell et al., 2018). The questionnaire was used to collect responses from respondents. The aim was to collect responses from respondents by using the questionnaire. To conduct an analysis, the questionnaires included items that should measure the corresponding variables. The questionnaire was divided into three sections in total. Following a brief introduction from the researchers, demographic characteristics for the control variables were queried, followed by dependent variable items, and finally, independent variable items. an overview of the variable found below, furthermore, these items were on a scale was between 1 and 5 and the questionnaire can be found in Appendix I.

Table 1 Overview Variables

Variable Type	Constructs	Retired From
Dependent Variables	Average Money for Shopping	Questionnaire
Independent Variables	The retail marketing mix (Product, Price, place, promotion, presentation, and personal) Situational factors (temporal situation, feature tasks, and antecedent)	Questionnaire
Control Variables	Age, Gender, Education, Income, and occupation	Questionnaire

2.5 Conceptual Framework

Independent Variable

RETALE MARKETING MIX

Product, Price, place, promotion, presentation, and personal

INDIVIDUAL CHARACTERISTICS

Age, Gender, Education, Income, and occupation

SITUATIONAL FACTORS

Temporal situation, feature tasks, and antecedent

Dependent Variable

CONSUMER BUYING BEHAVIOUR
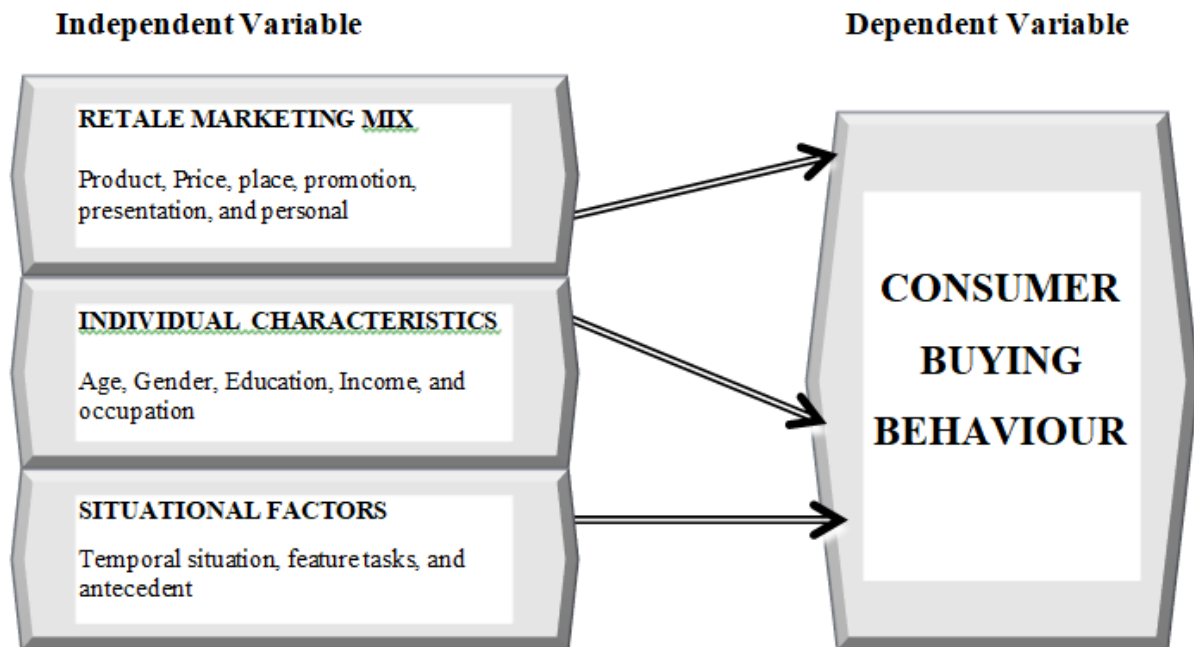
Figure 1 Conceptual Framework

Figure 1 Conceptual Framework

CHAPTER THREE

3. Research methodology

This chapter will give an overview of the research methodology that is used to carry out this study and begins with a review of the general research methodology literature to which it is related. This will be followed by a statement that discusses the research methods used in detail the research design used, sources of data, sample size, sample technique, data collation tool, the validity and reliability of the data as well as showing data processing as well as the analysis.

3.1 Introduction

According to Vinet & Zhedanov, (2011) research methodology is a way to systematically solve the research problem. It can be thought of as a science that studies how scientific research is conducted. Based on this definition, a research methodology is a systematic approach to determining the outcome or solving an issue. It is the science of studying how research is to be carried out. It is also defined as the study of methods by which knowledge is gained and it aims to give the work plan of the research. Once the research question has been raised there are many different ways could go about answering questions based on the best selection of research methodology and design that is founded on the suitable research objective, the nature of information, and the resources available. The procedures by which researchers decide whether to use a qualitative or quantitative approach to describe, explain, and predict phenomena.

3.1.1 Description of the Study Area

This study has been conducted in Addis Ababa, the Federal Capital City of Ethiopia. The study area generally coincides with the city and is considered an urban area where believed that a considerable number of potential and competitive retail supermarkets exit the retailing market with several branches. The target population for this study comprises consumers who purchase from selected five major retail supermarkets in the city.

3.2 Research Design and Approach

3.2.1 Research Design

The term "research design" refers to the general procedure chosen to combine the various components of the study consistently and logically. It is the arrangement of conditions for data collection and analysis in such a way that it aims to combine relevance to the research purpose with efficiency in procedure. It is the master plan for the collection and analysis of data that supports answering the research questions by specifying the methods or procedure and analyzing needed information (Rammstedt and John, 2007). It's the overall plan of how the researcher goes about answering research questions by developing a research design specifically after the problems of the research study have been formulated.

The purpose of the research design is to specify the methods and procedures for collecting and analyzing the needed information (Zikmund, Babin, Carr, & Griffin, 2003).The information counted in the research design i.e. source analysis choice and the sampling technique to be used. Research design specifies the sources from which the researcher intends to collect data, measure, and analysis of data, (Saunders and Lewis, 2009). A descriptive research design is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way (Cooper & Schindler, 2014). Descriptive research is considered appropriate because participants are observed in their natural settings, resulting in accurate and reliable information. According to (Gatara, 2010), descriptive design is appropriate because it is less costly and allows the researcher to examine data from a larger area in a short period.

3.2.2 Research Approach

The research approach is the procedure of collecting, analyzing, and way of interpreting data selected by the researcher to conduct the study. For this study, a qualitative research approach was adopted for a better understanding of the concept of the retail marketing mix, thoughts of situational factors, and experiences of consumer buying behavior.

The descriptive and explanatory research design was used to obtain consumers' shopping decision makers' opinions on how retail marketing mix and situational factors affect their purchasing behavior.

3.3 The population of the Study

The term "population" refers to a group of components with similar features or behaviors (Mugenda, O. M., & Mugenda, 2003). It is also necessary to specify who should provide the necessary data by selecting the target population. According to (Blumberg, B., Cooper, D., & Schindler, n.d.) Definition; a population is the group of people from which a sample can be drawn for research. According to (Blumberg, B., Cooper, D., & Schindler, n.d.), a population is a group of people from which a sample can be drawn for research purposes. The population is the total collection of elements from which we wish to conclude.

An additional definition by (Marczyk, G. R., DeMatteo, D., & Festinger, 2010) is the target population as a group of people to whom the researcher wishes to conclude once the research study is completed. The population is a complete set of elements (persons or objects) that share some common characteristics as defined by the researcher's sampling criteria. The major players in the retail industry establish eight major supermarket chains, with more than 25 stores opening across Addis Ababa. These major stores are: Shoa, Fantu, Safeway, Friendship, Bambis, All-Mart, Queen's, Novis, Fresh corner and Loyal supermarkets supply a wide range of products, making them the preferred place to satisfy the shopping demand for these consumer segments, making it a better place for this study.

The target population (unit of analysis) for this study will comprise adults (both female and male aged between twenty and sixty years old) who perform shopping goods and services for themselves and others either regularly or occasionally in the selected five major retail supermarkets in Addis Ababa namely; Shoa Shopping Center, All Mart, Fresh corner, Fantu Supermarket, and Queen's Supermarket.

3.4 Sampling Design and Technique

3.4.1 Sampling Design

Sample design is a definite plan with the technique or procedure that the researcher would adopt in selecting items by obtaining a sample from a given population. According to (Cooper and Schindel, 2014) stated sampling design is the process of selecting a representative sub-section of the population to be studied for the findings to be generalized to the entire population. The sampling design includes a list of all sampling units, including the entire population or a subset of a population as the sample frame, from which the researcher can obtain the number of subjects, respondents, elements, and firms to select from creating a sample. This study's sample frame was drawn from consumers who purchased goods and services from selected retail supermarkets.

3.4.2 Sampling Technique

The sampling technique has been defined by (Blumberg, Boris, and Donald Cooper, 2014) it's as the method that is engaged in drawing a sample for representation. According to (Sekaran & Bougie, 2011), sampling technique refers to the methods used in drawing a sample for representation. This study used a non-probability sampling design through a convenience sampling technique based on the five supermarkets chosen. The respondents were then subjected to randomly selection as they exited the supermarket.

Furthermore, in qualitative studies, the most popular sampling technique convenience sampling is used. Also, where there is a diverse population with different characteristics, the sampling technique helps in reducing bias, increasing statistical efficiency, and adequate data for analyzing various sub-groups. Convenience sampling is a method of sampling unknown individuals from the population who are willing to be a sample.

3.4.3 Sample Size

Sampling refers to any procedure that draws conclusions based on measurements of a subset of the total population. According to (Marczyk, G. R., DeMatteo, D., & Festinger, 2010), a sample is usually drawn because it is less expensive and takes less time to survey than the entire population, or because it is impossible to survey the entire population.

Due to a large number of sample units, as well as the time and cost constraints, the sample was drawn from the targeted population using convenience sampling techniques, which is non-probability sampling. According to (Stevens et al., 2006), statistical methods for determining sample size are only applicable to probability samples.

Convenience sampling is when respondents are chosen because they are in the right place at the right time. It is used to obtain an element sample because estimating or calculating the probability of selection for each element in the population is impossible. The researcher only needs to contact the target element in Addis Ababa which has dominated for more than ten years and has more than seven branches and can be easily found and willing to participate. Convenient locations include specific locations where the researcher gathered data from these five major supermarkets. Most of the time, in small inquiries and research conducted by individuals, this design may be used due to the time and money savings inherent in this sampling method. This study had 210 participants.

Five of the giant ten supermarkets were chosen at systematic random sampling and 42 questionnaires were distributed to each selected supermarket having a 20% percent share each. In the case of non-probability samples, the sample size was determined by the researcher's insight, judgment, experience, or financial resources.

Table 2 Sample Size Distribution

Supermarkets	Sample size	Percent
All Mart	42	20
Fresh Corner	42	20
Fantu Supermarket	42	20
Shoa Shopping Center	42	20
Queen's Supermarket	42	20
Total	**210**	**100**

3.5 Data Source and Collection Method

3.5.1 Data Source

The data source is simply the basis of the information that is already collected and data that will be collected during the study that is also used to describe different data collection tools. Both primary and secondary data sources have been obtained for this research study. A primary source is an original data source in which the researcher collects the data firsthand with the benefit of gathering specific information to address the research objective. It enables the generation of new and reliable information that is likely to supplement current research via survey data sources. The primary data has been collected from the research participants (i.e. supermarket customers) using a structured self-administered questionnaire adapted from (Chaniotakis, I. E., Lymperopoulos, C., & Soureli, 2010).

3.5.2 Data Collection Method

Data from peer-reviewed articles, books, online sources, and relevant written sources were used to construct a theoretical framework for this thesis. The research questions are constructed based on this elaborated knowledge from the sources, to demonstrate the relationship between the variables. In addition to secondary data sources, the study used primary data collection to ensure that the source is properly used to achieve the study's objectives. As a random sampling method was used in this investigation, primary data was collected using a questionnaire survey and questionnaires as the main instrument.

The structured questionnaire was used as the primary data collection instrument in this study. For retail marketing mix elements, data collection questionnaires using a 5-point Likert scale with anchors ranging from very important (5) to not important (1) can reduce variability in results and

improve response reliability. Whereas for situational factors questionnaires using a 5-point Likert scale with ranging from strongly disagree (1) to strongly agree (5) not important can increase variability in results and improve response reliability. Besides that, the use of mixed questionnaires with both closed and open-ended questions is justified because they provide a quick and efficient method of gathering information on the background of the respondent.

Furthermore, the questionnaires make coding and analyzing the collected data easier. Based on the study's objectives, the questionnaire was divided into four sections. The first section had six questions covering general information about the respondents, the second section had two questions covering consumer buying behavior, the third section covered the influence of retail marketing mix on consumer buying behavior, and the last section had four questions covering the influence of situational factors on consumer buying behavior.

On the other hand, secondary data is the data that has been already collected earlier and is readily available from other sources. Secondary data were extracted from journals, articles, books magazines, and newspapers, theoretical and other relevant empirical publications. The advantages of collecting and using secondary data are that secondary data tends to be less costly and it's not time-consuming to obtain since the data is readily available. It also helps to build the literature part of the study and build the conceptual framework.

3.6 Research Procedures

To facilitate easier data collection for the study, a request letter with an introduction was obtained for the selected supermarkets. The application was then made to the marketing department of each supermarket to obtain a research permit to be able to conduct the research. Before beginning the actual study, a pilot study was conducted to see how respondents reacted to the questionnaire if the questions were well understood if there was a flow, and if the length of the questionnaire was consumer-friendly. A pilot study is necessary for testing the reliability and validity of the research instrument. To collect data from selected consumers, a questionnaire was developed and administered. The questionnaires were basically in the formats of structured having closed-ended questions and a few non-structured having open-ended questions as this research project adopts a combination of descriptive and exploratory research design.

3.6.1 Time Horizon

According to (McCowan et al., 1999), development can be studied using either a cross-sectional or longitudinal research design. Cross-sectional time refers to gathering information about the development at a single point in time, whereas longitudinal time refers to measuring development over a longer time. A cross-sectional study design has the advantages of being quick, cost-effective, and allowing for a large sample group. Given the thesis's time frame of July 31, 2022, to june 23, 2023 a cross-sectional research design was deemed most appropriate, as is often the case when the project is time-constrained. Furthermore, because the goal of the thesis is to study consumer purchasing behavior in selected retail supermarkets, the thesis is considered to have cross-sectional research design characteristics (Bell et al., 1999).

3.6.2 Pre-Test

Pretesting is a stage in survey research that involves preliminary testing or a trial before conducting the actual study. The survey questionnaire was tested on sample participants of the target study population to assess the reliability and validity of the survey instruments that will be used. The pilot study allows researchers to determine how respondents will react to the questionnaire, whether the questions are well understood, if there is a flow, and if the length of the questionnaire is appropriate for the consumer. A pilot study is also required to determine whether respondents will be sensitive to specific questions, delay answering, or skip survey items.

3.6.3 Validity Testing

The extent to which a test measures what it is supposed to measure is referred to as its validity. It is the most important aspect of test development. Simply put, validity refers to what a test measures and how well it does so (McCowan et al., 1999). When evaluating tests, validity is an important factor to consider. The validity of the findings is concerned with whether they are truly about what they appear to be about (Saunders, 2015). The validity of the findings is concerned with whether they are truly about what they appear to be about (M. N. K. Saunders & Townsend, 2016).

A valid measure, according to (McCowan et al., 1999), is truthful. The degree to which the scores represent the intended variable is referred to as validity.

The pilot test is employed to assess the content, construct, and criterion-related validity. Content validity indicates the extent to which items appropriately measure or represent the content of the property or attribute that the researcher wishes to measure. The level to which a measurement method accurately represents a construct and tends to produce an observation that differs from that produced by a measure of another construct is referred to as construct validity.

3.6.4 Reliability Test

Reliability refers to the consistency of a measure. Reliability will be determined during the pilot test by evaluating the consistency of participants' responses across the items on the questionnaire. All the items on the instrument are supposed to reflect the same underlying construct, so respondents' scores on those items should be correlated with each other. Cronbach's alpha was calculated to test the internal consistency of variables in the research instrument. According to (Zikmund, 2010), coefficient alpha between 0.6 and 0.7 indicates fair reliability.

For this study, the reliability of the data collection tool was tested during the pre-test using Cronbach's alpha formula. The alpha was developed by Lee Cronbach in 1951 and lies between negative infinity and 1. However, only the positive value makes sense, and therefore the range used for Cronbach's alpha is between zeros to one.

Among sixteen retail supermarket customers from the selected supermarkets within Addis Ababa participated in the pre-test; this being 10% of the sample size. This sample, however, was not included in the study's final sample. The reliability test results revealed that the research instrument was a reliable instrument with a Cronbach's alpha value of 0.872 which is within the acceptable edge of greater than 0.7. Therefore, the tool was considered reliable and consistently measured what it was supposed to measure. The survey questionnaires were administered to the respondents as they exited the supermarket. This can be concluded that all the items used to measure the constructs are stable and consistent and at last, the relationships between the items are reliable enough for further investigation.

Table 3 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.872	28

3.7 Data Analysis and Result Presentation

3.7.1 Data Analysis

According to, (Kothari, C., & Garg, 2014) the data analysis technique comprises packing the received data, organizing it in order, and arranging its major components in such a way that the findings may be presented easily and successfully, Each questionnaire was coded by each of the research questions to ensure precision during the study procedure, making it easier to analyze the surveys. Previous to the analysis, the complete survey questionnaires were checked for completeness to be ensured consistency. The information gathered was organized into useful categories, and tabulations were created.

3.7.2 Result Presentation

To make sense of the data, descriptive statistics have been applied. This included the mean, mode, frequencies, standard deviation, percentages, and one-way ANOVA used to analyze, present, and summarize the data. Besides, data were presented in a brief explanation in addition to tables, charts, and figures. All statistical procedures were conducted by using the data analysis tool named IBM Statistical Package for Social Science (SPSS v. 26) Software and also relevant data analysis was needed to answer and carried out the research questions of the study.

CHAPTER FOUR

4 Data presentation, Analysis and Interpretation

This chapter provides the findings and results of the study of the research questions based on data collected from respondents. Descriptive statistics were used to analyze the collected data subjected to; mean, mode, standard deviation, frequency, and percentile with interracial statistics of one-way ANOVA. Tables and figures were used to present the results and findings in different sections.

4.1 Descriptive Analysis

It is preferred; to begin with, some background information, such as demographic data, to make the analysis more meaningful for the readers, rather than starting with data analysis. The samples in this study were classified based on different background information gathered during a supplementary questionnaire survey. The demographic analysis in this study's purpose is to describe the sample's characteristics such as the number of respondents, the proportion of gender as males and females in the section, age, income, education level, family size, shopping frequency, occupation, and average money for shopping.

4.1.1 Response Rate

For this study, the researcher issued a total of questionnaires 210 among them 33 were not returned and 19 were removed from the data set as them being incomplete the rest were correctly filled and returned so that the final number of valid respondents was set to n = 158. This gives a response rate of 75% which was sufficient for the study as indicated in the table below.

Table 4 Response Rate

Variable	Frequency	Percentage
Filled and returned	158	75%
Incomplete	19	9%
Non-response	33	16%
Total	**210**	**100**

4.1.2 Gender of Respondents

In this section, the researcher sought to investigate the distribution of respondents who participated in this research by gender. Findings revealed that 61% of respondents were female and 39% were male, as shown in the figure below. The gender analysis illustrated that majority of the respondents in the study were female which can be indicated females were responsible for purchasing items from retail supermarkets for the household.
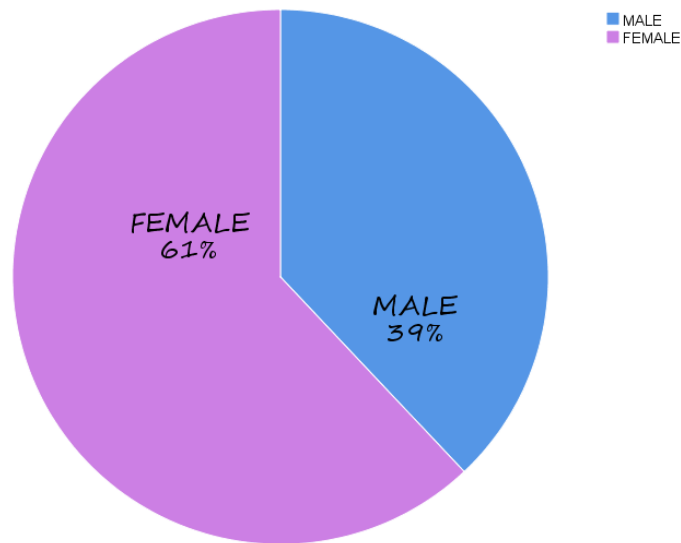
Figure 2 Gender of Respondent

4.1.3 Level of Education

Here the researcher sought to investigate the respondent's literacy level and the findings revealed that 12 respondents representing 7.6% of the total sample size have an education level of either Primary or Secondary. Among the respondents, 29 have an education level of Diploma or Certificate that representing 18.4% of the sample size, among the respondent 80 respondents representing almost half of the sample size 50.6%, and 35 respondents have a Master's Degree representing 22.2% of the sample size. From the sample size, 1.3% was represented by 2 respondents having Doctorates as shown in the figure below. This illustrates that the sample consists of a majority of well-educated respondents.
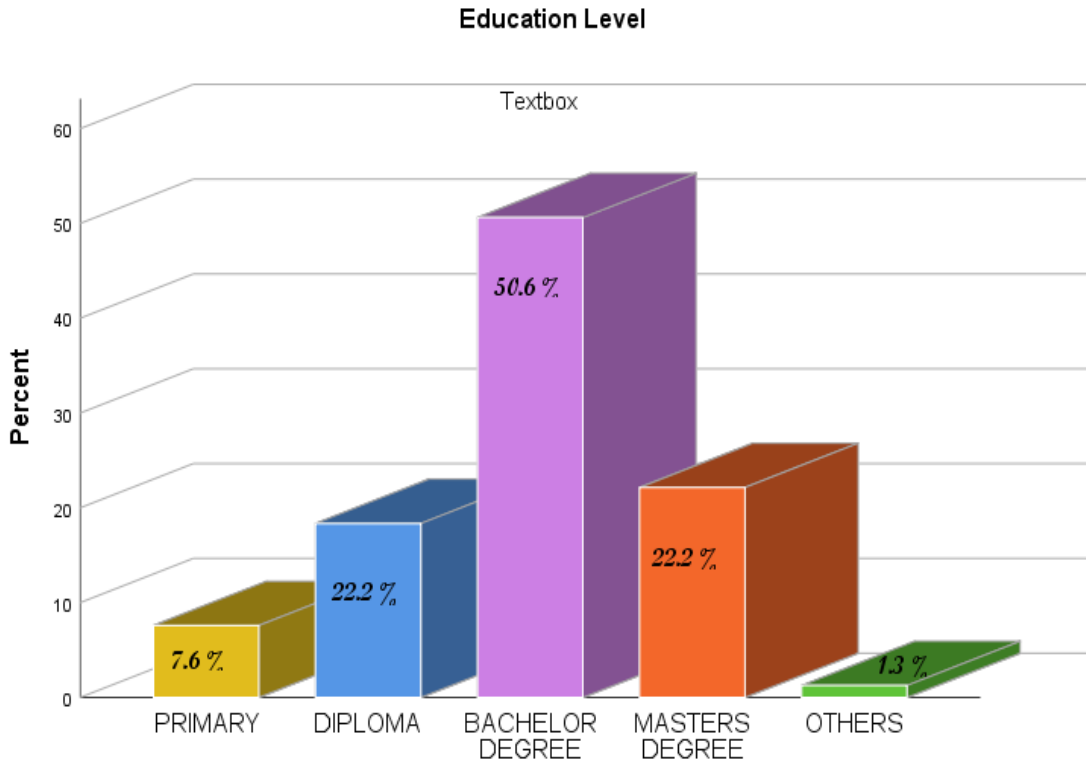
Education Level

Figure 3 Figure 2 Level of Education

4.1.4 Level of Occupation

The researcher sought to investigate the respondent's occupation status and the findings showed that 90 respondents representing 57% of the total sample size are an employee. Among the respondents, 35 were self-employed representing 22.2% of the sample, and 20 respondents represented 12.7 % of the sample size with another occupational status i.e. housewife. Whereas 5% of the sample size was represented by 8 respondents with a status of retired and the remaining 3.2 % of the sample size was represented by 5 students as shown in the figure below. This illustrates that the sample consists of a majority of respondents with employee occupation status.

Occupational status

Legend — Occupational status:
- Student
- Employed
- Self-employed
- Retired
- Others

Pie chart values: 3.2%, 12.7%, 5.1%, 22.2%, 57%
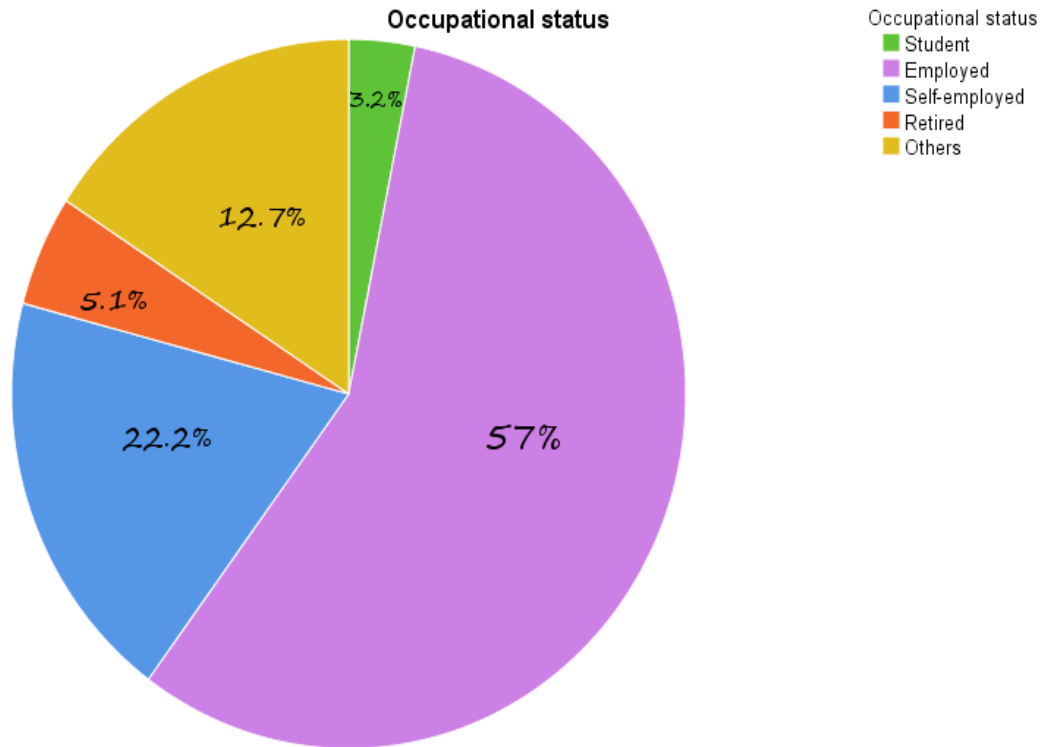
Figure 4 Levels of Occupations

4.1.5 Shopping Frequency

The researcher sought to investigate how frequently the respondents shop from the selected supermarkets. The findings revealed that 46 respondents represented 29.1% of the total sample size shop once a week and 18 respondents represented 11.4% of the sample size shop biweekly. 56 respondents represent 35.4% of the sample size shop once a month, and 38respondents represent 24.1% of the sample size shopping frequency depends and is determined on their necessity. This shows that the majority of resposupermarket in the supermarket once a month followed by once a week as shown in the figure below.

Shopping frequency
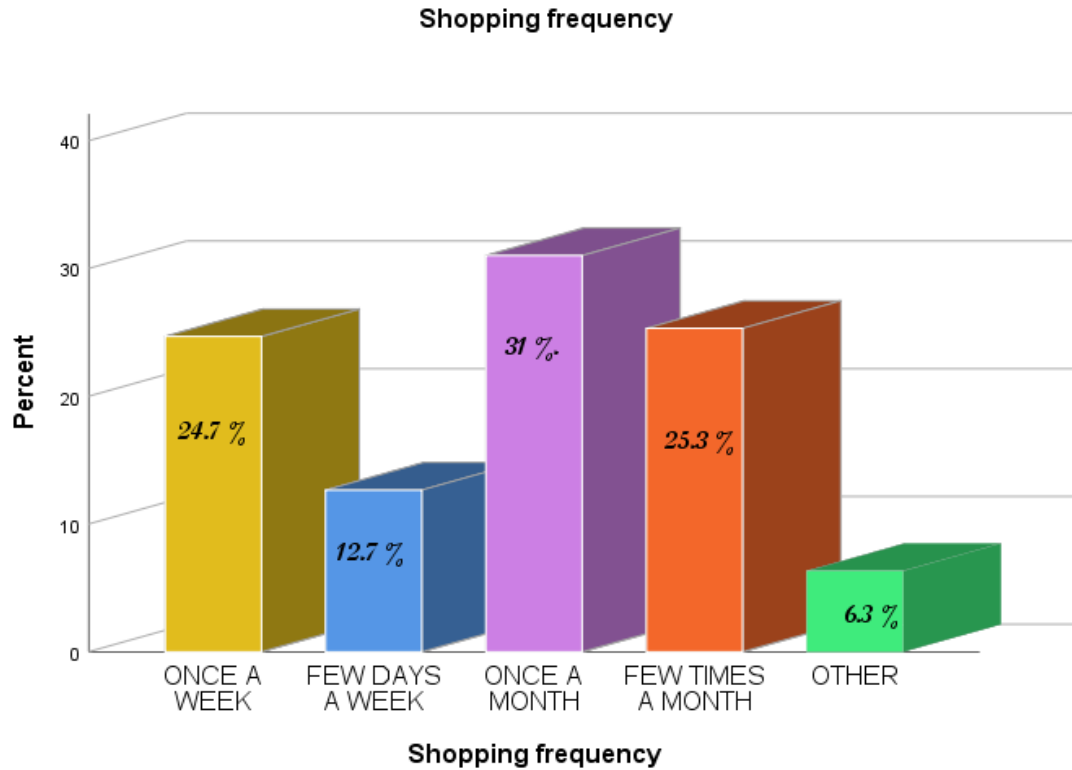
Figure 5 Shopping Frequency

4.1.6 Family Size

The researcher sought to investigate the respondent's family size, and the results revealed that respondents have a minimum of 1 and a maximum of 8 members in their family. A mean value of 4.01 is obtained as an average number of family sizes for respondents' in the sample. The obtained sample size witch it is slightly closer to the urban area households' average of size 4.2 from the observed survey by CSA (central statistical agency); the most frequently appearing number in the sample was 4 and become a mode; the family size has a range of 7 that shows the difference between a single member family size (household) and a large number of having eight members. The standard deviation is 1.420, which measures and shows there is a bigger variation between respondents' size of the family how it's not near to the mean, and in addition, the variance is 1.862, which shows how far the size of the family is from the average value shown in the figure below.
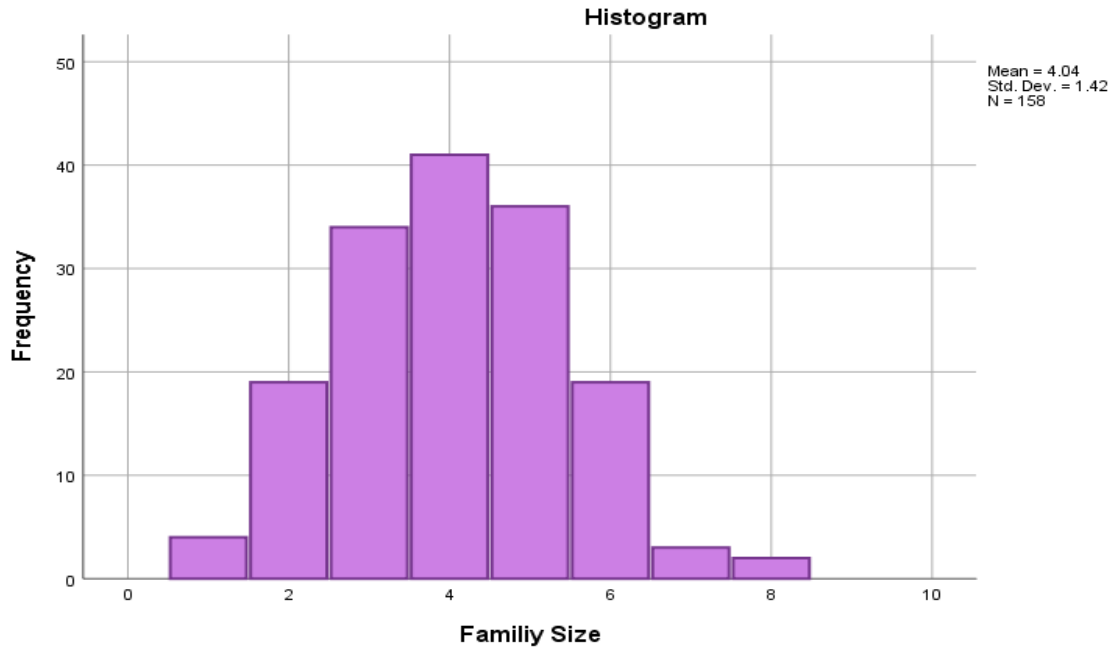
Figure 6 Family Size

4.1.7 Age of Respondents

The researcher sought to investigate the respondent's age, and the statistics results revealed that respondents have a minimum of 20 and a maximum of 60 years old members in the observed sample. A mean value of age 34.24 was obtained as the average number of respondents who participated. Although the most repeated age number becomes 32 as the mode. This table indicated that respondents were tricenarian and responsible for purchasing various consumption items from the retail supermarkets they choose.

Table 5 Ages of Respondents

Statistics	Age of Respondents
Mean	34.24
Median	32
Mode	30
Minimum	20
Maximum	60

4.1.8 Income of Respondents

The researcher sought to investigate the respondent's monthly income in birr (Ethiopian local Currency) after taxation the results showed that 30 respondents representing 19% of the total sample size have an income less than birr (6000) per month and 41 respondents representing 25.9% of the sample size have an income range between birr (6001-12000). 65 respondents represented 41.1% of the sample size has an income range between birr (12001-18000), and 12 respondents represented 7.6% have an income between birr amount (18001-24000) whereas the reaming 6.3% of the sample size were represented by 10 respondents having an income greater than 24001 per month. This shows that the majority of respondents' monthly incomes have a range between birr amount (12001-18000) those who shopped in the supermarket. From the obtained sample size respondents have a middle-class income

Table 6 Income of Respondent

Income per Month				
Valid	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Under 6000	30	19.0	19.0	19.0
6001-12000	41	25.9	25.9	44.9
12001-18000	65	41.1	41.1	86.1
18001-24000	12	7.6	7.6	93.7
above 24001	10	6.3	6.3	
Total	**158**	**100.0**	**100.0**	**100**

4.2 Retail Marketing Mix and Consumer Behavior

In this section, the study attempted to examine the relationship between retail marketing mix elements and consumer purchasing behavior, which was the study's goal. Respondents were asked a series of questions and asked to rate them, with the least being not important (1), less important (2), neutral (3), somewhat important (4), and the highest ending very important (5). As a result, this section presents findings relating to this aspect of the study.

4.2.1 Relation between Product and Consumer Behavior

On analysis, findings revealed that the majority of respondents accepted that the perceived quality, value, and reliability of a product is very important and a key determinant in the purchase of a product (4.53), and easiness of the product use is somewhat important to influences the choice of products (4.26), product appearance, size, smell, and flavor influence products choice (4.04), and the brand name, logo and packaging material, the design of a product, and information on the packaging label of a product is important to influence the choice of the product purchased (3.63). However, respondents set up impartial responses on the brand name, logo, and packaging. On analysis of the standard deviation, the response this means between the given promotion statements is between zero and one which means it shows a normal distribution between the responses.

On analysis of the standard deviation, the buy with the highest deviation of (0.980) followed by (0.919) this means that there was a small variation among those who thought it was very important, not important, and were impartial on the packaging under product attributes. In addition, the reliability of a product affects the choice of products to buy had the lowest deviation of (0.755). This means that there was very little variation between those who said very important, somewhat important, and impartial.

Table 7 Relationship between Product and Consumer Behavior

Statement on Product	Mean	Std. Deviation
Easiness of the product to use	4.26	0.831
The brand name, logo, packaging	3.63	0.980
Product appearance, size, smell, and flavor	4.04	0.919
The perceived quality, value, and reliability of a product	4.53	0.755

4.2.2 Relation between Price and Consumer Behavior

Findings revealed that the majority of the respondents agreed on value for money (price worthiness for the product) is very important before deciding to purchase a product (4.18), the other very important attribute is reasonable pricing of products and services to influence the buying decision of consumers (4.03); respondents reach an agreement on price incentives attributes i.e. promotions and discounts on holidays (3.73). However, Price competitiveness has an important effect on purchase intentions (3.63). On analysis of the standard deviation, between the given price statements it's between zero and one it shows a normal distribution between the responses of consumers is that far from the counted mean. This means that there was very little variation between those who said somewhat important, were impartial, and Relationships

Table 8 Relationship between Price and Consumer Behavior

Statement on Price	Mean	Std. Deviation
Price competitiveness	3.63	0.954
Price incentive i.e. promotion and discount	3.73	0.982
Reasonable pricing of products and services	4.03	0.852
Value for money (price worthiness for the product)	4.18	0.885

4.2.3 Relation between Shopping Convenience and Consumer Behavior

On analysis, findings revealed that the majority of the respondents prefer purchasing products from stores that have parking availability and transportation access (4.10), respondent, prefer the physical location of the retail store and well establishment of the store in a modern way that they want to shop from, these influence their purchasing decision (4.09), and the safety of shopping at the retail store influences purchase intentions (4.00) the Shopping convenience of the store opening hours and stock availability at the store influence buying decision of a product (3.91).

All over this shows respondents have a somewhat important response on shopping convenience attributes. On the analysis using the standard deviation, based on the physical location of the store and well-establishments (1.031). This means that there was a bigger variation among the responses those who said very important, not important, and were impartial. In addition, parking availability and transportation access have the lowest standard deviation of (0.897). This means that there was little variation between those who said very important, somewhat important, and neutral.

Table 9 Relationship between Shopping Connivance and Consumer Behavior

Statement on Shopping Convenience	Mean	Std. Deviation
The safety of shopping at the retail store	4.00	0.971
Parking availability and transportation access	4.10	0.897
The opening hours of the store and stock availability	3.91	0.989
physical location and well-established the retail store	4.09	1.031

4.2.4 Relation between Promotion and Consumer Behavior

On analysis, it was revealed that the majority of the respondents preferred discounts and sales promotions i.e. bonuses, coupons, having a free sample, buy-one-get-one-free sales offer (4.08), cashback promotions i.e. buy more save more have can determine whether they purchase products (3.89), the cashback promotion re-count buy more save more (3.89), respondents they purchase products from the retail stores that they have heard or seen advertised on Television, Radio. Billboard, purchases products after an advertisement is run on different social media (3.58). Additionally, the respondent's choice of a price-off promotion for new products (3.53). On analysis of the standard deviation, between the given promotion statements, it's between zero and one which shows the normal distribution between the responses of consumers is that far from the counted mean.

Table 10 Relationship between Promotion and Consumer Behavior

Statement on Promotion	Mean	Std. Deviation
Price off promotion for new products	3.53	0.942
Cash back promotion (buy more save more)	3.89	0.981
Advertisement (Television, Radio, Billboard, platforms, and social media)	3.58	0.966
Discounts and sales promotions (bonus, coupons, free samples, buy one- get- one- free)	4.08	0.957

4.2.5 Relation between Store Atmospheres and Consumer Behavior

On analysis, findings revealed that the majority of the respondents prefer purchasing products from stores that have a good sort display that helps them how fast to get products from the presentation (4.07), cleanness and attractiveness of the store (3.80), the atmosphere of the store i.e. density, sounds, and aroma have an effect on the buying behavior of consumers (3.71) the store layout and positioning of products affects consumers during shopping at the retail store (3.68).

An analysis of the standard deviation in the atmosphere of the store includes density, sound, and, aroma (1.024). This means that there was a bigger variation among the response of those who said somewhat important, important, and neutral. Moreover, the atmosphere of the store i.e. density, sound, aroma, etc. have the lowest standard deviation of (0.904). This means that there was little variation between those who said very important, somewhat important, and neutral.

Table 11 Relationship between Store Atmosphere and Consumer Behavior

Statement on Store Atmosphere	**Mean**	**Std. Deviation**
Store cleanness and attractiveness	3.80	0.976
The store layout, positioning of products	3.68	0.933
How fast to get products at the store display	4.07	0.904
The atmosphere of the store i.e. density, sound, aroma, etc.	3.71	1.024

4.2.6 Relation between Personal and Consumer Behavior

On analysis, findings revealed that the majority of the respondents said sales person's communication and friendliness are very important and it influences their buying decision (4.05), add to this sales person's knowledge and support influence purchasing intention (3.94), and the salesperson's internal ability of marketing and cooperation have an influence on consumers during shopping goods and services from the retail store. Whereas the internal ability of marketing and cooperation of salespersons where affect consumers purchasing choices (3.70). However, respondents could not settle for personal attributes of sales person's confidence and appearance (3.59).

On analysis of the standard deviation on knowledge and support (1.024). This means that there was a bigger variation among the response of those who said somewhat important, important, and neutral. Moreover, the internal ability of marketing and cooperation of salespersons has the lowest standard deviation of (0.872). This means that there was little variation between those who said very important, somewhat important, and neutral.

Table 12 Relationship between Personal and Consumer Behavior

Statement on Personal	Mean	Std. Deviation
Sales person's knowledge and support	3.94	1.014
Sales person's confidence and appearance	3.59	0.959
The internal ability of marketing and cooperation	3.70	0.872
Sales person's communication and friendliness	4.05	0.922

4.3 Personal Characteristics and Consumer Behavior

In this section, the study attempted to examine the relationship between personal characteristics and consumer buying behavior, which was the study's second objective. Respondents were asked different close-ended and open-ended questions to assess their background under the demographic questions during the survey. As a result, this section presents findings relating to this aspect of the study.

One inferential statistics technique was used to determine whether there is a difference between consumers' demographic profiles and the factors they consider to be important in influencing their purchasing behavior. A one-way ANOVA is used to compare demographic characteristics and their relationships with personal characteristics such as age, gender, education, income, occupation, and consumer purchasing behavior. ANOVA, which is a mean comparison test, also allows you to compare means from more than two groups or conditions (Marczyk, G. R., DeMatteo, D., & Festinger, 2005). As a result, the four basic factors were subjected to a One-Way ANOVA analysis based on personal characteristics.

4.3.1 Purchase Behavior Based on Age Group

The result shows that the purchasing behavior proceeded differently between different age groups of respondents as a p-value was less than 0.05. There is a high significance between the

age group in terms of average money for shopping; there is high spending of money for shopping in the age group between 28 to 45.

Table 13 One-way ANOVA between Age and Purchasing Behavior

ANOVA					
Dependent Variable (Consumer Buying Behavior)					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	108053966.021	4	27013491.505	9.060	.000
Within Groups	456172061.377	153	2981516.741		
Total	**564226027.399**	**157**			

4.3.2 Purchase Behavior Based on Education Level

The table below shows that there is a significant difference between the respondent's educational level and the retail marketing mix elements as their p-value <0.05. According to the finding of the research, there are all factors except products are perceived differently among respondents, who are in different educational groups.

Table 14 One-way ANOVA between Educational level and Purchasing Behavior

ANOVA					
Dependent Variable (Consumer Buying Behavior)					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	240946124.212	4	60236531.053	28.508	.000
Within Groups	323279903.187	153	2112940.544		
Total	**564226027.399**	**157**			

4.3.3 Purchase Behavior Based on Occupation Status

The table below shows that there is a significant difference between the respondent's educational level and the retail marketing mix elements as their p-value <0.05. According to the finding of

the research, there are all factors except products are perceived differently among respondents, who are in different educational groups.

Table 15 One-way ANOVA between Occupation and Purchasing Behavior

ANOVA					
Dependent Variable (Consumer Buying Behavior)					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	92834341.138	4	23208585.285	7.533	.000
Within Groups	471391686.260	153	3080991.413		
Total	564226027.399	157			

4.2.4 Purchase Behavior Based on Monthly Income

The results of the analysis are presented in Table:4.10 From the six factors, a significant difference between income levels is observed concerning all factors (product, shopping convenience, promotion, price, store atmosphere, and personnel).

Table 4.10 One-way ANOVA between Monthly Income and Purchasing Behavior

ANOVA					
Dependent Variable (Consumer Buying Behavior)					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	330133069.204	4	82533267.301	53.943	.000
Within Groups	234092958.194	153	1530019.335		
Total	564226027.399	157			

CHAPTER FIVE

5. Summary, conclusion, and recommendation

This is the last chapter of the study where findings and discussion are made on the following research objectives: the relationship between retail marketing mix and consumer purchasing behavior in retail supermarkets, namely product, price, place (shopping convenience), promotion, presentation (store atmosphere), and personal. On the other hand, discussion and situational were done on situational factors on consumer buying behavior in the selected retail supermarkets in Addis Ababa. The chapter also includes conclusions and recommendations for future research and development.

5.1 Summary and Major Finding

The purpose of the study was to determine the effect of the retail marketing mix and situational factors on consumers buying behavior in the selected retail supermarkets in Addis Ababa. This study was guided by consumer buying behavior and choice in selected retail supermarkets. To assess the personal characteristics difference of consumers on their purchasing behavior in select retail supermarkets, and to examine the effect of situational factors on consumers' shopping behavior in select retail supermarkets.

The study used a descriptive research design with the retail marketing mix, situational factors, and personal characteristics variables as the independent and consumer buying behavior as the dependent variable. The target population is comprised of consumers who shop in the selected retail supermarkets in Addis Ababa. Named; Allmart, fresh corner, fantu supermarket, Shoa shopping center, and Queens' Supermarket. Convenience sampling was used to select a sample size of 210 respondents. Self-administrative structured questionnaires were used with a five-point Likert scale, while a pilot study was done to test the reliability and accuracy of the research instrument. The questionnaire was subdivided into four parts; demographic details, consumer buying behavior, retail marketing mix, and situational factors. Both descriptive and inferential statistics have been used to analyze data and were presented using tables and figures.

In this study, the researcher finds out the results based on data presentation and data analysis, the researcher finds out results based on data presentation and data analysis by using the mean, mode, standard deviation, frequency, and percentile with interracial statistics of one-way ANOVA. Based on the result made in the fourth chapter, the research indicates the finding. The research was carried out to measure the effect of marketing mix elements on consumer buying behavior when buying goods and services from retail supermarkets in Addis Ababa. Further its objective was to measure the relationship between sub-variables of retail marketing mix and buying behavior. Certain tools were used to identify the effect of the retail marketing mix element on buying behavior.

Altogether sub-variables of retail marketing mix elements (i.e.: product, shopping convenience, price, promotion, store atmosphere, and personnel) are suggestively interrelated with consumer buying behavior where the objective was to find out to what extent the marketing mix elements affect the consumer buying behavior. The mean and standard deviation comparison indicates the marketing mix elements contribute considerably effect on buying behavior of consumers of supermarket products in Addis Ababa under different attributes. Based on the responses of participant respondents the usefulness of retail marketing attributes during the shopping was ranked product attribute becomes first with a mean of (4.115), place (shopping convenience) become second (4.023), price turned out to be the third place (3.889), personal become fourth (3.818), whereas placement (store atmosphere) and promotion come to be fifth and sixth with a mean of (3.813) and (3.768).

The second objective was to figure out the difference between the demographic profile of consumers and the factors they perceived to be important in influencing their purchase behavior.

On mean comparison analysis indicates that the personal characteristics are perceived differently by respondent age, education level, Income group, and occupation status all they have a high difference between the given each group showed that there is a significant difference. Furthermore, with the situational factors based on (temporal situation, feature tasks, and antecedent) participant respondents were agreed on the frequency of shopping at supermarkets affected by the available time you got for shopping within a day or a week that affect their

purchasing (3.73), as a participant of some past or future seasonal events affect their consumption choice (3..81), time since payday and time since last purchase most likely affect their consumption (3.84), and having available cash on hand during shopping time affects their purchasing choice. (4.24)

5.2 Conclusion

This qualitative research was adopted for a better understanding of the concept of the retail marketing mix, thoughts of situational factors, and experiences of consumer buying behavior. The descriptive and explanatory research design was used to obtain consumers' shopping decision makers' opinions on how retail marketing mix and situational factors affect their purchasing behavior. Even though the retail industry is getting highly competitive and dynamic from time to time. It is characterized by a limited and very similar offering of products and services to the market which is not enough of a differential element anymore. Therefore, retail marketing mix elements are a key differentiator to enable supermarkets to gain a competitive advantage in the industry. Based on the conceptual framework and measuring instrument employed six factors are identified and measured under the retail marketing mix. Among the situational factors, the finding provides evidence that consumer buying behavior is significantly influenced by the available time, participation in past and future seasonal events, payday and time since last purchase, and having cash on hand during the shopping. The personal characteristics demonstrated by demographic background factors affect consumer buying behavior in the supermarket.

5.3 Recommendation

Based on the study's findings and conclusions, the researcher developed some important recommendations that can be used to influence consumer purchasing behavior in retail supermarket outlets. The following are the recommendations.

As a result, supermarkets must expend more effort to create product variety by carrying a wide range of products, causing them to become super specialists. They can increase their sales, gain a competitive advantage, and leave a small environmental footprint by doing so. By taking into

account the size and characteristics of the surrounding population, the level of competition, access to transportation, parking availability, easy accessibility, and long opening hours when deciding on a store location, supermarkets can reduce transaction costs and increase consumer purchase patterns. Supermarkets should provide up-to-date training to their employees for them to be supportive and competent, as this will lead to long-term success.

Although non-price factors are becoming more important as consumers consider more variables, the price remains significant and essential. Price has a greater influence as a product cue when little else is known about the product, and it decreases when consumers have a wealth of information on which to base a decision. As a result, the more product information there is, the more likely consumers are willing to purchase, regardless of the price charged.

Positive thoughts about a promotion, according to theory and empirical research on consumer affective response behavior, can influence a consumer's willingness to purchase that product. As a result, retail supermarkets should put more effort into creating more influencing and informative promotions that show the various product attributes to the consumer more clearly.

5.4 Future Research

Every study has limitations, which must be acknowledged before moving on to generalizations of findings. Because convenience sampling was used, bias may exist. Notably, the study concentrated on the effect of retail marketing variables and situational factors on consumer purchasing behavior in Addis Ababa retail supermarkets. However, based on the findings, future research should include personal factors. Even though this study focused on describing, i.e. demographics relating to personal characteristics, it still requires psychographics and macro environmental stimuli (e.g. economic and socio-cultural variables) to explain the consumer further. purchasing behavior. In conclusion, data collection in different geographic areas would be useful for increasing sample representativeness and clarifying regional differences in consumers' purchase behavior towards goods and services in the retail business.

As a result, a similar study in other industries is required to determine other factors that influence consumer purchasing behavior. Furthermore, because the retail sector is still growing, it is

recommended that a similar and related study be conducted to determine the influence of retail marketing mix in the retail industry in a different methodology, theories, and region or county, i.e. factors contributing to the new trend of buying from supermarkets and shopping malls in Addis Ababa, examining consumer behavior and shopping choice, the effect of sales promotion on consumers behavior, and so on.

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APPENDIX I

ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM

Questionnaire to be filled by consumers of selected supermarkets

June 2022

Dear Respondent,

I hereby request your assistance in completing the attached questionnaire to the best of your knowledge. The purpose of this questionnaire is to gather primary data on factors that you most often consider while purchasing from retail supermarkets and also how situational factors do affect your purchasing dictions.

Direction: There are both multiple choice and open-ended questions designed to gather the information required to meet the purposes of the research paper entitled **"Assessment of retail marketing mix and retail environment of suppermarkets in Addis Ababa".** Kindly show your responses based on the instructions above each question section and fills in the spaces provided for open-ended questions.

Confidentiality: Please be assured that this questionnaire is only for academic study purposes and the provided information will be handled with a high level of confidentiality. Dear respondent, Thank you in advance for your kind cooperation.

Yours sincerely,

Meaza Mathewos

SECTION ONE Demographic Question

Please tick the right mark (✔) in the box to answer close-ended questions and for open-ended questions kindly write your answer in the space given.

1. Gender: Male ☐ Female ☐

2. Kindly Provide Your Age: ☐

3. The income per Month (After Taxation in Birr ☐

4. Which Highest Education Level Have You Completed?

   Primary / Secondary ☐   Diploma / Certificate ☐

   Bachelor's / Associate Degree ☐   Master's Degree ☐

   …………………………. Others, please specify ☐

5. Family Size in Number? ☐

6. Your Occupational Status..?

   Student ☐   Employed ☐   Self-Employed ☐

   Retired ☐   others please specify ☐

SECTION TWO Consumer Buying Behavior Question

7. On Average, How Often do You Shop in the Supermarket?

   Once a week ☐   Few days a week ☐

   Once a month ☐   Few times a month ☐

   Others please specify ☐

8. Last Month, How much Money Have you Spent for Buying Items from Supermarkets?

   (amount in Birr) ☐

SECTION THREE Retail Marketing Mix and Consumer Buying Behavior

Perceptions: The following statements relate to how important each of the attributes is in your decision to purchase products from your preferred retail supermarket. Here, use a number from **1** up to **5** to show your perceptions about these attributes. Kindly rank the number you choose in front of each statement as follows:

No.	PRODUCT ATTRIBUTE	SCORE
1	Easiness of the product to use	
2	The brand name, logo, packaging	
3	Product appearance, size, smell, and flavor	
4	The perceived quality, value, and reliability of a product	

No.	PRICE ATTRIBUTE	SCORE
1	Price competitiveness	
2	Price incentive i.e. promotion and discount	
3	Reasonable pricing of products and services	
4	Value for money (price worthiness for the product)	

Not Important	Less Important	Neutral	Somewhat Important	Very Important
1	2	3	4	5

No.	PROMOTION ATTRIBUTE	SCORE
1	Price off promotion for new products	
2	Cash back promotion (buy more save more)	
3	Advertisement (Television, Radio, Billboard, platforms, and social media)	
4	Discounts and sales promotions (bonus, coupons, free samples, buy one get one free)	

No.	PRESENTATION (store atmosphere) ATTRIBUTE	SCORE
1	Store cleanness and attractiveness	
2	The store layout, positioning of products	
3	How fast to get products at the store display	
4	The atmosphere of the store i.e. density, sound, aroma, etc.	

Not Important   Less Important   Neutral   Somewhat Important   Very Important

No.	PERSONAL ATTRIBUTE	SCORE
1	Sales person's knowledge and support	
2	Sales person's confidence and appearance	
3	The internal ability of marketing and cooperation	
4	Sales person's communication and friendliness	

1   2   3   4   5

No.	PLACE (Shopping Convenience) ATTRIBUTE	SCORE
1	The safety of shopping at the retail store	
2	Parking availability and transportation access	
3	The opening hours of the store and stock availability	
4	physical location and well-established of the retail store	

SECTION FOUR Situational Factors and Consumer Buying Behavior

Perceptions: Statements related to situational factors are listed below that can affect your purchase decision of products. Kindly here, Circle [O] any number from **1** up to **5** in front of each statement to show your sensitivity to the situational factor.

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
The available time you got for shopping within A day or a week influence's your purchasing.	1	2	3	4	5
As a participant of some past or future seasonal	1	2	3	4	5

Events affect your consumption choice.

Time since payday and time since last purchase Most likely affect your consumption.	**1**	**2**	**3**	**4**	**5**

Having available cash on hand during shopping Time affects you r purchasing choice.	**1**	**2**	**3**	**4**	**5**