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FACTORS INFLUENCING CONSUMERS' CHOICE OF SUPERMARKET IN ADDIS ABABA

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A Thesis Submitted to the Postgraduate Studies of St. Merry University in partial fulfillment of the Requirement for the Degree of Master of Marketing Management

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AN ASSESSMENT OF FACTORS INFLUENCING CONSUMERS' CHOICE OF SUPERMARKET IN ADDIS ABABA

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SCHOOL OF GRADUATE STUDIESFACULITY OF BUSINESS

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DECLARATION

I, the undersigned, declare that this work titled "AN ASSESSMENT OF FACTORS INFLUENCING CONSUMERS' CHOICE OF SUPERMARKET IN ADDIS ABABA "in my own effort and study. I have produced it independently except with the guidance and suggestion of the advisor Mohammed Mohammednur (PhD) and the articles referred. All sources of materials used for the research paper have duly acknowledged. This has not been submitted either in part or full in this university or any other university for the purpose of earning any degree.

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ENDORSEMENT

This research project paper titled "AN ASSESSMENT OF FACTORS INFLUENCING CONSUMERS' CHOICE OF SUPERMARKET IN ADDIS ABABA "has been submitted to St. Mary's University School of Graduate Studies, with my guidance and approval as a university advisor.

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Advisor   **Signature**

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ACKNOWLEDGEMENTS

Acronyms and Abbreviations

SEO - Search engine optimization

CAGR - Compound annual growth rate

USP - Unique selling proportion

PV - Product variety

CS - Customer service

BA - Branch availability

PP - Product price

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ABSTRACT

The general objective of this study is to examine factors influencing consumers' choice of supermarket in the case of some selected supermarkets in Addis Ababa. The researcher was adopting both a quantitative and qualitative approach to quantify respondents' evaluations. A total of 126 respondents were sampled from Addis Ababa city Ababa in the case of All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket based on two stages judgmental sampling technique. The main sources for this study were primary and secondary data sources. Descriptive analysis is presented by using statistical tools, mainly frequencies, percentages, mean and standard deviations, to summarize the responses. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance effect between dependent and independent variables. The data was analyzed using computer software, Statistical Package for Social Sciences (SPSS) version 21. According to correlation results, all independent variables included in the study had a positively correlated with the dependent variable Consumer Choice of Supermarket. The regression analysis reveals that product variety, customer service and branch availability have a significant influence on the consumers' choice of supermarket.

Keywords: Consumers' choices, Product variety, Customer service, Price of merchandise, Branch availability and Product assortment

CHAPTER ONE

INTRODUCTION

This study presents the Assessment of Factors Influencing Consumers' Choice of Supermarket in Addis Ababa in the case of some selected supermarkets. This chapter contains background of the study, statement of the problem, research questions, and objective of the study, significance of the study, scope of the study, definition of terms and organization of the study.

1.1 Background of the Study

The retail industry is the sector of the economy that deals with the sale of goods to consumers. Retail stores play a crucial role in the everyday life of modern people. Retailers enable consumers to access a wide variety of products and services worldwide. (Stone, 2013)The retail business helps support the country's economy and create additional workplaces.

First of all, the retail industry is about customers' convenience. Retailers bring ready-to-consumer products to people and let them get everything they need for their happy living. Customers don't have to wait for a long time. They can visit a grocery, clothing, convenience, or drug store to have the products they need now. Besides, retailers often offer delivery to the customer's doorstep. (Aldousari, 2017)

The retail business is a part of a bigger system called a supply chain. Retailing is a crucial part of the supply chain since it links a manufacturer with a consumer. Retailers contact vendors and buy products in large quantities. After, they sell these items in small amounts to customers to obtain profit. After making a deal with a manufacturer, businesses can offer consumers a wide range of products. (Duhigg, 2012)

Ethiopia's retail industry is growing rapidly, driven by a number of factors, including a young and growing population, rising incomes, and urbanization. The country's retail sector is expected to grow at a compound annual growth rate (CAGR) of 10% over the next five years. (Hailemariam, 2017)

The retail sector has its own contribution on this development. The retailers sector in Ethiopia is one of the key areas that are required to sate under state control for a long time to come. In

addition, the presence of sizable expat and Diaspora community is contributing to increase a demand for a certain imported foods especially western and Asian products. As a consequence, more and more urban, middle class consumers are turning to grocery stores,mini marts and neighborhood kiosks to satisfy some of the food and beverage demands. (Shimelis, 2016). In Ethiopia there are different types of retailer format. They are gulit, suk, grocery, kebele shemachoch, mini markets consumers cooperatives, supermarkets, hyper markets, department stores.

Shoa was also the other pioneer to join Ethiopian retail business as a chain supermarket in the imperial regime. It was closed during Derg. (Yibeltal, 2018)

During Derg, the supermarket business gets two new state owned cooperation namely Tewodros supermarket and Tatek supermarket. In that regime, everything was distributed by kebele public shop. Since there was no competition, the industry has not shown growth and forced to remain at empathy stage. Currently as indicated by Yibeltal"s (2018) article; mini markets, supermarkets and very recently, hypermarkets have propagated in the country. (Yibeltal, 2018), Also note that while there is no standard to certify the business, 843 supermarkets and 50 hypermarkets have registered and got license from Addis Ababa Trade and Industry Bureau.

As per Yibeltal (2018), World Bank classifies large stores covering more than 1000 sq. m as Hypermarket. But for Ethiopian case, Addis Ababa Trade and Industry Bureau are undertaking a study to set a standard for certifying and regulating the modern retail market. It is also observed that most of supermarkets are also not fulfill the global standard. Since no standard is set to categorize modern retail formats in Ethiopia, it has seen retail outlets with a category of supermarkets that are not completed definition of supermarket.

The presence of a sizeable expat and Diaspora community is contributing to increased demand for certain imported foods, especially Western and Asian products. There is an estimated five million people living in the ever-expanding and developing capital. As Addis Ababa grows, there is an increasing share of city dwellers that are opting to live in condominiums where they are unable to cook traditional foods, like the traditional fermented, flatbread, called injera, in their indoor kitchens or butcher animals in their backyards. As a consequence, more and more urban, middleclass consumers are turning to grocery stores, mini-marts, and neighborhood kiosks to

satisfy some of the food and beverage demands. (Mohammed, 2016) In response to this growing and anticipated future demand, the number of grocery stores has skyrocketed in recent years.

1.2   Statement of the Problem

Supermarkets are increasing in Ethiopia capital. According to the Addis Ababa trade bureau report (2016), 331 received license last five year. The figure is up from 175 four years prior. Market watchers say this trend make sense, given that changes in the life style of city dwellers prompts to demand that convenience and reliability that supermarket provide. (Shimelis, 2016)

Nowadays people are visiting supermarket for purchasing purpose more than ever and the number of supermarkets, hypermarket and other retile business has great contribution for it. But, when we compare this from other developed and developing countries we are still below the bare minimum. (Yibeltal, 2018)

As per Meaza, (2023) researches retail marketing mix elements on the consumer buying behavior and choice retail supermarkets. 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. (Meaza, 2023)

To the best of the researchers' knowledge, there are small amount of previous research work done in Ethiopia concerning supermarket selection criteria of customers. The findings of the study may be applicable to other marketing areas and study will contribute to the literature on supermarket selection in Ethiopia.

So, the paper will particularly intended to examine the determinants of the customer of supermarket in Addis Ababa. There search will fill the gap in literature by analyzing the determinants of consumers' choices of supermarket in Addis Ababa in the case of All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket 2 branch from each.

1.3 Research Questions

After the end of the study, the researcher will try to answer the following research question using the research methodology selected. The questions will be

1. To what extent does product variety affect consumers' choice of supermarket in Addis Ababa?
2. To what extent does promotion affect consumers' choices of supermarket in Addis Ababa?
3. To what extent does customer service can affect consumers' choice of supermarket in Addis Ababa?
4. To what extent does product assortment can affect consumers' choice of supermarket in Addis Ababa?
5. To what extent does branch availability can affect consumers' choice of supermarket in Addis Ababa?
6. To what extent does price of merchandise affect consumers' choice of supermarket in Addis Ababa?

1.4 Research Objective
1.4.1 General Objective

The main objective of the research will be to examine factors influencing consumers' choice of supermarket in Addis Ababa.

1.4.2 Specific Objectives

The specific objective of the study will be:-

❖ To examine the effect of product variety on consumers' choice of supermarket in Addis Ababa.

❖ To determine the effect of promotion on consumers' choices of supermarket in Addis Ababa.

❖ To examine the effect customer service on consumers' choice of supermarket in Addis Ababa.

❖ To examine the effect of product assortment on consumers' choice of supermarket in Addis Ababa.

❖ To find out the effect of branch availability locations on consumers choice of supermarkets in Ethiopia.

❖ To investigate the effect of product price on consumers choice of supermarkets in Ethiopia.

1.5   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, because of number of buyers and their size. The study covered population comprised of buyers from the selected retail supermarkets.

The 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. The study excludes mini markets that found in Addis Ababa.

1.6   Limitation of the Study

The study experience different shortcomings and limitations. This incorporates lack of time, budget and reading materials on the area in Ethiopia context. In this manner the research was delimited its

sample size that may have constraint on the outcomes. Since all the samples was only collected from respondents in Addis Ababa city, then it would not be possible enough in generalizing to the whole population in Ethiopia, hence it limits generalization of the research outcomes.

1.7   Definition of Terms

- **Supermarket** - A supermarket is a large retail store that sells a wide variety of food and household products.
- **Retail sector**- the retail sector is the part of the economy that deals with the sale of goods and services to consumers
- **Customer service** - Customer service is the provision of assistance to customers before, during and after a purchase.
- **Product Price** - A product price is the amount of money that a customer pays for a product.
- **Product quality** –A product quality describes a product that is well-made, reliable, and performs as expected.

1.8   Organization of the Study

This study divided into three chapters. They are Introduction, Literature Review and Research Methodology, Results and Discussion, and Summary, Conclusions and Recommendations.

The first chapter addresses introduction of the study, i.e. background, statement of the problem, objective of the study, significant of the study, the scope of the study, significance of the study, and the scope of the study. The second chapter is Literature Review about customer behavior on purchasing in the supermarket.

The third chapter focuses on the methodology of the study. This contains research design and approach, population, sample size, sampling procedure and data collection methods. Chapter Four discusses in detail the findings of the study based on the data collected and analysis is made using the statistical tools stated in the research methodology part. Finally, Chapter Five presents the summery, conclusions and recommendations that were derived from the findings.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The literature review divided into three parts. In the first two parts, the chapter provides an insight to readers about the theoretical view and empirical review of the topics under study. In line with objective of the study, the chapter covers topics related to consumers" decision making and factors supposed to be important in influencing their choice of supermarket choice. Finally, the conceptual framework of the study developed from the literature.

2.2 Theoretical Review

This part of the study focuses mainly on theories that are relevant to the characteristics and functions of retail industries. The theory also covers type of retail sector, buying Behavior of customers and factors influencing motivation expressed while consumers' choice of brand.

2.2.1   Retail Sector

The retail sector is the part of the economy that deals with the sale of goods and services to consumers. It includes a wide range of businesses, from small, independent shops to large, multinational corporations. The retail sector is a vital part of the economy, as it provides jobs for millions of people and helps to drive economic growth. (Ferriss, 2010)

The retail industry is a major player in the global economy, and it is constantly evolving to meet the needs of consumers. Retailers need to understand consumer behavior in order to develop effective marketing strategies and create a positive shopping experience. The retail sector is constantly evolving, as new technologies and trends emerge. In recent years, the rise of e-commerce has had a major impact on the retail sector. E-commerce has made it easier for consumers to shop online, and it has also led to the closure of some traditional brick-and-mortar stores. (Schwartz, 2013)

 Despite the challenges posed by e-commerce, the retail sector is still a vibrant and growing industry. The sector is constantly innovating, and it is always looking for new ways to meet the

needs of consumers. The retail sector is a broad term that encompasses a wide range of businesses that sell goods and services to consumers. (Phibbs, 2012)

2.2.2 Characteristics of Retailing

Retail businesses are essential components of the economy, catering to the needs of consumers by buying and selling goods in large quantities. These businesses can range from independent retailers to larger chains, and their significance lies in the substantial portion of total consumer spending they account for.

Specialty stores are typically smaller than department stores and offer a more focused product selection to cater to a specific customer demographic. Convenience stores, on the other hand, are smaller retail establishments that offer a limited selection of products and primarily cater to customers who need to make quick purchases. (Solis, 2011)

The store's location, size, selection of items, and ownership structure, Convenience stores, for instance, are often found in residential areas and offer a small selection of products for immediate consumption. On the other hand, chain stores are part of a larger corporation and can come in various forms. Understanding these characteristics can help you make informed decisions about where to shop and what to buy.

1. Direct contact with the customer

Retailing involves direct contact with the customer, so retailers need to understand customer needs and preferences to provide them with an effective shopping experience.

Retailers need to focus on building a strong rapport with their customers by offering valuable insights and creating a welcoming environment that fosters positive shopping experiences. (McMillon, 2016) By doing so, retailers can cultivate a loyal customer base and increase their sales.

2. Marketing orientation

Effective retailing involves understanding the needs and preferences of customers, and developing strategies to meet those needs. This requires a marketing-oriented approach, with a focus on

creating effective promotions to raise awareness of product offers. (Schwartz, 2013)To achieve this, retailers must have a thorough understanding of their target market and use data-driven decision making to respond to customer preferences.

3. Point-of-purchase Display and Promotions

To enhance the shopping experience for customers, retailers must focus on designing effective point-of-purchase displays that make it easy for customers to locate the products they desire. Additionally, they should invest in creating visually appealing promotional materials such as brochures, promotional signs, and other advertisements to raise awareness of the range of products and services offered.

With the help of effective point-of-purchase displays and promotions, retailers can attract more customers to their stores and increase sales. (Thiel, 2011)

4. Relationship with the customers

Retailers must prioritize developing relationships with customers to foster loyalty and ensure repeat business. This can be achieved by providing top-notch customer service and creating a positive shopping environment. It's essential for retailers to have a deep understanding of their products and services to offer reliable information to customers. Additionally, promptly addressing customer complaints and feedback is crucial to maintaining customer satisfaction.

5. Multi-channel retailing

In the current market, it is crucial for retailers to adopt a multi-channel approach to their business. This means providing customers with the convenience of purchasing products both online and in-store. (Ferriss, 2010)Retailers must be able to provide a seamless experience across different channels and make sure that their customers are satisfied with the overall shopping experience.

6. Lower Average Amount of Sales Transaction

Retail businesses often have lower average sales transactions compared to other types of businesses. Therefore, it is crucial for retailers to prioritize developing strong customer relationships to foster loyalty and boost sales. (Thiel, 2011) In addition, retailers must have a

thorough understanding of their customers' needs and provide products and services that cater to those needs.

7. Larger Number of Retail Business Units

Due to the variety of retail outlets, retailers often have a higher number of business units than other businesses. As a result, it is crucial for them to effectively oversee and maintain multiple locations to meet customer demands.

Retailers must also be able to coordinate promotions and displays across different locations, to maximize the effectiveness of their marketing efforts.

8. Stock small quantities of goods

To keep up with the fast-paced demands of the market, retailers usually maintain a smaller inventory of items compared to other businesses. Therefore, it is crucial for them to stay updated on the latest trends in products and services in order to replenish their stock with popular items as quickly as possible. Additionally, retailers must keep a close eye on their inventory levels to ensure that they always have the items in stock when customers need them. (Stone, 2013)

9. Starting with a unique proposition

In order to stand out from their competitors, retailers must establish distinct propositions. These may involve providing exclusive offerings, presenting a diverse range of products at competitive prices, or creating new methods to engage with their customer base.

Retailers must also stay on top of industry trends and be able to adjust quickly to remain competitive.

10. Innovative methods of thinking and planning

By keeping up with the latest product and service trends and understanding changes in customer preferences, retailers can stay competitive and meet the needs of their customers. Their stores are well-stocked with essential items that meet the demands of their customers. (Solis, 2011)

2.2.3 Functions of Retailing

To maintain their competitiveness and achieve success, retailers must have a comprehensive understanding of the characteristics of retailing. By adopting appropriate strategies and methods, retailers can stay ahead of their rivals and achieve their objectives.

1. **Sorting**

Retailing involves the process of taking goods and products from manufacturers, dividing them into smaller units, and delivering them to customers. This guarantees that consumers receive the necessary items at the right time. (Horowitz, 2014)

2. **Breaking Bulk**

Retailing plays a crucial role in making bulk purchases accessible to consumers by breaking them down into smaller quantities. This enables customers to purchase according to their budget and preferences, as they can now buy smaller amounts.

Retailing serves as a vital medium of communication between manufacturers and their customers. It provides an avenue for manufacturers to gather feedback on their products and receive valuable advice from customers on how to enhance product quality. (Turner, 2014)

When it comes to business, retailing plays a vital role in determining success or failure. It is essential to take into account various factors such as retail sales, discount stores, customer satisfaction, retail outlets, and value chain while devising a retailing strategy that would ensure success.

2.2.4 Type of retail sector

There are different type of retail sector and from there are some of them.

1. Department stores: These large stores sell a wide variety of products, including clothing, home goods, electronics, and more.
2. Supermarkets: These stores sell groceries and other household items.

Convenience stores: These small stores are typically open 24 hours a day and sell a limited selection of products, such as snacks, drinks, and gasoline.

3. Specialty stores: These stores sell a specific type of product, such as clothing, shoes, or electronics.
4. Online retailers: These businesses sell products and services over the internet.

The retail sector is a vital part of the economy, and it employs millions of people around the world. The sector is constantly evolving, as new technologies and trends emerge. For example, the rise of e-commerce has had a major impact on the Retail sector, and it is likely to continue to do so in the future

Consumer behavior is the study of how people make decisions to spend their available resources (time, money, effort) on goods and services. It is a complex field that draws on insights from psychology, sociology, economics, and marketing. (Turner, 2014)

2.2.5 Buying Behavior

Buying behavior is the series of actions and interactions a consumer performs before, during, and after a commercial transaction. Experts usually study this process in market research and business owners to detect areas of opportunity that allow them to improve their processes and how they market their products or services. Consumers usually develop well-defined customer behavior patterns that, when analyzed, yield highly valuable insights that allow decision-making based on data. (Eyal, 2014)

2.2.6 Decision Making Process

The consumer decision-making process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The 5 steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation. (Zaltman, 2003)

1. Problem recognition

The first step of the consumer decision-making process is recognizing the need for service or product. Need recognition, whether prompted internally or externally, results in the same response:

a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step two. But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales and marketing efforts on external stimulus. Develop a comprehensive brand campaign to build brand awareness and recognition you want consumers to know you and trust you. (Berger, 2013) Most importantly, you want them to feel like they have a problem only you can solve.

2. Information search

When researching their options, consumers again rely on internal and external factors; swell as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews. Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information. Another important strategy is word of mouth since consumers trust each other more than they do businesses; make sure to include consumer-generated content, like customer reviews or video testimonials, on your website.(Phibbs, 2012)

3. Alternatives evaluation

At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives. Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. (Turner, 2014) Marketing material should be geared towards convincing consumers that your product is superior to other alternatives.

4. Purchase decision

As (Duhigg, 2012) this is the moment the consumer has been waiting for the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive

at a logical conclusion on the product or service to purchase. If you've done your job correctly, the consumer will recognize that your product is the best option and decide to purchase it.

5. Post-purchase evaluation

This part of the consumer decision-making process involves reflection from both the consumer and the seller. As a seller, they should try to gauge the following:

- Did the purchase meet the need the consumer identified?
- Is the customer happy with the purchase?
- How can you continue to engage with this customer? (Lindstrom, 2008)

2.2.7 Factor Influence Brand Choice
2.2.7.1 Product Variety

In the context of marketing, product variety refers to the assortment or range of products or services that a company offers to its customers. The concept emphasizes the breadth and depth of the product line available to consumers. Here are a few points to understand product variety from a marketing perspective (Anderson, 2006)

1. Breadth of Product Line: This refers to the number of different product lines or categories that a company offers. (Schwartz B. , 2004)
2. Depth within Product Lines: Depth pertains to the variations within a particular product line. (Aldousari, 2017)
3. Meeting Customer Needs: Offering a wide variety of products can help a company cater to diverse customer needs, preferences, and segments. Some customers might prefer premium products, while others might look for more affordable options, and having product variety can address these varying needs. (Anderson, 2006)
4. Competitive Advantage: Companies with a broader product variety might have a competitive advantage over those with limited offerings. It allows them to capture a larger market share, target different customer segments, and adapt to changing market trends more effectively. (Schwartz B. , 2004)
5. Risk Diversification: Having a diverse range of products can help mitigate risks associated with market fluctuations, changing consumer preferences, or shifts in the economy. If one

product line faces challenges, other product lines can potentially compensate for the downturn. (Lindstrom, 2008)

6. Brand Loyalty and Cross-Selling: Offering a range of products can enhance brand loyalty as customers find more reasons to engage with the brand across various categories. Moreover, with a broader product assortment, companies can leverage cross-selling opportunities, encouraging customers to purchase complementary products. (McMillon, 2016)

7. Operational Considerations: While product variety offers several advantages, it also presents operational challenges. Managing a diverse range of products requires efficient inventory management, supply chain coordination, and marketing strategies tailored to different product categories or segments. (Stone, 2013)

In essence, product variety in marketing emphasizes the importance of diversifying product offerings to meet customer demands, achieve competitive advantage, and drive business growth, while, managing associated operational complexities effectively.

H1: Product variety has a positive and significant effect on consumers' choice of super market.

2.2.7.2 Promotion

Promotion refers to one of the four Ps of the marketing mix, which are product, price, place, and promotion. Promotion specifically focuses on the activities that a company undertakes to communicate and promote its products or services to its target audience. The primary goal of promotion is to create awareness, generate interest, persuade customers, and ultimately drive them to take a desired action, such as making a purchase. (Heath, 2007)

Promotion includes various elements, such as:

1. Advertising: Paid communication through various media channels like TV, radio, print, online, and social media to reach a large audience. (Heath, 2007)

2. Sales Promotion: Short-term incentives, discounts, coupons, or promotions aimed at encouraging immediate sales or customer action. (Heath, 2007)

3. Public Relations (PR): Building and maintaining a positive image and relationship with the public through activities such as media relations, community involvement, and events. (McMillon, 2016)

4. Personal Selling: Direct communication between a sales representative and a potential customer, often involving face-to-face interactions. (Turner, 2014)

5. Direct Marketing: Direct communication with consumers, often using channels like email, direct mail, or telemarketing. (Heath, 2007)

6. Digital Marketing: Utilizing online channels like social media, content marketing, search engine optimization (SEO), and online advertising to reach and engage the target audience. (Godin, 2018)

The specific promotional mix used by a company depends on factors such as the nature of the product or service, target audience, marketing objectives, and available budget. An effective promotion strategy aims to create a strong brand image, communicate the unique selling proposition (USP) of the product or service, and ultimately drive customer behavior in a way that benefits the company. (Heath, 2007)

H2: Promotion has a positive and significant effect on consumers' choice of super market in Ethiopia

2.2.7.3 Customer Service

Customer service refers to the set of activities and processes that a business or organization implements to meet the needs and expectations of its customers. It is a crucial component of the overall customer experience and plays a significant role in building and maintaining customer relationships. (Gladwell, 2000)

From a marketing standpoint, effective customer service contributes to several key objectives:

1. Customer Satisfaction: Providing excellent customer service helps ensure that customers are satisfied with their interactions with the company. (Ferriss, 2010) Satisfied customers are more likely to become repeat customers and may also become advocates for the brand.

2. Brand Image and Reputation: Positive customer service experiences contribute to a positive brand image and reputation. Word-of-mouth recommendations and online reviews often reflect

the quality of customer service, influencing the perception of the brand in the market. (Mohammed, 2016)

3. Customer Retention: Good customer service is essential for retaining existing customers. (Thiel, 2011)It costs less to retain a customer than to acquire a new one, so building loyalty through positive interactions is economically beneficial.

4. Customer Loyalty and Advocacy: Beyond retention, outstanding customer service can foster customer loyalty. (Turner, 2014) Loyal customers are more likely to continue doing business with a company and may also recommend the brand to others, serving as brand advocates.

5. Differentiation: In a competitive market, customer service can be a key differentiator. (Zaltman, 2003)Businesses that excel in providing excellent service stand out from their competitors and can attract and retain more customers.

6. Feedback and Improvement: Customer service interactions provide valuable feedback that can be used to improve products, services, and overall business processes. This customer feedback loop is essential for continuous improvement. (Stone, 2013)

7. Cross-Selling and Up selling: Effective customer service interactions can present opportunities for cross-selling or up selling additional products or services. (Mohammed, 2016) Well-trained customer service representatives can identify customer needs and offer relevant solutions.

H3: Customer service has a positive and significant effect on consumers' choice of super market in Ethiopia.

2.2.7.4 Product Assortment

As (Eyal, 2014)Product assortment, also known as product mix or product range, refers to the variety of products or services offered by a business or available in a market. It is a crucial element of a company's marketing strategy and plays a significant role in meeting customer needs, attracting target audiences, and maximizing sales. From a marketing perspective, the product assortment encompasses the range of products or services a company provides, taking into consideration factors such as product categories, features, pricing, and branding. Here are some key aspects of product assortment in a marketing context:

1. **Product Categories**: - Companies often organize their products into different categories based on similar characteristics or functions.

2. **Product Depth and Width**:- Product depth refers to the number of variations within a specific product category. For instance, a shoe store might offer various styles, colors, and sizes of athletic shoes. Product width, on the other hand, relates to the overall number of product categories a company offers. A department store, for example, might sell clothing, electronics, home goods, and more.

3. **Target Audience**: - The product assortment should align with the needs and preferences of the target audience. Understanding the demographics, psychographics, and buying behaviors of the target market helps in creating a product mix that appeals to specific customer segments.

4. **Competitive Positioning: -** A well-planned product assortment can contribute to a company's competitive positioning. Businesses often differentiate themselves by offering unique products, superior quality, or a better value proposition compared to competitors.

5. **Seasonal Variation: -** Some industries experience fluctuations in demand based on seasons or trends. Companies may adjust their product assortment to capitalize on these changes. For example, retailers might introduce seasonal collections or promotions.

6. **Price Points: -** Product assortment also involves considering different price points to cater to a diverse range of customers. This can include offering both premium and budget-friendly options to accommodate various consumer budgets.

7. **Brand Cohesiveness: -** Maintaining a cohesive brand image across the product assortment is essential. Products should reflect the brand's values, positioning, and overall identity to enhance brand recognition and loyalty.

8. **Inventory Management: -** Efficient inventory management is crucial to ensure that products are available when needed without overstocking. A well-organized product assortment helps in managing inventory levels effectively. By carefully managing the product assortment, companies can enhance customer satisfaction, drive sales, and establish a competitive advantage in the market. Regularly analyzing market trends and consumer preferences allows businesses to adapt their product mix to stay relevant and meet evolving customer demands.

H4: Product assortment has a positive and significant effect on consumers' choice of super market in Ethiopia

2.2.7.5 Branch Availability

Branch availability might refer to the presence and accessibility of a product, service, or brand through various channels or locations. It is essentially about making the product or service available to customers through different branches, outlets, or distribution points. (Godin, 2018)This concept is particularly relevant in industries such as retail, banking, hospitality, and more.

As (Schwartz D. J., 2013)Here are a few aspects of branch availability in a marketing perspective:

1. Physical Locations For brick-and-mortar businesses, having multiple branches or stores increases the accessibility of the product or service. This can enhance the convenience for customers and potentially attract a wider audience.

2. Distribution Channel is in the case of products, having availability through various distribution channels, such as online platforms, retail stores, and third-party vendors, contributes to broader market reach. This ensures that customers can purchase the product through their preferred channels.

3. Global Reach For businesses operating on a larger scale, branch availability might extend to different regions or countries. This could involve establishing branches or partnerships internationally, making the product or service available to a global audience.

4. Digital Presence In today's digital age, branch availability also includes online presence. This involves having a website, being active on social media platforms, and leveraging e-commerce channels. A strong digital presence ensures that customers can access information and make purchases online.

5. Customer Service Centers Availability can also refer to the accessibility of customer service. Having multiple branches or service centers allows for better customer support, addressing queries, and resolving issues efficiently.

6. Mobile Presence With the rise of mobile technology, ensuring branch availability might also involve developing mobile applications. This allows customers to access products or services conveniently through their smart phones or tablets. (Berger, 2013)

In summary, branch availability in a marketing perspective emphasizes making a product, service, or brand easily accessible to the target audience through various physical and digital channels. It's about expanding the reach and providing customers with multiple options for interaction and transaction.

H5: Branch availability has a positive and significant effect on consumers' choice of super market in Ethiopia

2.2.7.6 Product Price

In marketing, the product price refers to the amount of money that customers are required to pay in order to acquire a product or service. Pricing is one of the four elements of the marketing mix, commonly known as the "Four Ps," which also include product, promotion, and place (distribution). (Hailemariam, 2017) Setting the right price is crucial for the success of a product in the market, as it directly affects consumer behavior, market positioning, and overall business profitability.

Ultimately, the goal of pricing from a marketing perspective is to find a balance that aligns with the company's strategic objectives, meets customer expectations, and enables the business to achieve its financial goals. Pricing decisions are often dynamic and may be adjusted based on market conditions, competitive pressures, and changes in consumer behavior.

H6: Product price has a positive and significant effect on consumers' choice of super market in Ethiopia.

2.3 Empirical review

Survey of previous studies was selectively done to take account of several studies that have been conducted across countries and provide very rich setting for this study.

Table 1:- Summary of findings of related

Author/s and Topic	Methodology and Technique(s)	Sample Size	Main finding (s)
Anand and Sinha(2009)"Store format choice in an evolving market: role of affect, cognition and involvement"	• Self-administered questionnaire. • Descriptive and inferential statistical techniques(regression, ANOVA)	454 US grocery consumers	Most important factors:•price competitiveness, •product selection, and •atmosphere
CheWel et.al,(2012) "Important Determinant of Consumers" Retail Selection Decision in Malaysia"	• focus Group and depth interviews • Questionnaire	Two focus Groups(10respondents in each group), 8 respondents for depth interview, and 151 households	Most important factors: • store personnel and physical characteristics of the store • Advertising by the store, • Store convenience & Merchandise selection, • Convenience of Reaching the store, • Friends and store, • Product variety and Quality, • Service offered by store
Phoebe and Nyongesa, (2015). "Factors That Influence Consumer Preference For Retail Outlets In Kenya"	• Questionnaire • Descriptive statistics	120 supermarket customers	Most important factors: • Adequate number of cashiers to reduce queuing , • Reasonable prices of products, • Employees" courtesy and warmth with customers , • Knowledgeable employees, • Display and arrangement of merchandise • Convenient operating hours, • Availability of all type of merchandise, and • Channel for customer complaints
Prashar A. (2013). "Drivers of Store Choice in an Evolving Market:	• structured questionnaire	250 food and grocery retail customers from convenience stores,	Most important factors: • Customers" value availability and variety of products at store,

An empirical study"	• Descriptive (mean and standard deviation) and inferential statistical tools (Factor analysis)	supermarkets and hypermarkets in tier-2 cities in Punjab in India	• store ambience, • service and facilities, and • Value for money offered at store.
Singh, (2012). "Impact of Attributes of Store Format on the choice Behavior in Organized Retail Sector"	• Structured questionnaire • Chi-square test	153 respondents from 500 randomly selected adult female grocery shoppers from Delhi	Most important factors: • Store personnel, • Proximity convenience, • In store communication, • Price consciousness, • store service , • Fast check out and • Store Reputation
Zulqarnain et. al, (2015). "Factors that affect the choice of Consumers in selecting Retail Store, for Grocery Shopping"	• questionnaire • Correlation analysis	150 members of households in Lahore.	Most important factors: • variety, • prices, • quality and • location of stores

2.4 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 consumer's 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.

2.5 Conceptual Framework

While a number of theories and issues pertinent to the study were discussed in the literature review, a dependent variable and seven independent variables are identified. Regardless, conceptual framework helps to visualize ideas and allow to clearly illustrating how things are related. For this study the figure below shows the proposed conceptual model and causal relationships between the dependent variable: supermarket choice and the independent variables product assortment, promotion, branch availability, product price, product variability and customer service.

Dependent variables   **Independent variables**
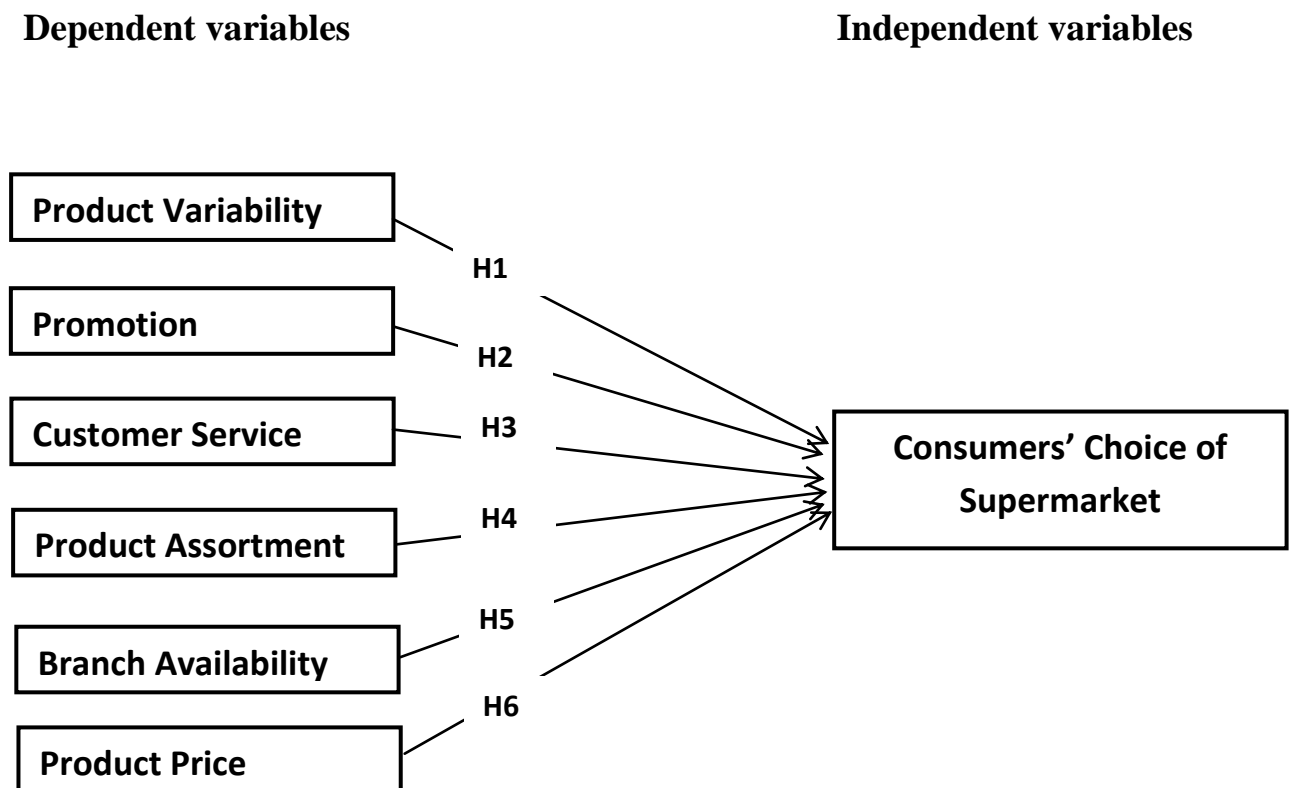
Figure 1 :- Conceptual Framework

Source: Researcher own design

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology used for conducting this study. The population and sample of the study, the source and type of data, methods of data collection procedures, methods of data analysis, and finally, ethical issues related to the study is explained and justified.

3.2 Description of the Study Area

The focus area of this study is Addis Ababa. The city of Addis Ababa stretches out more than 540 km2 and divided into ten sub-cities. The number of population in this city is 2,739,552 urban and rural inhabitants with the annual rate of growth of 3.8% as of the 2007 G.C census conducted by the Ethiopian national statistics authorities. It's calculable 4.1 million as of 2018 G.C. For the capital city 662,728 households were counted living in 628,984 housing units, which ends in an average of 5.3 persons to a family. (Central Statistics Agency, 2007)

The economic activities in Addis Ababa are numerous. in step with official statistics from the federal government,119,197 people within the city are engaged in trade and commerce; 113,977 in manufacturing and industry; 80,391 homemakers of various variety; 71,186 in civil administration; 50,538 in transport and communication; 42,514 in education, health and social services; 32,685 in hotel and line of work services; and 16,602 in agriculture. Additionally to the residents of rural parts of Addis Ababa, the city dwellers additionally participate in agriculture and cultivation of gardens. 677 hectares (1,670 acres) of land is irrigated annually, on those 129,880 quintals of vegetables area unit cultivated. (Woldu, et al, 2013)

3.3 Research Design

As this research plans to comprehend factors that influence shoppers' decision, consequently it focuses to determine connections between factors; a combination of descriptive and explanatory research is utilized. Descriptive research type is utilized on the grounds that it includes examination which gives the point by point image of the circumstance and detail description of the findings showed in tables and diagrams and also to create inductions on the connection between factors.

Explanatory research type was also applied since the objective was identifying the factors that affect consumers'' supermarket selection criteria and since it improves and supports the past theory by contrasting the findings and research questions.

3.4 Research approach

Research may be deductive or inductive. Deductive research approach begins with the development of a theory or hypothesis and later a development of a strategy to test it in a context to verify or reject its claims. So it is thinking from general to specific. On the other hand, the approach is inductive where the research begins with an observation of a phenomenon in an environment, then data is collected upon which a theory is developed or generalization is made. Thus, thinking from specific to general. This study employed deductive as existing empirical theories and models of consumer decision making on selection was used.

3.5 Population and Sample
3.5.1 Target Population

The target population is the population to which a researcher wants to generalize the result of the study. The population of interest in this study consists of customers discovering a supermarket stores in Addis Ababa city. A significant number of customers are searching supermarket stores in Addis Ababa daily for the purpose of shopping. It may not be possible to establish the actual number of customers shop at the stores on specific day. To simplify difficulties the researcher forced on the selected supermarkets in Addis Ababa in the case of All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket taking 2 branches from each according to the nearness of the researcher.

3.5.2 Sampling Frame

A Sampling frame is a source list from that sample is to be drawn. From this research perspective, it is difficult to distinguish and list or prepare the sampling frame for this study. It is because the population is infinite in light of the actual act that there is no factual data that rundown or even estimates the number of consumers who visit supermarkets in Addis Ababa.

3.5.3   Sampling Techniques and Sample Size

In this study two stage judgmental sampling technique were used. This is because the population to be studied was very large and also difficult to locate. Due to this fact the researcher decided to select some supermarkets that are thought to be better, more knowledgeable and more willing than others to for the study. The first stage was deciding to select retail stores from large supermarkets. That is supermarkets were selected by their accessibility and convenience for the study. Therefore, five supermarkets that have at least two branches are selected. The second stage it was also used judgmental sampling to select customers in order to increase number of responses and convenience of the researcher. For this case, 13 consumers who came and made purchase from each selected supermarkets during data collection period were selected. Finally, the sample size of the population of the study was calculated as (13 x 2) x 5 and decided to be130.

3.6 Data Sources and Types

The source of data utilized in this paper included both primary and secondary. Primary data accumulation builds the likelihood of completeness, validity, and reliability in light of the fact that the vault drives the methods of measurement and data collection (Gliklich and et. al, 2014). In this paper, primary data is assembled through personally administered standardized questionnaire.

3.7 Data Collection procedures

At the point when there are enormous enquiries, it quite popular to gather information through questionnaire by researchers (Kothari, 2004). The objective populace in this study is huge; therefore cross sectional study survey design with structured questionnaire technique is utilized. This questionnaire asks respondents general and particular inquiries. The general questions are constructed to gather personal and demographic information about the respondents. The specific question is constructed based on extensive review of the literature on factors affecting consumers" choice. The respondents is asked to rate their level of perception of the variables on five point Likert scale.

3.8 Data Analysis

For data analysis, descriptive statistics and inferential statistics were used. Inferential statistics include; correlation and multiple-regression were the most important empirical analysis tools known for this study. And then, the study was going to be organized, summarized and analyzed using the statistical Package for social science. SPSS is used for straightforward descriptive data to calculate the mean score of factors and to the advanced statistical producers of factor analysis, correlation, and multiple regressions. In order to run multiple regressions analysis, the assumptions of Model Summary, ANOVA Analysis and Coefficients were checked. After doing such associate degree analysis, the findings are going to be presented using figures, tables, and percentages. Finally, the results were organized and summarized the demographic data of the respondents as well as their perceptions on the factors of customer's choice of supermarket in Addis Ababa.

3.9 Validity and Reliability
3.9.1 Validity

Validity is the degree to which the findings really are what they appear to be about. It is the degree to which an instrument measures what it claims to measure (Borg, W. and Gall, M, 1989). The questionnaires were structured in such a way that it captured the respondents profile and data pertinent to study objectives. The researcher also required Expert advice from the research advisor, marketing department workers in the supermarkets and friends who had better experience in research work who assisted me in making corrections and modifications on the items in the instrument. Basing on the evidences and data used and those which were collected from the field, Validity concerned with the integrity of the conclusions that are generated from the research.

3.9.2 Reliability

For a research instrument to be reliable, it must be capable of yielding consistent results when used more than once to collect data from two samples drawn randomly from the same population (Mugenda &Mugenda, 1999). Reliability refers to the degree to which measure of stability and consistency of a concept. Reliability is particularly at the issue connection with quantitative research (Bryman & Bell, Business Research Method, 2011). Reliability occurs when different researchers in different occasion find the same results and make sense (Saunders et al.,

2003).Therefore; the research used the most popular test of Cronbach's alpha coefficient to test the inter-item consistency and to identify the validity of items used in survey.

Table 4.1 Reliability Statistics	
Cronbach's Alpha	N of Items
.813	7

3.1 Ethical Consideration

All participants who were incorporated into this study properly inform about the objective behind the research. The researcher tried to get their consent and willingness before the questionnaire was distributed to them. Additionally, no data were adjusted or changed; consequently data was presented as gathered. Every one of the literary works gathered for the purpose of this study is acknowledged in the reference list.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1 Chapter Overview/Introduction

In this chapter, the collected data from the selected supermarkets are summarized and analyzed in order to realize the ultimate objective of the study. This chapter tries to analyze and discuss the data collected using the appropriate statistical techniques mentioned in chapter three. It addresses the research questions raised in the first chapter and tests the hypotheses postulated based on the literatures in chapter two. The first part of this chapter reports the demographic characteristics of the respondents. The second part is the main part of the chapter that analyzes the data collected using the structured questions. Finally, the data collected using the questioner was analyzed.

4.2 Survey Response Rate and Reliability Test

The 130 questionnaires were administered at the exit of the supermarket after buy and leave the store. However, an aggregate of 122 questionnaires were collected, of which 27 were incomplete. In this manner, 98 questionnaires were observed to be usable and prepared for analysis, which is 75.38% response rate.

The first analysis conducted, after coding and entry of data into SPSS was to check the reliabilities of the scales used in the data collection instrument. According to Malhotra & Birks (2007), reliability is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. The Cronbach's alpha was used to measure internal reliability as it is a widely used measure of internal consistency. A Cronbach's Alpha above 0.7 is considered acceptable for most research objectives Allen & Bennett, (2012). Overall, the internal reliability coefficients for the entire constructs are very strong as all alpha coefficients are more than 0.70 Singh, (2007). Accordingly the Reliability Statistics Cronbach's Alpha with the number of 34 items and 7 variables (customer's choice of supermarket, product variability, customer service, product assortment, branch availability, promotion and product price)became 0.813 and it is found to be acceptable.

Table 4.1 Reliability Statistics	
Cronbach's Alpha	N of Items
.813	7

Table 2 Reliability Statistics Cronbach's Alpha

4.3 Response Rate to the General Information of the Respondents

4.3.1 Demographic Profile of the Respondent

Since discussion on personal information of respondents such as demographic data is useful to make the analysis more meaningful and it is presented below.

Table 3 Sex of Respondents

S.N	Sex	Frequency	Percent
1	Male	38	38.8%
2	Female	60	61.2%
	Total	98	100.0%

Source: Own Survey Result (2024)

The above table illustrates the frequency and percentage distribution of the sex difference of respondents. To this end, 60(61.2%) of the respondents were female and 38(38.8%) were male. This shows that there were more female respondent participants in this study.

Table 4: Age of Respondents

S.N	Age	Frequency	Percent
1	20-25 years	4	4.1%
2	26-30 years	22	22.4%
3	31-35 years	31	31.6%
4	36-40 years	25	25.5%
5	Above 40 years	16	16.3%
	Total	98	100.0%

Source: Own Survey Result (2024)

Regarding the age distribution of the respondents, the majority 31(31.6%) of them were from 31-35 years old, 25(25.5%) of them were 36-40 years old, 22(22.4%) of them were 36-40 years old, 16(16.3%) of them were above 40 years old and (4.1%) of respondents were 20-25 years old. This shows that the middle age groups of people were more of the respondent participants in this study.

Table 5 Education of Respondents

S.N	Education	Frequency	Valid Percent
1	Certificate	0	0%
2	Diploma	11	11.2%
3	First Degree	44	44.9%
4	Second Degree	33	33.7%
5	PhD and above	10	10.2%
	Total	98	100.0%

Source: Own Survey Result (2024)

Concerning the level of education of respondents, the majority 44(44.9%) of them were first degree holders, the second largest respondents 33(33.7%) of them were second degree level, the third ranked respondents 11(11.2%) of them were diploma level and the fourth ranked respondents 10(10.2%) of them were PhD and above. Unfortunately there were no participants with the certificate level.

This shows that more educated respondents were participated in the study and implying that a well-judged and important response could be collected for the study.

Table 6 Level of Income of Respondents

S.N	Level of Income	Frequency	Percent
1	< Br 5000	2	2.0%
2	Br 5000-9,999	12	12.2%
3	Br 10,000-14,999	29	29.6%
4	Br 15,000-19,999	29	29.6%
5	Br 20,000 and more	26	26.5%
	Total	98	100.0%

Source: Own Survey Result (2024)

With regard to the level of income of respondents, the majority 58(59.2%) of them were Br 10,000-14,999-19,999 income level, 26(26.5%) of them were Br 20,000 and more, 12(12.2%) of them were Br 5000-9,999 and the remaining 2(2%) of them were below Br5000per month.

This shows that average and more income level of respondents were participated in the study and implying that they are expected to frequent supermarket shopping activities, from their experience appropriate and valuable response could be collect for the study.

4.4 Descriptive Statistics

4.4.1 Sales Promotions Tools

In this part of the study the interprets and ranking the descriptive statistics calculated on the basis of the factors that affect consumers' choice of supermarket in Addis Ababa focusing on the six tools (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price) using SPSS version 21 statistical package. The opinions obtained from the respondents of the selected 5 supermarket shoppers (specifically from All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket) were analyzed to measure the central tendency and dispersion is shown in the following tables. The extent to which factors affect consumers' choice of supermarket in Addis Ababa by encircling the appropriate number on a Likert Scale of 1-5. Where 5- strongly agree, 4-agree, 3- neutral, 2- disagree, and 1- strongly disagree.

Accordingly, with the descriptive statistics analysis results will be classified in the range of accepted mean results of a descriptive statistics results that range from 4.51 – to 5.0 is considered "strongly agree", those that range from 3.51 – to 4.50 are considered as "agree", those that range from 2.51 – to 3.50 considered as "neutral", those that range from 1.51 – to 2.50 considered as "disagree", and those that range from 1.0 – to 1.50 considered as "strongly agree" Btawee, (2013).

4.5 Supermarket Selection Factors
Table 7 Product Variety

S.N	Product Variety	N	Mean	Std. Deviation
1	I regularly prefer a supermarket with variety of products and brands	98	4.21	.763
2	I regularly prefer a supermarket with a wide range of option for different products categories	98	4.06	.606
3	I regularly prefer a supermarket with regularly introduce new or unique products	98	3.76	.719
4	I regularly prefer a supermarket offers unique and international products	98	3.88	.707
	Average	98	3.98	0.699

Source: Own Survey Result (2024)

The above table concerns about the choice of respondents based on the availability of product variety in the supermarket.

Regarding the issues I regularly prefer a supermarket with variety of products and brands, a wide range of option for different products categories, regularly introduce new or unique products and offers unique and international products, respondents were agree with the mean and standard deviation (4.21, 0.763), (4.06, 0.606), (3.76, 0.719) and (3.88, 0.707)respectively with an average mean and standard deviation of 3.98 and 0.699. This implies respondent customers were focusing on the supermarket with a variety of products and brands, a wide range of option for different products categories, regularly introduce new or unique products and offers unique and international products for their purchasing decision.

This implies product variety is an essential factor for customers to selection a supermarket. Therefore, supermarket owners should try to fulfill product variety requirements.

Table 4.7: Promotion

S.N	Promotion	N	Mean	Std. Deviation
1	I regularly prefer a supermarket which promotes the business repeatedly	98	3.32	1.181
2	I regularly prefer a supermarket which offers sales promotion regularly	98	3.40	1.128
3	I regularly prefer a supermarket which utilizes known medias for promotion	98	2.90	1.040
4	I regularly prefer a supermarket which promoted organized and important information	98	3.27	1.051
5	I regularly prefer a supermarket which utilized social medias for promotion	98	3.48	1.237
6	I regularly prefer a supermarket which runs direct sales like email, door to door sale and tele-marketing campaign	98	3.74	1.204
	Average	98	3.35	1.140

Source: Own Survey Result (2024)

The above table (Table 4.6) deals with influence of promotion on the choice of respondents to select the supermarket for their shopping.

Regarding the issues I regularly prefer supermarket which promotes the business repeatedly, offers sales promotion regularly, utilizes known Medias for promotion, promoted organized and important information and utilized social Medias for promotion respondents were neutral with the mean and standard deviation of (3.32, 1.181), (3.40, 1.128), (2.90, 1.040), (3.27, 1.051) and (3.48, 1.237) respectively except a supermarket which runs direct sales like email, door to door sale and tele- marketing campaign they agreed with the mean and standard deviation of (3.74, 1.204) respectively.

This shows, the promotional ways mentioned here were not influencing them on their purchasing decisions except a supermarket which runs direct sales like email, door to door sale and tele-

marketing campaign. This implies consumers are motivated to shop a product if it is available to their door.

Table 4.8: Customer Service

S.N	Customer Service	N	Mean	Std. Deviation
1	I regularly prefer a supermarket which has award for loyal customers	98	3.55	1.176
2	I regularly prefer a supermarket with the staffs are friendly and helpful in the supermarket	98	3.48	1.114
3	I regularly prefer a supermarket with staffs are knowledgeable about products in the supermarket	98	3.49	0.966
4	I prefer a supermarket with staffs are responsive about any issue in the supermarket	98	3.80	0.963
5	I regularly prefer a supermarket with the staffs who are responsive and provide appropriate solution to the complains	98	4.16	0.858
6	I regularly prefer a supermarket with staffs who provide positive interaction for a loyal customer	98	4.19	0.833
	Average	98	3.78	0.985

Source: Own Survey Result (2024)

As shown in the above table the mean and standard deviation were calculated to rate the level of the perception of respondents to select a supermarket based on the style of customer services they provide.

Regarding the issues, I regularly prefer a supermarket which has award for loyal customers, with staffs are responsive about any issue in the supermarket, with the staffs who are responsive and provide appropriate solution to the complains and with staffs who provide positive interaction for a loyal customer the response of respondents were agree with the mean and standard deviation of

(4.19, .833), (3.80, .963), (4.16, .858) and (3.55, 1.176) respectively. Whereas, for the issues, I regularly prefer a supermarket with the staffs are friendly and helpful in the supermarket and with staffs are knowledgeable about products in the supermarket they were neutral with the mean and standard deviation of (3.48, 1.114) (3.49, 0.966) respectively.

This implies, customers were more interested to select a supermarket if there is any kind of award for loyal customers, create positive interaction, responsive and provide appropriate solution to the complains raised by the customer.

Table 4.9: Product Assortment

S.N	Product Assortment	N	Mean	Std. Deviation
1	I regularly prefer a supermarket with the variety and range of products	98	4.02	0.984
2	I regularly prefer a supermarket with the availability of special or unique products	98	3.88	1.087
3	I regularly prefer a supermarket with offers a wide selection of organic or healthy food	98	3.98	0.861
4	I regularly prefer the supermarket that offer wide selection of local or regional products	98	4.05	0.866
	Average		3.98	0.9495

Source: Own Survey Result (2024)

The above table discusses the mean and standard deviation which were calculated to rate the level of the perception of respondents to select a supermarket based on the product assortment they provide.

Regarding the issues, I regularly prefer a supermarket with the variety and range of products, the availability of special or unique products, offers a wide selection of organic or healthy food and wide selection of local or regional products, respondents replied agree to all with the mean and standard deviation of (4.02, 0.984), (3.88, 1.087), (3.98, 0.861) and (4.05, 0.866) respectively.

This shows respondent customers were highly concern to choose a supermarket based on their product assortment with an average mean and standard deviation of (3.98, 0.9495) respectively.

Table 4.10: Branch Availability

S.N	Branch Availability	N	Mean	Std. Deviation
1	The availability of multiple branches influence my decision to shop from the supermarket	98	3.93	1.028
2	The distance and time travel to the branch influence my decision to shop from the supermarket	98	4.23	.939
3	The presence of convenient parking makes me more likely to choose a specific supermarket	98	3.89	1.166
4	The presence of extended sales period of the day makes me more likely to choose a specific supermarket	98	3.98	1.035
	Average	98	4.01	1.042

Source: Own Survey Result (2024)

The above table discusses the mean and standard deviation which were calculated to rate the level of the perception of respondents to select a supermarket based on the branch availability they provide.

Regarding the issues, the availability of multiple branches, the distance and time travel to the branch, the presence of convenient parking and the presence of extended sales period of the day make me more likely to choose a specific supermarket, respondents were agreed with the mean and standard deviation of(3.93, 1.028), (4.23, .939), (3.89, 1.166) and (3.98, 1.035) respectively with an average mean and standard deviation of (4.01 and 1.042).

This implies that the more branch availability enable them to access nearer to their location for their shopping decision.

Table 4.11: Product Price

S.N	Product Price	N	Mean	Std. Deviation
1	The supermarket with a discounted price of the products influence my decision	98	3.79	1.294
2	The supermarket offering affordable price of its product influence my decision	98	3.79	1.254
3	The supermarket offering the price of the product compared with its quality influence my decision	98	3.85	1.196
	Average	98	3.81	1.248

Source: Own Survey Result (2024)

The above table discusses the mean and standard deviation which were calculated to rate the level of the perception of respondents to select a supermarket based on the price of the product they determine.

Regarding the issues, offering a discounted price to the products, offering an affordable price to product and the price of the product which is compared with its quality influence my decision most respondents were agreed with the mean and standard deviation of (3.79, 1.294), (3.79, 1.254) and (3.85, 1.196) respectively with an average mean and standard deviation of (3.81 and 1.248) respectively.

This implies that most of the respondents were price concerned to select a supermarket for their shopping activities.

Table 4.12: Customer Choice of Supermarkets

S.N	Customer Choice of Supermarkets	N	Mean	Std. Deviation
1	I regularly prefer a supermarket nearer to my home	98	4.23	.784
2	I regularly prefer a supermarket with an attractive advertisement	196	3.74	.863
3	I regularly prefer a supermarket with a quality of products	196	4.19	.635
4	I regularly prefer a supermarket with an internet sales and distributive mechanism options	196	4.34	.607
	Average	98	4.125	0.722

Source: Own Survey Result (2024)

The above table discusses the mean and standard deviation which were calculated to rate the level of the perception of respondents on the overall conditions for the choice of a supermarkets by the customer.

Regarding the issues, I regularly prefer a supermarket nearer to my home, with an attractive advertisement, with a quality of products and with an internet sales and distributive mechanism options, the response of most of the respondents were agree with the mean and standard deviation of (4.23, 0.784), (3.74, 0.863), (4.19, 0.635) and (4.34, 0.607) respectively with the average mean and standard deviation of (4.125 and 0.723) respectively.

This implies that factors like nearer to home, attractive advertisement, product quality and the presence of internet sales and distributive mechanism options were decisive factors for the customers to choose a supermarket for shopping.

Table 4.13 Summery of Variables

Variables	N	Mean	Std. Deviation
Product variety	98	3.98	0.699
promotion	98	3.32	1.140
Customer service	98	3.78	0.985
Product assortment	98	3.98	0.97495
Branch Availability	98	4.01	1.042
Product Price	98	3.81	1.248
Customer Choice of Supermarkets	98	4.125	0.722

Source: Own Survey Result (2024)

4.6 Inferential Statistics

Inferential statistics is a method by which one can make inference (generalization) about the population based on the information obtained in the sample data drawn from that population. It allows us make inference (or not) with some degree of certainty that what we are inferring from the sample applies to a wider group of men and women, i.e. the population of men and women (Swinscow& Campbell 2002).

4.6.1 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

To determine the results of the correlation between the comparing variables the following table were used.

Table 8 Pearson's Correlation Decision Rules

Correlation Strength	Positive Value	Negative Value
Small	r = 0.1 to 0.29	r = -0.1 to -0.29
Medium	r = 0.3 to 0.49	r = -0.3 to -0.49
Large	r = 0.5 to 1.0	r = -0.5 to -1.0

Source: Alwadaei (2010) cited in AssefaT.Tensay (2014)

To determine the existence and level of association, the researcher used bivariate correlation. Pearson correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables (Field, 2005). The Pearson´s correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between consumers' oriented variables. To make suitable in putting in the SPSS software result table the dependent and independent variable were abbreviated as following: Customer Choice of Supermarkets (CCS), Product variety (PV), Promotion (Prom), Customer Service (CS), Product Assortment (PA), Branch Availability (BA) and Product Price (PPr).

Table 9 Person Correlation Matrix

Correlations		PV	Prom	CS	PA	BA	PPr	CCS
PV	Pearson Correlation	1	.181	$.282^{**}$	$.228^{*}$	.135	.054	$.605^{**}$
	Sig. (2-tailed)		.074	.005	.024	.186	.594	.000
	N	98	98	98	98	98	98	98
Prom	Pearson Correlation	.181	1	$.340^{**}$	.136	-.121	.160	.274**
	Sig. (2-tailed)	.074		.001	.180	.234	.117	.006
	N	98	98	98	98	98	98	98
CS	Pearson Correlation	$.282^{**}$	$.340^{**}$	1	$.503^{**}$	.038	$.303^{**}$	$.440^{**}$
	Sig. (2-tailed)	.005	.001		.000	.712	.002	.000
	N	98	98	98	98	98	98	98
PA	Pearson Correlation	$.228^{*}$	.136	$.503^{**}$	1	$.446^{**}$	$.265^{**}$	$.369^{**}$
	Sig. (2-tailed)	.024	.180	.000		.000	.008	.000

		98	98	98	98	98	98	98
BA	Pearson Correlation	.135	-.121	.038	.446**	1	.308**	.325**
	Sig. (2-tailed)	.186	.234	.712	.000		.002	.001
	N	98	98	98	98	98	98	98
PPr	Pearson Correlation	.054	.160	.303**	.265**	.308**	1	.269**
	Sig. (2-tailed)	.594	.117	.002	.008	.002		.007
	N	98	98	98	98	98	98	98
CCS	Pearson Correlation	.605**	.274**	.440**	.369**	.325**	.269**	1
	Sig. (2-tailed)	.000	.006	.000	.000	.001	.007	
	N	98	98	98	98	98	98	98
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Source: Own Survey Result (2024)

Based on the SPSS software output seen in the above table (Table 4.2), the results of the correlation of the dependent variable and independent variables will be discussed as follows.

The correlation between the dependent variable Consumer Choice of Supermarket with the independent variables (Product Variability) was positive and large for (r = 0.605) and (Sig. = 0.000). Whereas, with the independent variables (Customer Service) was positive and medium for (r = 0.440)and (Sig. = 0.000), with the independent variables (Product Assortment) was positive and medium for (r = 0.369) and (Sig. = 0.000) and with the independent variables (Branch Availability) was positive and medium for (r = 0.325)and (Sig. = 0.001). While, with the independent variables (Promotion) was positive and small for (r = 0.274)and (Sig. = 0.006), andwith the independent variables (Product Price) was positive and small for (r = 0.269)and (Sig. = 0.007).

This shows that the entire independent variables included in the study had a positively correlated with P value less than 0.05 at 5% level of significant on the dependent variable Consumer Choice of Supermarket whereas ,the correlation effect was large with Product Variability. The correlation effect with Customer Service, Product Assortment and Branch Availability was medium and with Promotion and Product Price was small for the Consumer Choice of Supermarket. This implies

67% of the variables influenced consumers' choice of supermarket and therefore, trying to emphasis on the variables which are correlated above medium could influence consumers' choice of supermarket.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.525	.494	.29249
a. Predictors: (Constant), PPr, PV, Prom, PA, BA, CS				

Source: SPSS output (2024)

The regression model has been applied in order to evaluate the hypothesis. The model summaryTable4.13 suggests that 52.5% through R-square and 49.4% through adjusted R-square; the model can explain the variability in the dependent variable by the independent variables. R-square adjusted indicates that the percentage estimate of this explainable dispersion for the total population under the investigation is 49.5%. R is a correlation coefficient, which indicates how the dependent and the independent variables are interrelated and is 0.725 in this case, according to Campbell & Blackwell (2006) updated by Fernando (2024) the result shows there is a strong direct correlation.

Table 10 ANOVA Analysis

ANOVA Analysis

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.620	6	1.437	16.793	.000[b]
	Residual	7.785	91	.086		
	Total	16.406	97			
a. Dependent Variable: CCS						
b. Predictors: (Constant), PPr, PVAV, Prom, PA, BA, CS						

Source: SPSS output (2024)

The above table (Table 14) indicted that the F static was 16.793 with a significant change of 0.000%. The ANOVA F value can tells us if there is a significant difference between the levels of the independent variable, when p less than 0.05. So, a higher F value indicates that the treatment variables are significant. This implies that based on the independent factors (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price) we can make valid inferences about the effect on Consumer Choice of Supermarket) at the 5% significant level of confidence.

Table 4.17 Coefficients

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.896	.328		2.734	.008
PV	.424	.068	.480	6.252	.000
Prom	.074	.046	.126	1.603	.112
CS	.159	.065	.231	2.455	.016
PA	-.002	.050	-.004	-.042	.967
BA	.143	.052	.244	2.756	.007
PPr	.034	.035	.078	.971	.334
a. Dependent Variable: CCS					

Source: SPSS output (2024)

4.7 The Summary Results of Hypothesis Testing of the Study

After having the analysis of the survey results in the above table the hypothesis testing of the study is summarized as follows.

4.7.1 Test procedure for H-1: Product variety has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Product variety) is 0.000. Therefore, at 5% level of significant, we have evidence that Product variety is significantly and positively predict the effect on consumers' choice of supermarket.

- Since the sign of the estimated regression coefficient of Product variety is positive it has a positive or direct relationship.

- The estimated coefficient of Product variety is 0.424. Holding other factors constant one unit increase in Product variety will result a 0.424 unit increase in the effect on the consumers' choice of supermarket. Therefore, we accept the hypothesis H-1.

4.7.2 Test procedure for H-2: Promotion has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Promotion) is 0.112. Therefore, at 5% level of significant, we couldn't have evidence that Promotion significantly predict the effect on consumers' choice of supermarket. Therefore, we reject the hypothesis H-2.

4.7.3 Test procedure for H-3: Customer service has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Customer service) is 0.016. Therefore, at 5% level of significant, we have evidence that Customer service is significantly and positively predict the effect on consumers' choice of supermarket.

- Since the sign of the estimated regression coefficient of Customer service is positive it has a positive or direct relationship.

- The estimated coefficient of Customer service is 0.159. Holding other factors constant one unit increase in Customer service will result a 0.159 unit increase in the effect on the consumers' choice of supermarket. Therefore, we accept the hypothesis H-3.

4.7.4 Test procedure for H-4: Product assortment has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Product assortment) is 0.967. Therefore, at 5% level of significant, we couldn't have evidence that Product assortment significantly predict the effect on consumers' choice of supermarket. Therefore, we reject the hypothesis H-4.

4.7.5 Test procedure for H-5: Branch availability has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Branch availability) is 0.007. Therefore, at 5% level of significant, we have evidence that Branch availability is significantly and positively predict the effect on consumers' choice of supermarket.
- Since the sign of the estimated regression coefficient of Branch availability is positive it has a positive or direct relationship.
- The estimated coefficient of Branch availability is 0.143. Holding other factors constant one unit increase in Branch availability will result a 0.143 unit increase in the effect on the consumers' choice of supermarket. Therefore, we accept the hypothesis H-5.

4.7.6 Test procedure for H-6: Product price has a positive and significant effect on consumers' choice of supermarket.

- The P- value of explanatory variable (Product price) is 0.334. Therefore, at 5% level of significant, we couldn't have evidence that Product price significantly predict the effect on consumers' choice of supermarket. Therefore, we reject the hypothesis H-6.

According to the output of estimated regression coefficient, the results of the test procedures for the hypothesizes implies that the fulfillment of factors promotion, product assortment and product price doesn't have a significant influence on the consumers' choice of supermarket, whereas, product variety, customer service and branch availability have a significant influence on the consumers' choice of supermarket. Therefore, supermarket owners to be successful on their business should focus on the significant factors that influence the choice of customers to decide shopping.

4.8 Response from Qualitative Data

Respondents were requested to provide their response with an open ended question what do u say anything about the factor that effect you to choose supermarket? valuable idea were summarized and presented as follow.

some respondent express their idea that quality of a product is non- compromised for their choice. Beside, availability of all necessary products in the supermarket, the way they handle the customer and the nearness to their home and their work place were also the determinant factor for their choice of supermarket. the other hand, some respondent declared their idea that supermarkets with intensive promotion mostly found with less quality of products due to that promotion were not a factor of their choice.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter presents summary, conclusion of the results and recommendations forwarded based on the analysis and basic finding of determinants of consumer choice of supermarket; evidence from customers in Addis Ababa and lastly direction for future studies.

5.1 Summary of Key Findings

The objective of this research is to identify factors that impact customer's choice of Supermarket in Addis Ababa. It also aims at prioritizing the identified determinant factors based on their importance. This study used both qualitative and quantitative research approach and descriptive and explanatory research design was used. The target population of the study was all supermarket visitors for shopping in Addis Ababa in the case of All Mart, Fresh Corner, Shoa Shopping Center, Queen's Supermarket, and Fantu Supermarket. Based on the research objective, Amharic and English version questionnaires were prepared. A total of 126 respondents from Addis Ababa city were sampled based on two stages judgmental sampling technique because the population to be studied were difficult to locate and these selected supermarkets are thought to be better, more knowledgeable and more willing than others to for the study. The analysis was made based on the properly completed questionnaires of 98 out of 126 (78.42%). The entire questionnaires were reliable and acceptable with overall Cronbach's alpha result 0.813.

The factor analysis was made on the data collected using SPSS version 21. The factor analysis revealed six important factors which are responsible for consumers' supermarket selection decisions.

According to the result from the correlation matrix analysis with the dependent variable, customer's choice of Supermarket factors listed in the order of significance are, Product Variability, Customer Service, Product Assortment, Branch Availability, Promotion and Product Price.

Among the factors listed above, the regression analysis reveals that product variety, customer service and branch availability have a significant influence on the consumers' choice of supermarket.

In addition One-way Anova analysis was made to figure out that the F static was 16.793 with a significant change of 0.000%, implying that based on the independent factors (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price) we can make valid inferences about the effect on Consumer Choice of Supermarket) at the 5% significant level of confidence.

With regard to the customer choice of supermarket determinant factor "product variety", most of the respondents were agreed to be influenced with a variety of products and brands, a wide range of option for different products categories, regularly introduce new or unique products and offers unique and international products for their purchasing decision. This implies product variety is an essential factor for customers to selection a supermarket. Therefore, supermarket owners should try to fulfill product variety requirements.

This shows, the promotional ways mentioned here were not influencing them on their purchasing decisions except a supermarket which runs direct sales like email, door to door sale and tele-marketing campaign. This implies consumers are motivated to shop a product if it is available to their door.

With regard to the customer choice of supermarket determinant factor "customer service", customers were more interested to select a supermarket if there is any kind of award for loyal customers, create positive interaction, responsive and provide appropriate solution to the complains raised by the customer.

With regard to the customer choice of supermarket determinant factor "branch availability", most of the respondent customers were highly concern to choose a supermarket with an average mean and standard deviation of (3.98, 0.95) respectively.

With regard to the customer choice of supermarket determinant factor "branch availability", most of the respondents agreed with the more branch availability enable them to access nearer to their location for their shopping decision. This implies, the more the supermarket has branches the more possibility to be nearer for the customers enabling them to access in their location for shopping decision.

With regard to the customer choice of supermarket determinant factor "product price", most of the respondents agreed that they were price concerned to select a supermarket for their shopping decision with an average mean and standard deviation of (3.81 and 1.248) respectively.

With regard to the customer choice of supermarket determinant factor "product price", issues like nearer to home, attractive advertisement, product quality and the presence of internet sales and distributive mechanism options were decisive factors for the customers to choose a supermarket for shopping decision with an average mean and standard deviation of (4.125 and 0.722) respectively.

5.2 Conclusion

Following the change in economic policy of the country after the fall of Derg Regime the retail business is becoming highly competitive and dynamic from time to time. Nevertheless, the competition was expressed by taking location or cites advantage. For this study six factors were identified that require attention for modern supermarket management. The identified factors were (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price).

The entire independent variables included in the study had a positively correlated with P value less than 0.05 at 5% level of significant with the dependent variable Consumer Choice of Supermarket. On the other hand, the correlation effect of the dependent variable Consumer Choice of Supermarket with Product Variability was large. Whereas, the correlation effect with Customer Service, Product Assortment and Branch availability was medium, while, with Promotion and Product Price was small for the Consumer Choice of Supermarket. This implies 67% of the variables influenced consumers' choice of supermarket and therefore, trying to emphasis on the variables which are correlated above medium could influence consumers' choice of supermarket.

The result of One-way Anova analysis figure out that the F static was 16.793 with a significant change of 0.000%, implying that based on the independent factors (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price) we can make valid inferences about the effect on Consumer Choice of Supermarket) at the 5% significant level of confidence. In addition According to the Person Correlation Matrix analysis, the entire variable included in the study could have a positive effect on the dependent variable Consumer Choice of

Supermarket with small and moderate level. This implies appropriate variables were identified for the study.

Furthermore the output of estimated regression coefficient, the results of the test procedures hypothesizes that the fulfillment of factors: product variety, customer service and branch availability have a significant influence on the consumers' choice of supermarket. Therefore, supermarket owners should focus on the significant factors that influence the choice of customers to decide shopping to be successful on their business and to gain a competitive advantage in the industry.

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 decision in retail supermarket outlets. The following are the recommendations. As a result: -

1. According to Anderson(2006),the concept product variety refers the breadth and depth of the product line available to consumers. Consumers usually require everything they need to buy available at the same place. So supermarkets should expend more effort to make product variety by carrying a variety of products and brands, a wide range of option for different products categories, regularly introducing new or unique products and offering unique and international products in their sores.

2. In addition award for loyal customers, create positive interactionwith the customer and marketer. And responsiveness to any issue raised by customers also enables them to feel a sense of belongingness. Therefore, the supermarket must prepare situations to provide award for loyal customers, responsive about any issue in the supermarket, responsive and provide appropriate solution to complains and provide positive interaction for a loyal customer in a regular manner also decisive factors for the success of a supermarket in the industry.

3. Lastly, factors for the choice of a supermarket include a wider range of varieties. According to Kelly and Stephenson (1967) Store choice decision is made by the decider who has decision power over where the purchase. The deciders have their own motive to select retail outlet. The study identified supermarket business could successful if it is able to open

multiple branches, shorten the distance and time travel to the branch, manage the availability of convenient parking and extend the sales period of the day. Therefore, supermarket business runners should take into consideration by fulfilling these factors to makes customers to access nearer to their location for their day to day shopping decision.

5.3 Future Research

Every study has limitations, which must be acknowledged before moving on to generalizations of findings. Because of convenience sampling used, bias may exist. Notably, the study concentrated on the factors influencing consumers' choice of supermarket in Addis Ababa. However, from the findings, I suggest future research should include customers' personal factors. Even though this study focused on describing only on limited factors, i.e. (Product Variability, Promotion, Customer Service, Product Assortment, Branch Availability and Product Price), there are more other essential factors to be included like demographics relating to personal characteristics, psychographics and macro environmental stimuli (e.g. economic and socio-cultural variables) to explain the consumer choice of shopping further. In addition, data collection in different geographic areas would be useful for increasing sample representativeness and clarifying regional differences in consumers' choice of supermarket shopping behavior towards goods and services in the business stores.

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Annex 1

SCHOOL OF GRADUATE STUDIES
DEPARTMENTOFMARKETINGMANAGEMENT

FACTORS INFLUENCING CONSUMERS' CHOICE OF SUPERMARKET IN ADDIS ABABA

Questionnaire to be Completed by Customers

Dear Respondents:

This questionnaire proposed to gather primary data on "factors influencing consumers' choice of supermarket in Addis Ababa" The purpose of the study is to fulfill a requirement for the fulfillment of MA in Marketing Management at St. Mary's University.

Your sincere responses for the questions are very important for the success of completing this study. All information collected through this questionnaire will be used only for the purpose of the study and will be kept confidential. Accordingly, I would like to thank you in advance for your volunteer participation.

Thank you, for your support

Part 1: Demographic Characteristics

1) Sex: A) Male   B) Female

2) Age: A) 20-25   B) 26-30   C) 31-35   D) 36-40   E) Above 40

3) Education: A) Certificate   B) Diploma   C) First Degree D) Second Degree E) PhD and above

4) Level of income: A) < 5000   B)5000-9,9999   C)10,000-14,999   D)15,000-19,999   E)20,000 and more

Part 2: Supermarket Selection Factors

Please rate the extent to which you agree on the following statements used to measure your perception towards the effect of your supermarket choice using the following five points scale items ranges (1=Strongly disagree, 5= strongly agree)

1= Strongly Disagree 2= Disagree   3= Neutral   4= Agree   5= Strongly Agree

S. N	Statements or Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I.	**Product variety (PV)**					
PV1	I regularly prefer a supermarket with variety of products and brands					
PV2	I regularly prefer a supermarket with a wide range of option for different products categories					
PV3	I regularly prefer a supermarket with regularly introduce new or unique products					
PV4	I regularly prefer a supermarket offers unique and international products					
II.	**Promotion (Prom)**					
Prom I	I regularly prefer a supermarket which promotes the business repeatedly					
Prom2	I regularly prefer a supermarket which offers sales promotion regularly					
Prom3	I regularly prefer a supermarket which utilizes known medias for promotion					
Prom4	I regularly prefer a supermarket which promoted organized and important information					
Prom5	I regularly prefer a supermarket which utilized social medias for promotion					
Prom6	I regularly prefer a supermarket which runs direct sales like email, door to door sale and tele-marketing campaign					
III.	**Customer Service (CS)**					
CS1	I regularly prefer a supermarket which has award for loyal customers					
CS2	I regularly prefer a supermarket with the staffs are friendly and helpful in the					

	supermarket					
CS3	I regularly prefer a supermarket with staffs are knowledgeable about products in the supermarket					
CS4	I prefer a supermarket with staffs are responsive about any issue in the supermarket					
CS5	I regularly prefer a supermarket with the staffs who are responsive and provide appropriate solution to the complains					
CS6	I regularly prefer a supermarket with staffs who provide positive interaction for a loyal customer					
IV.	**Product Assortment (PA)**					
PA1	I regularly prefer a supermarket with the variety and range of products					
PA2	I regularly prefer a supermarket with the availability of special or unique products					
PA3	34					
PA4	I regularly prefer the supermarket that offer wide selection of local or regional products					
V.	**Branch Availability (BA)**					
BA1	The availability of multiple branches influence my decision to shop from the supermarket					
BA2	The distance and time travel to the branch influence my decision to shop from the supermarket					
BA3	The presence of convenient parking makes me more likely to choose a specific supermarket					
BA4	The presence of extended sales period of the day makes me more likely to choose a specific supermarket					

VI. Product Price (PPr)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PPr1	The supermarket with a discounted price of the products influence my decision					
PPr2	The supermarket offering affordable price of its product influence my decision					
PPr3	The supermarket offering the price of the product compared with its quality influence my decision					
Customer Choice of Supermarkets (CCS)						
CCS1	I regularly prefer a supermarket nearer to my home					
CCS2	I regularly prefer a supermarket with an attractive advertisement					
CCS3	I regularly prefer a supermarket with a quality of products					
CCS4	I regularly prefer a supermarket with an internet sales and distributive mechanism options					

Annex 2

በሱፐርማርኬት ደንበኞች የሚሞላ መጠይቅ

ውድ ተጠያቂዎች:

ይህ መጠይቅ የሸማቾች ሱፐርማርኬት ምርጫ ላይ ተጽዕኖ የሚያሳድሩ ምክንያቶች በሚል ርዕስ በቅድስት ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ኤም.ኤ. ዲግሪ ለማካሄዱ ማሟያ ጥናት የመጀመሪያ ደረጃ መረጃዎችን ለመሰብሰብ የተዘጋጀ ነው ።

ለጥያቄዎቹ የሚሰጡት ምላሾች ይህንን ጥናት በስኬት ለማጠናቀቅ በጣም አስፈላጊ ነው። የሚሰበሰቡ ሁሉም መረጃዎች በሚስጥር የሚያዙና ለጥናቱ ዓላማ ብቻ ጥቅም ላይ የሚውሉ በመሆናቸው ውድ ጊዜዎን ሰው ተው ለሚያደርጉልኝ ትብብር በቅድሚያ ላመሰግናችሁ እወዳለሁ።

አመሰግናለሁ!!!

ማሳሰቢያ፦ ከዚህ በታች ለሚቀርቡ ጥያቄዎች ከተሰጡት አማራጮች መካከል የእርስዎ ምርጫ የሆነውን በማክበብ ይገለጹ፦

ክፍል I: አጠቃላይመረጃ

1) ጾታ: A) ወንድ   B) ሴት

2) እድሜ: A) 20-25   B) 26-30   C) 31-35   D) 36-40   E) Above 40

3) የትምህርት ደረጃ: A) ሰርተፍኬት   B) ዲፕሎማ   C) የመጀመሪያ ዲግሪ
       D) ሁለተኛ ዲግሪ   E) ሦስተኛ ዲግሪና በላይ

4) ወርሃዊ ገቢ: A) < 5000   B)5000-9,999   C)10,000-14,999   D)15,000-19,999
     E) 20,000 እና በላይ

1= በጣም አልስማማም 2= አልስማማም 3= ገለልተኛ 4= እስማማለሁ 5= በጣም እስማማለሁ

ተ. ቁ		በጥብቅ አልስማማም	አልስማም	ገለልተኛ	እስማማ ለሁ	በጥብቅ እስማማ ለሁ
የምርት አይነት						
1	የተለያዩ የብራንዶችና አማራጮች ያሉት ሱፐርማርኬት እመርጣለሁ					
2	ለተለያዩ ምርቶች ሰፋ ያለ አማራጭ አማራጭ የሚያቀርብ ሱፐርማርኬት እመርጣለሁ					
3	በየጊዜው አዳዲስ ወይም ልዩ የሆኑ ምርቶችን የሚያስተዋውቅ ሱፐርማርኬት እመርጣለሁ					
4	ልዩ እና ዓለም አቀፍ ምርቶች ያሉት ሱፐርማርኬ እመርጣለሁ					
ማስተዋወቂያ						
1	ድርጅቱን በተደጋጋሚ የሚያስተዋውቅ ሱፐርማርኬ እንድጠቀምይገፋፋኛል					
2	በየጊዜው የሽያጭ ማስታወቂያ የሚያዘጋጅ ሱፐርማርኬት እመርጣለሁ					
3	ለማስተዋወቅ የታወቁ ሚዲያዎችን የሚጠቀም ሱፐርማርኬት እመርጣለሁ					
4	በደንብየተደራጀናጠቃሚመረጃዎችንየሚያስተዋውቅሱ ፐርማርኬትእመርጣለሁ					
5	ለማስተዋወቅ ማህበራዊ ሚዲያን የሚጠቀም ሱፐርማርኬት እመርጣለሁ					
6	ቀጥተኛ ግብይትን እንደ ኢሜይል፣ በር ለበር ሽያጭ፣ እንዲሁም የቴሌማርኬቲንግ የሚጠቀም ሱፐርማርኬት እመርጣለሁ					
የደንበኞች አገልግሎት						
1	የታማኝነት ሽልማት ፕሮግራም ያለው ሱፐርማርኬት እመርጣለሁ					

2	ተግባቢና አጋዥ የሆኑሰራተኞች ያሉት ሱፐርማርኬት እመርጣለሁ					
3	ስለምርቶች እውቀት ያላቸው ሠራተኞች ያሉት ሱፐርማርኬት እመርጣለሁ					
4	በሱፐርማርኬቱ ለማንኛውም ጉዳይ ምላሽ ሰጪ ሠራተኞች ያሉት ሱፐርማርኬት እመርጣለሁ					
5	ቅሬታ በአግባቡ የሚሰሙ እና ችግሮችን በትክክል የሚፈቱ ሠራተኞች ያሉት የሱፐርማርኬት እመርጣለሁ					
6	ለደንበኞቻቸው ትኩረት የሚሰጡ ሠራተኞች ያሉት ሱፐርማርኬት እመርጣለሁ					
የምርትምደባ						
1	የተለያዩ አይነት እና የተለያዩ አማራጭ ምርቶች ያሉት ሱፐርማርኬት እመርጣለሁ					
2.	የተለዩ ወይም ልዩ የሆኑ ምርቶች ያሉት ሱፐርማርኬት እመርጣለሁ					
3	ኦርጋኒክ ወይም ጤናማ ምርቶችን የሚያቀርብ ሱፐርማርኬት እመርጣለሁ					
4	ከሀገር ውስጥና አለም አቀፍ ሰፊ አማራጭ ምርቶችን የሚያቀርብ ሱፐርማርኬት እመርጣለሁ					
የቅንጫፍ መገኛት						
1	በርካታ የቅንጫፍ አማራጮች ያሉት ሱፐርማርኬ እመርጣለሁ					
2	ቅርብ እና ለመንንዣ አመች ቦታዎች ላይ የሚገኝ ሱፐርማርኬት እመርጣለሁ					
3	ምቹ የመኪና ማቆሚያ ቦታ የለው ሱፐርማርኬት እመርጣለሁ					
4	ሰፊ ወይም የተራዘመ የመገልገያ ሰዓት ጊዜ ያለው ሱፐርማርኬት እመርጣለሁ					
ዋጋ						
1	ምርቶቹን በቅናሽ ዋጋ የሚያቀርብ ሱፐርማርኬት እመርጣለሁ					
2.	ምርቶቹን በተመጣጣኝ ዋጋ የሚያቀርብ					

	ሱፐርማርኬት እመርጣለሁ					
3	ከምርቱ ጥራት ጋር ተገቢ የሆነ ዋጋው የሚያቀርብ ሱፐርማርኬት እመርጣለሁ					
	የደንበኛ ምርጫ					
1	ከቤቴ ቅርብ የሆነን ሱፐርማርኬት በይበልጥ እመርጣለሁ					
2	የሚስብ ማስተዋወቂያ ያለውን ሱፐርማርኬት እመርጣለሁ					
3	ጥራት ያለው ምርት ያለውን ሱፐርማርኬት እመርጣለሁ					
4	የኢንተርኔት ግብይት እና የመላኪያ አማራጭ ያለውን ሱፐርማርኬት ዋጋ እሰጣለሁ					