



**ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT
FACTORS AFFECTING CUSTOMERS CHOICE:
IN THE CASE OF GIFT REAL ESTATE**

BY: KALKIDAN BELACHEW

SGS/0305/2014A

ADVISOR: ZEMENU AYNADIS (PHD)

**A RESEARCH PAPER SUBMITTED TO THE SCHOOL OF
POSTGRADUATE STUDIES IN PARTIAL FULFILMENT FOR
THE AWARD OF DEGREE IN MASTER OF MARKETING
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**FACTORS AFFECTING CUSTOMER CHOICE: THE CASE OF GIFT REAL
ESTATE**

**BY
KALKIDAN BELACHEW**

APPROVED BY

Dean, Graduate Studies

Signature & Date

Advisor

Signature & Date

Yibeltal N.(Asst. Professor)

External Examiner



Signature & Date

Internal Examiner

Signature & Date

DECLARATION

I, the undersigned, declare that this thesis “**FACTORS AFFECTING CUSTOMER CHOICE: THE CASE OF GIFT REAL ESTATE**” is my original work, prepared under the guidance of ZEMENU AYNADIS (PHD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of learning any degree.

Name

St, Mary’s University, Addis Ababa

Signature

June 2023

ENDORSEMENT

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

ZEMENU AYNADIS (PHD)

Advisor

Signature

St, Mary's University, Addis Ababa

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ACRONYMS AND ABBREVIATIONS

GRE: Gift Real Estate

NQRC: National Quality Research Center

CONDO: Condominium

ISO: International Organization for Standardization

ABSTRACT

An understanding of customer choice is essential in planning and programming the marketing system. The objective of this study is to determine the factors that affect customer choice in the case of Gift real estate, Addis Ababa. Quantitative approach is used in considering the research objective and to gain a better understanding about the research problem. In addition to this, the research conducts a cross sectional study thus; this study only investigate the phenomenon at a particular time. The researcher has studied the effect of price, quality, location, Brand and sales personnel on customer choice of a house. The theory explained various consumer behavior models and their arguments. This study adopted descriptive and explanatory design because it allows the collection of data at one point to the other. Using probability sampling technique like simple random sampling, the study sample in terms of the respondents covered randomly selected customers of Gift real estate real estate company and a sample of 384 was administered with the questionnaire and 87.5% response rate was achieved. Descriptive frequency and percentage have been conducted to explore the demographic characteristics of the target respondents. Using Linear Regression model, this research is useful to examine the relationship between the independent variables to the dependent variable (customer choice) after meeting all the given assumptions successfully. Statistical Package for Social Science (SPSS) version 25 was used to generate the actual results. The result has identified that price, quality, location, brand and sales personnel as a basic influencing factors and examines each factor on the extent of their effect on customer choice while selection real estate. The researcher has concluded that customers mainly considered quality and location as a major factor on their house choice. Price and Brand has insignificant negative influence on customer choice. Additionally, the researcher has concluded that sales person's credibility does not matter as of the quality and location for the real estate customers when they choose a company to buy a house. Based on these findings, the researcher recommended that the management team of the Gift real estate companies to give special attention for those variables that have major impact on customer choice.

Key words; Price, Quality, Location, Brand, Sales personnel and Customer choice.

CHAPTER ONE:

INTRODUCTION

1.1 Background of the study

Several past studies found that the financial of house has much influence on how consumers make their house choice (Adair, et al., 1996) (Hablemitoglu, et al., 2010)

The researcher Wang, identified price as one of the most important factors that affect the willingness of buying real estate in any market. (Wang, 2013) found out that the real estate market of China was not high degree free market, so the traditional formulas like the 4 Ps of marketing mix (price, product, place and promotion) may not be all the factors in marketing for Vanke Co., Ltd. real estate marketing should consider.

Vanke Co.,Ltd. is one of the most famous real estate developers in People's Republic of China, where the prices of real estates have been growing by more than 20 percent for the past 10 years. During these years, people always talk about bubble in the real estate market but price never stopped to grow even after the financial crisis in 2008. In this context, several big real estate developers emerged, and Vanke Co., Ltd. is the current leader in terms of revenue. (Wang, 2013)

Post-purchase satisfaction is influenced by three housing attributes: the surrounding environment, external property appearance and space, and aesthetic attributes. The quality of service provided by suppliers also had a significant impact on home buyers' post-purchase satisfaction. (Zeng, 2013)

According to the study conducted on Wuhan, China, it was founded that quality of service provided by the housing suppliers did not significantly influence purchase decisions. (Zeng, 2013)

As per the finding of the study on customers buying behavior towards the real estates of china" shows that location, quality and affiliated facilities are the factors the customers deemed to cherish most. (Wang, 2013)

Associated with residential property, location is very important to the requirement and purchasing power of the consumers. The decision to select a location depends on the living style of the buyer, Consumers with a high mobility level requires a dwelling which located in the city center, so it will facilitate the movement from one place to another in a shorter time. Otherwise, consumers who have children's have a tendency to choose a place with larger residential units, close to public facilities, such as schools, markets, and hospitals. Accessibility would be obtained if the property is located in the city center. The strategic location of the property will attract the consumers; it is because the location of the property which closes to the center of activity and entertainment can guarantee a safe and profitable investment. (International Journal of Education and Research, 2016)

From the finding of the study examined by Linqi, location of the real estate is a significant factor. Based on the results location was an important factor when the real estate buyer was making their decision to buy. A good location can dramatically increase the willingness of buyers in buying the real estate. (Wang, 2013)

Zeng also mentioned on the finding of the study that only two housing attributes, namely location and aesthetics positively influenced housing purchase decisions. (Zeng, 2013)

The research conducted in Kuala Lumpur, Malaysia by 2015 indicates location is the only significant factor that affects house buyers" decision while other factors tested in the study including feature, Living Space, Financial status and Environment are insignificant factors (Thanaraju, Ameera, Khan, Sivanathan, & Khair 2019).

Another research conducted in Malaysia by 2012, financial factor is more influential in customers" choice than other variables tested in the study including location, neighborhood, interior, developer, exterior and family life cycle (Abdullah, 2015). The research conducted in

the same country states neighborhood as a dominant factor in real-estate house choice with price (Anthony, 2016)

According to the study which was conducted by Aschalew dessie in 2018 on factors affecting real estate market effectiveness in Ethiopia; quality of homes, price fairness, brand reliability, location convenience and sales person credibility are identified among the major factors that affect the marketing effectiveness in the sector.

The research conducted by Emebet W/Meskel in 2019 also identified price, quality and location as major factors that influence customers' choice when buying residential houses in Ethiopia.

As most of the literatures seem to agree that marketers think price, quality, location, brand and salesperson significantly affect customer choice of a given product. Although there is many research on this area conducted in other countries, little is known on the case of Gift real estate residential homes in Ethiopia, Addis Ababa market.

Therefore, the purpose of this study was to assess the effects of price, quality, location, brand and sales personnel on customer choice of a house. Knowing this will help Gift real estates to consider their pricing strategy, quality of their houses, their location, image of their brand and skill of their salesperson if it is as per the promise they had with their clients.

1.2 Background of the Organizations; Gift real estate

According to the data saved from the archives of Addis Ababa City Gift Real Estate PLC (GRE) in Ethiopia, it is part of Gift Group (holding company). The company was established by its founder and MD, Ato Ghebreyesus Ejeta. As such, GRE was established in 2005 and has since been engaged in the development of Residential and Commercial building and selling of Real Estate property to customers.

Since its establishment, GRE has built multiple houses in three rounds at 3 sites (around CMC) on about 160,000 m² land plot. In the 1st phase, houses were built on 16,000m² and transferred to home owners.

In the 2nd phase, real estate development covered 90,000m² where 95% was completed and inaugurated by FDRE President Mulatu Teshome (PhD). This phase included all necessary infrastructural facilities (roads) and utilities (power, water, and communication). GRE is undergoing its 3rd phase on 60,000m² with majority of construction stages completed. Currently, there are efforts to build houses around Bole Arabsa and 2 buildings of 22 floors each in inner city sites of Addis (for high rise apartments).

Established with limited initial capital and a product mix limited to few models of residential houses, GRE has grown in to a major real estate company with broad set of real estate provisions in multiple sites. With an intent to maintain a balanced investment in residential houses, commercial buildings, and other real estate options, GRE currently manages properties/assets and investments worth more than birr 350 million. As per internal reports reviewed by the consultant and discussions with its management, the company is entering a new phase of transformation in which it has to consolidate and improve its successes and address its weaknesses.

1.3 Statement of the problem

The number of house buyers has steadily increased in recent years. They depend upon the market to satisfy their housing needs. Generally, the sort of housing choice an individual makes determines how they perceive the value of the house. With the increasing freedom consumers have in choosing their houses, variations altogether aspect of housing consumption have increased. An examination of house buyers' housing preference is crucial for understanding these variations. Consumers' needs and wants likewise as complex interplay of housing attributes or other housing purchase factors (Bitter & Dall'erba, 2007).

Understanding factors that affect the real estate market are found to be vital and crucial because of the shortcoming of the utility theories which are accustomed study consumer behavior to produce convincing explanations to grasp the market (Gilber& Nelson, 2003)

Real estate development is a highly complex, dynamic and multi-disciplinary challenge. The duration and complexity of the development process involves a substantial amount of time and, as a consequence, real estate developers lack the relative flexibility to respond and adjust quickly to any fluctuations in tenant and investment markets. This leads to increased economic risk. Furthermore, the construction of real estate and therefore acquisition of a completed property require a substantial investment (Dubben&Sayce, 1991).

A real estate can provide a lot of social and economical yields or benefits to a country if it is operated at its level best. The housing front is most vital for national economy and human settlement. The real estate as a business sector includes many services and operations well beyond the real estate development and brokerage. This market is potentially rich to accommodate many services and operations for employment and investment, which in turn enhances its development. But in an inefficient infant market like what is prevalent in our country the sector has much gap to be filled (KirosAqubamicheal, 2009).

Housing is one in every of the foremost problems prevailing in Addis Ababa and other cities and towns across the country. The shortage of housing in cities is incredibly serious that it is estimated to succeed in over one million. Although there's a development recently in supply by both the government and personal land companies, there's still huge gap between housing need of Addis Ababa residents and also the supply. Real estate business in Addis Ababa is growing because of the problems of owning a house within the city. (Solomon Bedada Jima, 2018).

Real estate in Ethiopia is one of the most profitable, high in demand sectors. The sector majorly resides in Addis Ababa, one of the top fastest growing cities in Africa, which makes the city the right destination for real estate companies in Ethiopia to invest in to build luxury homes. Real estate sector has been one of the fastest growing sectors of the Ethiopian economy and its contributing a large sum to the nations GDP. The sector has gone through several phases from its emergence in 1990's to where it has gotten now. The primary destination of the real estate industry in Ethiopia, of course, is Addis Ababa. The fuel for real estate in Addis Ababa has been and will always be the enormous housing demand which seems to be ever growing(Zerayehu and Kagnew, 2015).

In this fierce competitive environment, it is important for a marketer (Real estate Company) to know what really influences customer to buy a real estate. As mentioned in Hall (2012) knowing a customer in depth is one of the key characteristics of highly successful business entrepreneurs. It is not only about their need but also what drive their decision. The objective of this research is to study the factors that influence the customer choice in purchasing real estate.

1.4 Research Question

The main research question is;

- How do the price, quality, location, brand and salesperson influence the customer choice in the case of Gift real estate?

Sub research questions;

- How does price affect the customer choice in the case of Gift real estate?
- How does quality affect the customer choice in the case of Gift real estate?
- How does price affect the customer choice in the case of Gift real estate?
- To what extent does brand influence the customer choice in the case of Gift real estate?
- To what extent does salesperson influence the customer choice in the case of Gift real estate?

1.5 Research Objectives

The major objective of this research was to to determine the factors that influences the customer choice in the case of Gift real estate; also, the study had the following specific objectives

- To describe the effect of price on the customer choice in the case of Gift real estate.
- To evaluate how quality affect the customer choice in the case of Gift real estate.
- To explore the influence of location on customer choice in the case of Gift real estate.

- To describe the influence of brand on customer choice in the case of Gift real estate.
- To analyze the influence of sales personnel on customer choice in the case of Gift real estate.

1.6 Significance of the Study

The research provides a clear picture of the factors that affect the purchase decision in the case of Gift real estate. The study enhances the knowledge of the researcher with regard to the concept of real estate market. The study is important for existing real estate companies and also for new real estate companies who are going to join the real estate sector in country. Additionally, it can be used as base line information to interested researchers in the real estate area.

1.7 Scope and limitation of the Study

1.7.1 Scope of the study

The study focused in exploring the effect of price, quality location, brand and sales personnel on customer choice of a house, limited to Gift real estate.

In order to achieve a more focused study and in light of limited financial resource the scope of the study limited to one real estate developers. And also among the different determinant factors the study focused only on Price, quality, location, brand and sales personnel their impact on customer choice.

1.7.2 Limitation of the Study

This study was limited to factors affecting customer choice in Gift Real Estate Company. This makes it difficult to generalize the result of this study to every real estate project in the city. Therefore, there is a need for a more detailed study in the area for a better understanding of factors affecting consumers buying behavior.

The researcher faced a challenge while writing this proposal. Initially, working on a company, that doesn't have any engagement or correlation with the researcher makes the proposal tough to gather information about the organization. However, after repetitive follow up with the marketing departments, it became successful and smooth relationship has been created. Afterwards, time constraint has significantly affected the researcher on working this proposal, which also has been tried to manage in order to meet the school time schedule.

1.8 Definition of Terms

1.8.1 The Concept of Customer choice

Customer choice refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants.

1.8.2 The concept of Pricing

Price is the amount a customer pays for a product or the sum of the values that consumers.

1.8.3 What Does Quality Mean?

Quality; - Quality may mean features of products which meet customer needs and thereby provide customer satisfaction, yet others equate it to attainment of prescribed standards.

1.8.4 What Does Location Mean?

Location means that a particular place or position the property is set in a convenient way..

1.8.5 What is Brand?

Brand is defined as a symbol, logo, sign, that enable the one product to differentiate from other products and from competitors.

1.8.6 What does Salesperson mean

Sales Person: A person who is employed to sell product or service.

1.8.7 The concept of Real estate

The definition of real estate is, Real estate is defined as a land and everything made permanently which is part of it which is the nature and extent of one's interest there (Encarta Reference Library, 2006).

1.9 Organization of the Study

This subsection outlines the entire study in a concise manner. The first chapter started by giving an introduction and background of the study which is followed by a problem statement which identifies the gap between the current literatures, the research questions which is followed by the objective of the study, the significance and scope of the study. The second chapter gives deep insights on the subject matter under the study which is price, quality, location, brand and sales personnel its effect on customer choice by using theoretical and empirical review, and conceptual frameworks. The third chapter is about the methodology of the study which explains about the research design, type, sampling techniques and data collection techniques.

The fourth chapter deals with the data presentation and analysis. It explains the major findings and discussion of the result.

And the last chapter, chapter five pacts with summary, and give recommendation for future research.

CHAPTER TWO:

REVIEW OF RELATED LITERATURE

2.1 Introduction

This part aims to provide a review of related literature both theoretical and empirical. In line with the objectives of this study, it covers concepts related to pricing objective and its strategy, importance of using different prices, customer choice, and the relation between price, quality, location, brand, salesperson and customer choice, in addition to these the findings of previous research from different authors as well as the theoretical framework of this study are included.

2.2 Theoretical review

2.2.1 The Theory Customer Choice Behavior and Buying Decision Process

Consumer purchases are highly influence by two factors: internal and external. Internal factor refers to psychological and personal dimension and external factor to cultural and social one. Consumer behavior is tormented by several factors. Consumer behavior is explained by theories that explore the assorted drivers that impel consumers towards their choice. These drivers form the theoretical models of consumer behavior, which contain psychological, sociological, economical and stimulus response models. Each of those domains is said to any or all others. Wayne D. Hoyer and Deborah J. Macinnis give the example that “to make decisions that affect outcomes like buying new products, consumers must first engage in processes described in the psychological core. They have to be motivated, able, and have the chance to be exposed to, perceive, and attend to information” (Wayne et al., 2008).

Schiffman & Kanuk (1997) define consumer behavior as: "The behavior that consumers display in trying to find, purchasing, using, evaluating, and disposing of products, services, and ideas." (Schiffman et al., 1997) elaborate on the definition by explaining that consumer behavior is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where

and the way often they purchase and the way they use the purchased product. Additionally, it encompasses all the behaviors that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

The present study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman et al., 1997). Consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or eliminate of products, services, ideas, or experiences to satisfy needs and desires (Solomon 1996).

The study of customer behavior is predicted on consumer buying behavior, with the customer playing three distinct roles: user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts within the field (Armstrong & Scott, 1991). Consumer behavior involves the psychological processes that consumers go through in recognizing their needs, finding ways to resolve these needs, making purchase decisions (e.g., whether to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging compared shopping or actually purchasing a product).

Consumer behavior research attempts to understand the customer decision-making process, both individually and collectively. It studies individual consumer characteristics like demographics and behavioral variables in a shot to know people's wants. Consumer behavior research allows for improved understanding and forecasting concerning not only the topic of purchases but also purchasing motives and purchasing frequency (Schiffman et al., 2007).

2.2.2 The Simple Stimulus-Response Model

The analysis of customer behavior by observing and researching on consumer buying behavior and characteristics in order to understand the needs, motives and step to purchase is the basis for marketing strategy formulation (Kotler, 1997; Hawkins, Best & Coney, 2004).

It shows the black box model of consumer behavior, it is a well-developed model that shows the interaction of stimuli, customer characteristics, and decision process and customer response. The final customer decision is derived from various factors. It considers both external (4P's PEST) and internal (Buyer characteristic) stimuli. The black box likes a customer's head that shows whys of buying behavior take form. The marketing tactic and other stimuli enter into the customer "Black box" and produce to be certain response whether to purchase or not. This reaction is based on the buyer's characteristics and the buyer's decision process. The critical stage is to discover the customer's mind. The first step in understanding buyer behavior is to focus on the factors that determine their characteristics in the black box model. The broadly major factors are cultural, social, personal, and psychological (Tintin, 2016; Perreau, 2016).

As per the stimulus-response model, there are marketing and other stimuli which enter the 'Consumer's black-box' and subsequently produce certain buyer responses. Figure illustrates the Simple Stimulus-Response Model of Consumer Decision Making.

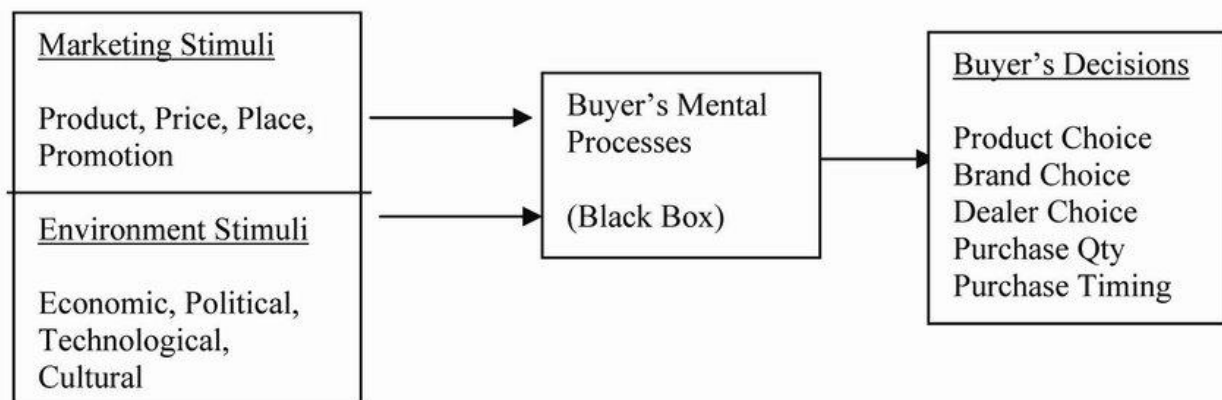


Figure 1; The simple stimulus response model

Source: Suja R. Nair. 2010. Consumer Behavior in Indian Perspective Text and Cases. Mumbai: Himalaya Publishing House, p.22

The marketing environment comprises various marketing mix elements which act as cues in influencing consumer response. The buyer is exposed to a spread of information about the product's existence, price to match the product features, availability at the varied outlets,

ably supported by the promotional tools such as advertisement, contests and sweep take publicity while marketing environment helps to make up product awareness.

Other stimuli include major forces and events within the buyer's environment: economic, technological, political and cultural. Of these inputs enter the buyer's black box where they're changed into a group of observable buyer responses like the choice of the brand, the dealer and the time of purchase.

2.2.2.1 Critiques of the the Simple Stimulus-Response Model

Early Stimulus-Organism-Response models suggest a linear relationship between the three stages with environmental and social stimuli acting as external antecedents to the organism. This approach assumes that stimuli influence an inactive and unprepared organism (Eysenck AND Keane 2000). Most theorists now, however, acknowledge that information processing is conducted by a vigorous organism whose past experience will influence not only the processing of such information but even what information is sought and received. Information processing are going to be both stimulus driven and concept driven (Moital 2007); (Groom, Dewart et al. 1999). This development has resulted in additional recent depictions of consumer higher cognitive process being circular in fashion (Peter AND Olson 2008), or drawn through a Venn diagram (Jacoby 2002).

The model provides a clear depiction of the method of consumption making it easy to understand and intuitively pleasing (Foxall 1990). The mechanistic approach is, however, criticized to be too restrictive to adequately accommodate the variability of consumer decision situations (Erasmus, Boshoff et al. 2001, Loudon AND Della Bitta 1993).

Most models, being first proposed in 1960's and 1970's, are developed with limited theoretical background because of the embryonic nature of the discipline during this time (Du Plessis, Rousseau et al. 1991). This concern is also be alleviated, a minimum of partially, by the contemporary revision of some models, for example the EBM Model introduced above.

2.2.2.2 Summary of the Simple Stimulus-Response Model

Including the model listed previously, there are different models of consumer buying behavior like Bettman information processing model, Nicosia model, Howard-Sheth model and Howard model. The models of consumer behavior attempted to clarify all possible variables and influences on consumer behavior. For this study, the researcher uses the “Simple Stimulus-Response Model” to conduct the research. This model is straightforward and might be used on the current situation of consumer buying behavior towards purchasing decision of real estate.

2.3 Empirical Review

There are limited numbers of journals and researchers that have conducted on real estate projects, especially on private residential real estate projects. These are listed and reviewed below.

2.3.1 The Relation between Price and Customer Choice

In today’s global markets in the evaluation stage, the consumer ranks brands and forms purchase intentions. And they preferred to buy high quality products and they look on the attitudes of others and unexpected situational factors which based on expected income, expected price, and expected product benefits. (kotler, 2003).

In East Africa to purchase a particular goods or services, he or she must reach the purchasing decision to those goods or services but this purchasing decision differ from one final consumer to another due to several factors which affect purchasing decision such as price, attitude, advertisement, social influences, fashion, education, family life cycle and income (Davis, 2010).

In the face of rapid economic and technological changes, today's consumer is more curious, more educated and conversant with what he/she exactly wants. These changes also affect the needs of firms. According to (Faith & Edwin, 2014), marketing your business is about how you position it to satisfy your customer’s needs.

Review of —The Effect of Pricing Strategies on The Purchase of Consumer Goods has been made by Faith and Edwin, they have mentioned that customers who give high priority for a price of a give product are more likely to gather information about the product, compare brands of competitors, which definitely affect their buying decision. (Agwu, 2014)

Therefore, Price has been one of the most hypothesized, tested and confirmed influencing variable of Customer Choice.

H1: Price has a significant and positive effect on consumer buying behavior.

2.3.2 The Relation between Quality and Customer Choice

Providing a perfect quality product has numerous benefits for any company. The positive correlation between product quality and sales should be reason enough to make quality a top priority in a business strategy. The trust, credibility, and loyalty that come from happy customers builds repeat sales and ignites positive recommendations about a product that helps a company reach new audiences. (Business.com Editorial Staff, Business.com Writer ,2018) The quality of your services and merchandise is one way to help you get consumers to appreciate and believe in what you have to offer.

Product quality is a key determinant in the purchase of computer products, and in stimulating customer loyalty. Perceived quality has two dimensions, extrinsic quality—linked to the brand—and intrinsic quality—related to internal product characteristics. Whereas extrinsic attributes (brand name) are more related to affective loyalty (customers build affect toward the brand on the basis of cumulatively satisfying usage occasions), intrinsic attributes have a more objective nature and are more related to cognitive loyalty. (Garrido-Morgado, et al., 2016)

Construction quality, design and features of real estate homes become one of the main competing factors among real estate companies to win customer intention and it is the main reason for customers to choose a real estate company. Thus, Quality is from the major factors that influence Customer Choice.

H2: Quality of homes significantly influences Customer choice positively.

2.3.3 The Relation between Location and Customer Choice

Location is one element of marketing mix that will help to attract customers and influence their decision of buying a product. It is not only about where the product to sell is located. Rather it includes: Availability of infrastructure, Convenience for transport, Availability of facilities like health center, shopping area, recreational places and other social services. On top of these, the researcher believes that location is one of the reasons for customers to choose a real estate company and contribute for marketing performance. Hence location is hypothesized to influence Customer Choice.

H3: Location significantly affects Customers Choice of real-estate.

2.3.4 The Relation between Brand and Customer Choice

Researchers have also been focusing on brand equity as one of the influential factors of market. For instance, Mahalingam & Kumar (2012) found out that in addition to product quality, brand awareness is also the most important factor in buying behavior. Brand awareness is said to precede all other steps in the buying process (34).

Brand image on the Ethiopian real estate business is especially related to delivery reliability of homes. Most of the real estate firms who secured land for real estate development are not operating in full capacity in which some put the bare land without any construction not even a fence, some started construction only for the sake of securing the land and some other even transferred the land illegally to third party.

Since brand is one of the reasons among home buyers in choosing a real-estate company it has a direct influence on Customer Choice.

H4: Brand has a significant influence Customer choice.

2.3.5 The Relation between Sales personnel and Customer Choice

The effect of sales personnel's level of expertise on sales performance has been researched extensively. dimensionally a number of sellers' expertise were identified by Swan, John E. and Nolan, Johannah (1985), including the measurable technical knowledge of personnel, the degree knowledge and competence they are capable of demonstrating, indicate that personnel are expert in their field (e.g. through formal qualifications), and a clear statement of accessibility, ability and capacity to serve the customer. Sometimes, no clear attempt is made to prove expertise, but it is likely to be understandable during the course of a relationship. Credibility, reliability, responsiveness and an ability to get answers were seen as important determinants of a salesperson's competence and persuasiveness which detracted from it. Finally, Crosby et al. (1990) talk about area of expertise in terms of training, knowledge and experience desire to sell their products and services. Sellers need to be well trained and have vast knowledge of their properties and of the communities in which they serve. Seller expertise is vital in buyer-seller relationships because of the trust it creates among both parties. Two main skills that every seller should have is the skill to relate to the buyer as well as the ability to assist the buyer in meeting their needs (Preston Sneed 2009)

Since customers take sales personnel as one of the reasons to choose a real estate company, it is related with and affects Customer Choice.

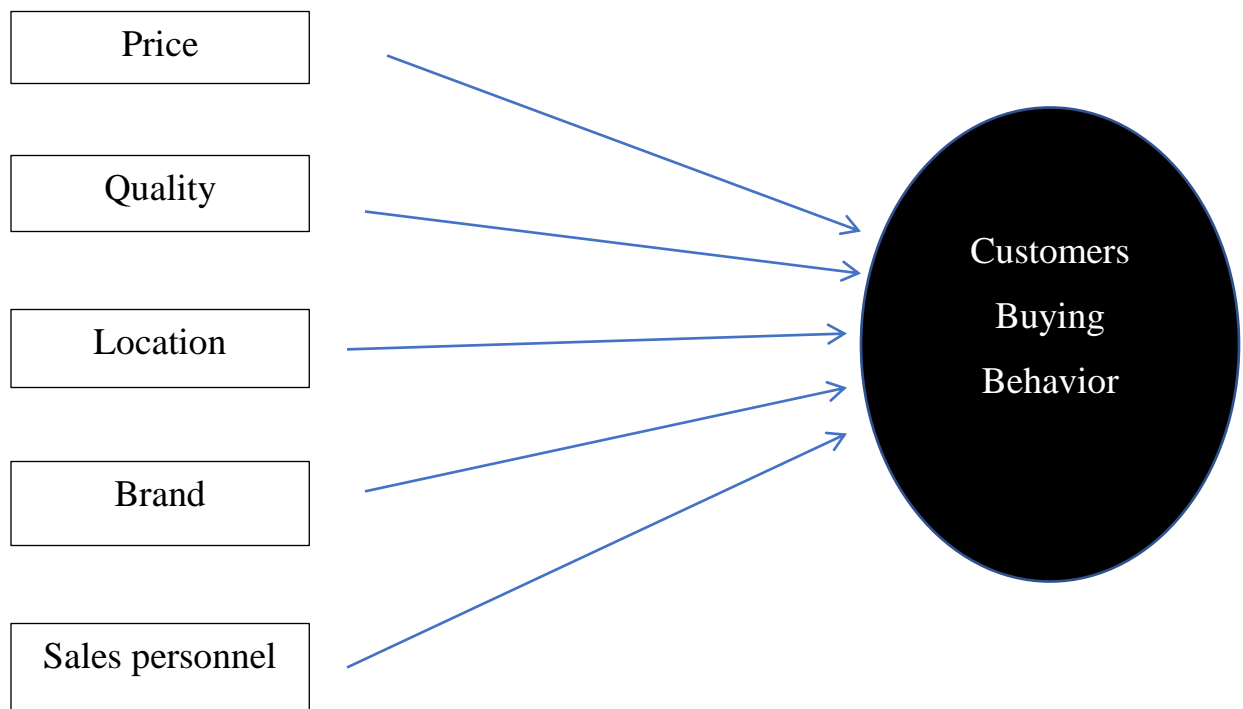
H5: Sales personnel have positive influence on Customer choice.

2.4 Conceptual Framework

The following conceptual framework has been developed based on the theoretical and empirical reviews. It was a road map of the study. In this study, the independent variables were Price, quality, location, brand and salesperson. The dependent variable was customer buying behavior. The figure below shows the relationship between the dependent and independent variables.

This research intended to investigate the effect of product price, quality, location, brand and salesperson on Customer buying behavior and examine the relationship between the independent variables" elements with the dependent variable.

Figure 2; Conceptual framework



Source: Nunarong et al., 2017)

This research intended to investigate the effect of price, quality, location, brand and salesperson on customers" buying behavior and examine the relationship between the independent variables" elements with the dependent variable.

CHAPTER THREE:

RESEARCH METHODOLOGY

This chapter described the research approach that used to carry out the investigation. It goes over the research design, demographic, data source, sampling, data collecting, data analysis methodologies and some ethical issues.

3.1 Research Approach

Creswell (2003) divided scientific research approaches into three: quantitative, qualitative, and mixed research. Quantitative research is an approach for testing objective speculations by inspecting the relationship among variables, which can be measured and analyzed utilizing statistical methods. Qualitative research is an approach for investigating and understanding the meaning people or group assign to a social or human issue “Whereas, mixed research approach includes collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a single study Creswell (2014). Quantitative research is used to evaluate the problem by way of creating numerical data or data that can be changed into usable statistics. It is used to measure attitudes, opinions, behaviors and other defined variables and generalize the results from a larger sample population (Susan, 2011).

Therefore, the research approach employed in this study was quantitative research approach. The researcher used quantitative research strategy because the study needs to address the effect of price, quality, location, brand and sales personnel on customer choice of a house. This was based on theories and reviews of literatures that could identify the research problems and could able to give solutions.

3.2 Research Design

As a plan and process of a research project, the research design guides the data collection and analysis procedures to ensure that the study will ultimately address the significant problem of the study (Kothari, 2004).

A research design is the arrangement conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kumar, 2008).

A research design determines the choice of analysis and sampling technique to use. It refers to the overall strategy chosen to integrate the different components of the study in a coherent and logical manner (Brown, 2006). The main type of research designs addressed by (Saunders, 2007) include explanatory, descriptive and exploratory studies. This study adopts descriptive and explanatory design because it allows the collection of data at one point to the other.

Descriptive research can include collections of quantitative information that can be tabulated along a continuum in numerical form, like scores on a test or the amount of times a person chooses to use a specific feature of multimedia program, or it can describe categories of information like gender or patterns of interaction when using technology in a very group situation (Hakes et al., 1994). Descriptive research involves gathering data that describe events then organizes, tabulates, depicts, and describes the data collection (Glass et al., 1984). It often uses visual aids like graphs and charts to help the reader in understanding the data distribution. Because the human mind cannot extract the complete import of an oversized mass of raw data, descriptive statistics are vital in reducing the data to manageable form. When comprehensive, narrative descriptions of small numbers of cases are involved, the research uses description as a tool to prepare data into patterns that merge during analysis. Description emerges following creative exploration, and serves to prepare the findings in order to fit them with explanations, and then test or validate those explanations (Krathwohl, 1993).

Explanatory research sometimes referred to as analytical study seeks to identify any casual links between the factors or variables that pertain to the research problem (Saunders et al., 2007)

3.3 Population and Sampling

3.3.1 Population of the Study

A population is a complete group of items (people or objects) who share some common characteristic defined by the researcher's sampling criteria.(Stewart, 2022a). The population of this study was customers of Gift real estate who bought and currently lives in the house of Gift homes which mostly has about 2500 to 2800 customers in Cmc, Ayate 49 and Bole atlas site three site.(Gift real estate Company). Therefore, customers of Gift real estate located at Cmc, Ayat 49 and Bole atlas site were the target population of this study.

3.3.2 Sample Size Determination

Because a population frequently contains too many individuals to investigate efficiently, an investigation is frequently limited to one or more samples selected from it. (Lakens, 2022). A well-chosen sample included the majority of the information on a certain population parameter, but the relationship between the sample and the population must be such that reliable inferences about the population may be derived from that sample. (Majid, 2018). And hence it is important to determine sample size.

Dell et al. (2002) devised the following equation to generate a representative sample for proportions in big populations.

$$n = \frac{Z^2 * P (1 - P)}{d^2}$$

For a 95% confidence level and 5% precision, with d = desired level of precision (0.05), and p = the projected percent standard deviation of a characteristic in the population. P = 0.5 as a starting point (maximum variability). In addition, statistical tables including the area under the normal curve provide the value for Z. As a result, the value of Z at the 95% confidence level is 1.96. So the nominal sample size is

$$n = \frac{1.96^2 * 0.5 (1 - 0.5)}{0.05^2}$$

$$n = 384.16$$

Based on the above formula the sample size of this research was 384 respondents from consumers of Gift homes in Addis Ababa city.

3.3.3 Sampling Technique

The Probability sampling technique like Simple random sampling technique used because every element (member) of the population has a greater than chance of being chosen for the sample; everyone in the population has an equal chance of being chosen as a subject. (Siegel & Wagner, 2022). Another reason why Simple random sampling used was that it increases sample representativeness of the population while decreasing sampling error and bias. (Myers, 2020).

3.4 Data Sources and Types

There are two main data type to gather relevant data, Primary and secondary data. Primary data, which the writer of the thesis collect on to investigate the distinctive problem (Ghauri, 2005). Secondary, which are collected by others where the purpose of the data may be, distinguish from the research work. This research uses both primary and secondary source of data. Primary data is collected by using semi- structured and self-administered questionnaire that are distributed to real estate customers that are willing to participate. The secondary data are collected from various sources including relevant books, previous researches, journals, articles and other sources on the internet.

3.5 Data Collection Tool

A survey can be carried out in a variety of ways. A questionnaire, on the other hand, is a frequent survey methodology (Cherrie et al., 2021). Despite the fact that getting primary data is getting more expensive and time-consuming, primary data is the most important when acquired using structured surveys. As a result, the major research method that employs to collect data for this study was a questionnaire survey.

In this study, respondents were consumers of Gift homes in Addis Ababa city. The respondents asked directly, home to home and only habitants who were willing to participate in the survey were given the questionnaire to fill and return back.

The questionnaire was close-ended questions which require respondents to give short answer. This is a better method because the respondents were required either to tick or to circle the correct answer.

3.6 Data analysis technique

The researcher has determined the unit of analysis in correspondence to the research problem. The researcher must specify whether the amount of investigation will focus on the collection of data about the organization (Adams et al., 2010). Analysis of data could be process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decision making. In research, measurement comes before analysis, and also the process of moving from one to the other is commonly complicated (Brustein et al., 1999).

Researcher uses quantitative data in order to gain a rich and complex understanding of respondent experience regarding the effect of price, quality, location, brand and salesperson on the customer choice in the case of Gift real estate Company, Addis Ababa.

3.7 Reliability and Validity

Reliability

For a research instrument to be reliable, it must be capable of yielding consistent results when used more than one to gather from two samples drawn randomly from the similar population (Mugenda & Mugenda, 1999).

Reliability refers to the degree to which measure of stability and consistency of a concept. Reliability is specifically at the issue connection with quantitative research (Bryman & Bell, 2011). Reliability occurs when different researchers in numerous associations find the same result and make sense (Saunders, 2003).

Validity

Validity is that the degree to which the findings really are what they seem to be about. Based on the evidences and data used and people which were collected from the field. Validity concerned with the integrity of the conclusions that are generated from the research. It's a true measurement so as to approve that a deep study of varies related course should be considered (Bryman et al., 2011).

Construct validity: - "The construct validity refers to how well the study's results support the idea behind the research and if the idea supported by the findings provides the utmost existing explanation of the results, (Graziano & Raulin 2010)". Constructed validity is going to be evaluated by questioners and also the underlying theories (Bryman et al., 2011). The questions designed for the study are going to be considered carefully so that all questions selected going to be associated to the theory presented. Therefore, the study is valid and reliable since validation of questionnaire item was carried out through initial consultation of advisor for proper guidance and experts to judge the research instrument, the data collected direct from the study and analyzed using SPSS for the reliability of the instrument, and the researcher used Cronbach's alpha scale as a measure of reliability.

3.8 Ethical Consideration

According (Bryman et al., 2007) there are three ethical principles that require to be considered while conducting business research; these are; (1) Harm to participants, (2) Lack of informed consent, (3) Invasion of privacy. So during this research (1) except from general information confidential data wasn't asked from respondents. (2) To avoid lack of information consent, before distributing the questionnaire, the researcher informed the respondents about the research objective and asked volunteer participation for filling up the questionnaire. (3) To clear away invasion of privacy, the researcher clearly stated to the respondents that they're anonymous as there is no identification mark within the questionnaire.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

In this chapter, the collected data from consumers of Gift real estate are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study was to investigate the effect of price, quality, location, brand and salesperson of a house on customer choice in the case of Gift real estate.

This chapter contained the data presentation, analysis and discussion of the sample population based on the primary data collected. The demographic facts obtained from the respondents were summarized using frequency distribution. Scale typed questionnaires were analyzed by using descriptive statistics.

A total of 384 sets of questionnaires were distributed to the potential respondents and a total of 358 questionnaires were collected. Out of this, 21 sets of the questionnaires were considered ineffectual due to the fact that over 25 percent of the questions in part three of the questionnaires were not answered. It was assumed that the respondents were either unwilling to cooperate or not serious with the survey. Therefore, only 336 usable sets of collected questionnaires were used for the data analysis. Thereby, the response rate was 88 percent. As a 50% response rate is considered acceptable (Sekaran,2003) the response rate of 88 % for this study was good.

4.1 Scale Reliability Analysis

For this study the researcher used 34 items in measurement of five variables and the researcher came to know that the items in this study are reliable. Reliability test was conducted to support checking the research instrument consistency. Cronbach Alpha is a coefficient of reliability used to measure the internal consistency of the scale. The results showed that the Cronbach Alpha coefficients for all the dimensions are more than 0.7 indicating that the reliability of the instrument is high.

The value of good alpha is 0.7 or more (Hair et al., 2010); however, at the early stages of research, it can be accepted at the level of 0.5 or 0.6 (Churchill, 1979). The statistical analysis of this study shows that Cronbach's alpha is greater than 0.7 that was 0.883 for 34 item (variable), indicating that the reliability of the instrument is very good.

Table 4. 1 Reliability Statistics

NO.	Indicators	Number of attributes	Cronbach's Alpha
1	Price Sensitivity	10	.878
2	Number of rooms	2	.781
3	Provision of infrastructure	2	.854
4	Quality of material	2	.748
5	Nearness to a city	2	.730
6	Exposed to noise	2	.855
7	Accessibility to public facilities	2	.773
8	Brand	3	.822
	Sales personnel	4	.807
8	Customer Choice	5	.838
9	Overall	34	.883

Source: own survey, 2023

4.2 Descriptive Statistics

This section presents descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. These statistical descriptions are wrecked into measures of central tendency and measures of variability (spread).

4.2.1 General Characteristics of the Respondents

To find out general background of the respondent, the respondents were asked their Age, Gender, Marital Status, Level of Education, Employment Group and their income. The results obtained from the structured questionnaires are represented on the following frequency table and chart.

Table 4. 2 Characteristics of Respondents

		Number of respondents	Percent
Age	<30years	19	5.7
	30-39years	131	39.0
	40-49years	102	30.4
	>=50years	84	25.0
	Total	336	100.0
Gender	Male	198	58.9
	Female	138	41.1
	Total	336	100.0
Marital Status	Single	45	13.4
	Married	263	78.3
	Widowed	19	5.7
	Divorced	9	2.7
	Total	336	100.0
Education Level	primary school complete	9	2.7
	High School complete	45	13.4
	TVET	17	5.1
	Diploma	137	40.8
	Degree	81	24.1
	Other	47	14.0
	Total	336	100.0
Employment Status	private business	206	61.3
	civil servant	65	19.3
	NGO	65	19.3
	Total	336	100.0

Source: own survey, 2023

From the 336 respondents majority of them 131(39%) fall in age group of 30-39 years followed by 102 (30.4%) those Aged 40-49 years, 84(25%) of them fall under age >=50 years and 19(5.7%) fall under the age <30 years. Most of the respondents are in age group of 30-39 years

and it indicates the respondents are young enough and have a capability to answer the question and believed pertinent and up-to-date information were collected.

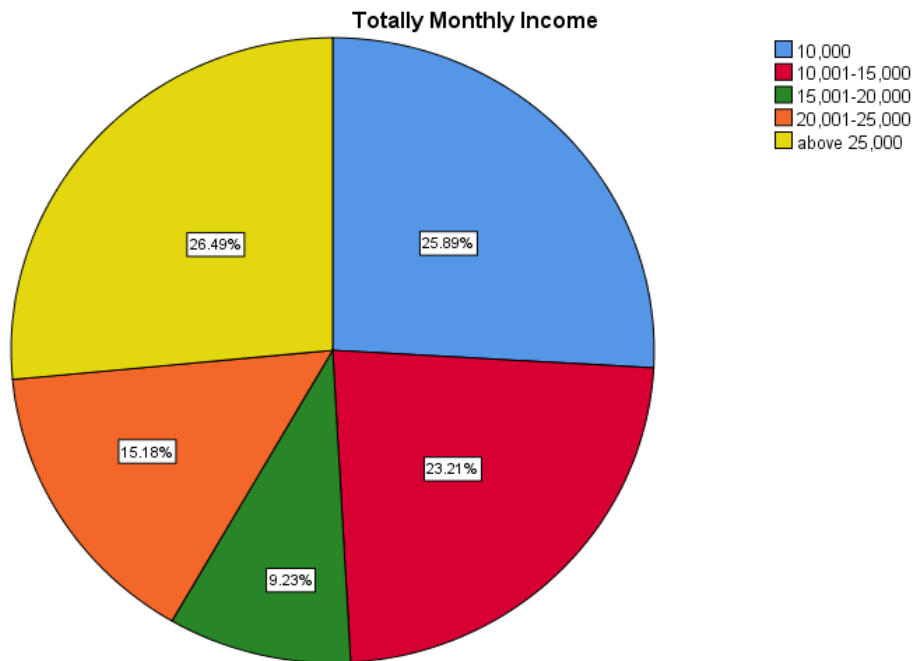
Regarding to their gender, more than half of the respondents 58.9%(198) were males, and the remaining 138(41.1%) were females. It indicates that this research covers both male and female respondents and the gender distribution is fair and shows the data collected from pertinent respondents.

Coming to respondent's marital status more than sixty percent 263(78.3%)) are married, 45(13.4%) are single, the remaining 19(5.7%) and 9(2.7%) of the respondents replied as widowed and divorced respectively.

According to the above table, most of respondent's educational status lies on fourth group, which is diploma and accounts 137(40.8%), followed by degree holders which weights 81(24.1%), and also there are 47(14%) respondents who have master of arts/science, the rest percentage, 45(13.4), 17(5.1%), and 9(2.7) are accompanied of respondents who have high school certificate, TVET graduate and primary school complete. This result shows the relatively high educational attainment of the respondents. The respondents are well educated and their responses can be considered as best of their knowledge and experience.

Concerning the respondent's employment status, the largest group included those who are running their own business (company owner) which constitutes 61.3% of the respondents, followed by civil servant and respondents who works in NGO share the same amount, 65(19.3%). The study covers respondents who worked in different organization and it creates a great opportunity for the study to cover the target respondents' working experience.

Figure 3; Income of respondents



As indicated above on the figure respondents who earn 10, 000 and above 25, 000, accounts almost equal ratio, which is 25.89% and 26.49% respectively. Whereas, 23.21% of respondents earn in between 10,001-15,000, the rest 15.18% and 9.23% represents respondents who earn 20,001-25,000 and 15,001-20,000 respectively.

4.3 Descriptive Analysis of Variables

The following results are focused on displaying the descriptive statistics of price, quality, location, brand and salesperson to the queries in the questionnaire.

4.3.1 Analysis of Price

In price section the respondents asked ten questions to give their opinion about price variable if it affects customer choices in the case of Gift real estate. The response of respondents of these questions presented in the following two tables, table 4.3.

Table 4. 3 Participant's response about price

No.	Price	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	As for me the price of this house is fair to afford	7.4 (25)	14 (47)	21.1 (71)	50.6 (170)	6.8 (23)	3.35
2	The price level of a house highly affected my decision	9.2 (31)	26.8 (90)	24.1 (81)	33.3 (112)	6.5 (22)	3.01
3	Payment schedule of the real estate affects my choice	2.1 (7)	18.5 (62)	11 (37)	48.2 (162)	20.2 (68)	3.7
4	I choose to live this area because of the price of a house	26.8 (90)	17.6 (59)	27.7 (93)	15.5 (52)	12.5 (42)	2.7
5	I attach price of a house with its quality	20.8 (70)	13.4 (45)	24.4 (82)	26.5 (89)	14.9 (50)	3.01
6	I choose to live in this home because it has relatively low price than other type of houses	9.2 (31)	17.6 (59)	17.3 (58)	33.3 (112)	22.6 (76)	3.43
7	For high quality houses I am less sensitive of price	5.1 (17)	13.1 (44)	32.4 (109)	35.1 (118)	14.3 (48)	3.40
8	I consider my income when I look for a house price	6.5 (22)	11.6 (39)	16.7 (56)	38.4 (129)	26.8 (90)	3.7
9	Being informed about house price affected my choice	12.79 (43)	23.5 (79)	19.94 (67)	36.01 (121)	7.4 (25)	3.01
10	If I weren't informed about the price of a house I wouldn't buy it	10.7 (36)	13.4 (45)	25.9 (87)	30.7 (103)	19.3 (65)	3.34
AVERAGE							3.26

Source: own survey, 2023

For the first question, 50.6% of the respondents said agree on the statement that the house price is fair to afford, and the average result also implies agree with 3.35 results;

NOTE: As per Scott (1999), mean up to 2.8 is Disagree, whereas from 2.9 up to 3.2 is Neutral and above 3.2 is Agree.

For the second question, most of the respondents 33.3% agree that the price level of a house has highly affected their choice. But majority of the respondents are neutral of the statement as the mean value is 3.01. Coming to the third question, respondents still agree that Payment schedule of the real estate affected their choice which weights 48.2%, and also the mean result shows that 3.7 which refer to most of the respondents agreed with the statement that the payment schedule of the real estate affected their choice.

For the fourth item, 44.4% respondents with a mean value of 2.7 disagree with the statement. So, the researcher can conclude that most of the respondents doesn't choose the house they are currently living in due to its price. In addition, the result implies for question number five shows neutral ($X=3.01$). Meaning that they neither agree nor disagree with the statement customers do not attach price of a house with its quality. So, standing from the result the researcher can conclude that majority of the respondents do not attach price of a house with its quality.

Question number six asks if the buyers have compared price of a house before decision, and 33.3% answered agree with the statement. With mean result of 3.43, the researcher can summarize that customers have compared the price of different type of a houses and finally bought a house which is relatively cheaper. 49.4%(35.1+14.3) of the respondents regarding the sensitivity of customers tagged to high quality houses agreed that they are less sensitive to price when the house have high quality. Depending on the mean result 3.40, the researcher can generalize that customers are less sensitive to price when the house is high quality.

For question number eight, 65.2% (38.4+26.8) of the respondents agree with high similar result on average that income was one of the factors they have considered while looking for a house. Accordingly, it can be concluded that customers have bought a house taking in to consider there earn. 36% (121) of respondents agree that price information affected their choice and has mean value 3.01 which indicates that the average respondents is very close to neutral response. Based on this, it can be summarized as neutral for the whole sample population. And for the last question, 50%(30.7+19.3) of respondents gave a response for Agree, as the result of mean is very

close to 3.5 it refers that most respondents agreed on the statement that being informed about the price of a house has affected customer choice of a house.

4.3.2 Analysis of quality

In Quality section the respondents asked six questions to give their opinion about how number of rooms, provision of infrastructure, and quality of material has affected customer choice of a house in the case of Gift real estate. The response of respondents of these questions presented in the following table

Table 4. 4 Participants response for the six questions about Quality

No.	Quality	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	I attach quality of a house with its number of rooms	7.4 (25)	17.6 (59)	14 (47)	40.2 (135)	20.8 (70)	3.49
2	I see a house as poor quality if it has more rooms	14.9 (50)	28.6 (96)	25.6 (86)	24.1 (81)	6.8 (23)	2.79
3	I gave due attention to the provision of sustainable infrastructure before I bought my house	6.8 (23)	23.2 (78)	16.1 (54)	34.8 (117)	19 (64)	3.36
4	Infrastructure matters the quality of the house	15.2 (51)	15.2 (51)	11.6 (39)	39 (131)	19 (64)	3.31
5	I was very curious about the material used to build the house	5.7 (19)	0	27.1 (91)	43.2 (145)	24.1 (81)	3.80
6	I bought this house because it was made with quality material	10.1 (34)	20.8 (70)	33.9 (114)	23.5 (79)	11.6 (39)	3.06
AVERAGE							3.30

Source: own survey, 2023

For the question given as the attachment between numbers of rooms with its quality, majority of the respondents value a house which has more rooms, meaning they agree with the statement

(61%). On the other side respondents disagree with the statement of question number 2, 28.6%, meaning they don't count a house as a poor quality if it has More rooms.

In question number three, 53.8% (34.8+19) agree that they gave due attention if the house has sustainable infrastructure and most of the respondents share their response as the mean is near to 4. Which refers that, wide of the sample population agree with the provision of sustainable infrastructure.

For the question number four, the majority of respondents agree to say that infrastructure matter the quality of a house, which accounts 58% and again the mean result is very close to 4, which can lead the researcher to conclude that most of the respondents have agreed that infrastructure matters quality of a house.

Most respondent averagely agree with the number five question that they were very curious about the material the house was built, and the percentage accounts 67.3% (43.2+24.1) with the mean value 3.80. So, the researcher can summarize that customers were very curious about the material used to build the house.

Contrary to the above question respondents remain neutral for the question that the reason they bought the house is due to the fact that the house is built with quality material, the weight 33.9%, with average result of 3.06. Therefore, the researcher can conclude that the sample population has neutral opinion regarding to the decision they made to buy the house was not due to the fact of the material is quality.

4.3.3 Analysis of Location

In this section the customers of Gift real estate asked six questions about location regarding how far/near a house was to a city, exposed to noise, and accessibility to public facilities has affected customer choice. The response of respondents of these questions presented in the following table

Table 4. 5 Participants response for the six questions about Location

No.	Location	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	I preferred a house located in the middle of a city	14.9 (50)	34.2 (115)	23.5 (79)	15.5 (52)	11.9 (40)	2.75
2	Before I came to a decision, I highly considered how far/near the city is from the house	4.2 (14)	20.8 (70)	28.6 (96)	37.5 (126)	8.9 (30)	3.26
3	I earnestly looked to a house which isn't exposed to noise	8.3 (28)	27.7 (93)	7.4 (25)	39 (131)	17.6 (59)	3.29
4	My decision to purchase a house was highly affected by where its located	7.4 (25)	19.9 (67)	35.1 (118)	25 (84)	12.5 (42)	3.15
5	I believe that the house I live has enough public facilities to use	6.5 (22)	4.8 (16)	16.7 (56)	48.5 (163)	23.5 (79)	3.77
6	Before taking my decision, I seriously watched the compound of the house to know if public facilities already exist	3.3 (11)	11.6 (39)	16.1 (54)	42.3 (142)	26.8 (90)	3.77
AVERAGE							3.33

Source: own survey, 2023

In the first question, respondents disagree that they don't prefer a house which is located in the middle of a city. This is agreed by almost 49.1% (34.2+14.9) of the sample respondents. With the mean result of 2.75, consequently, it can be concluded that most of the respondents choose a house which is far from a city.

In the second question, customers came to a decision after considering the location of a house whether its far or near to a city. The mean value 3.26 which is above 3.2, as per Scott (1999), shows that 46.4% (37.5+8.9) of the respondents agree with the statement. Accordingly, the researcher can conclude that customers highly took in to consider the location of a house compared to its closeness or farness from a city.

In the third question, 56.6% (17.6+39) percent of the respondents agree that they looked and choose a house which isn't exposed to noise. With the mean result of 3.3, the researcher can generalize that customers wanted a house which is free of any unnecessary noises.

Proceeding to the fourth question, 35.1% of respondents were neutral if location of a house has affected their buying decision of a house. As indicated above in the table 4.13, average of the total sample population agreed on the statement so that the researcher can summarize the finding by saying that location of a house neither affected nor disaffected customer choice of a residential house.

Regarding the questions raised above wide group of the respondents incline to agree with the fifth question, and the result of mean, 3.77, which closes to 4 confirm that average respondents agree on the statement. Hence, the conclusion can be taken as customers believe that the house they are currently living has enough public facilities.

And also, utmost respondents agreed with the sixth question, which takes 69.1% of the total sample respondent. Which tells us that majority of respondents seriously checked the existence of public facilities before they chose the house. With same response on average ($X=3.77$).

4.3.4 Analysis of brand

Table 4. 6 Participants response for the three questions about Brand

No.	Brand	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	Being well known brand of developer affect my choice	14.0 (47)	7.4 (25)	21.1 (71)	50.6 (170)	6.8 (23)	3.29
2	Delivery time as per the contract matters when i choose a real estate company.	18.5 (62)	2.1 (7)	11.0 (37)	20.2 (68)	48.2 (162)	3.78
3	Brand image is the reason for me to choose a real estate company	15.8 (53)	4.2 (14)	28.6 (96)	42.6 (143)	8.9 (30)	3.25
AVERAGE							3.44

Source: own survey, 2023

For the above three questions, respondents agree that being well known brand of developer affect their choice, delivery time as per the contract matters when they choose a real estate company and brand image is their reason to choose a real estate company. These agreed by more than 50% of the sample respondents, with the mean range of 3.25-3.78, which is above average (i.e. above 3). This implies that most of the respondents are agreed that all the elements under brand image and reliability of the real estate companies are among the critical factors that greatly influence customer decision when they choose a real estate company to buy a house.

4.3.5 Analysis of Sales personnel

Table 4. 7 Participants response for the four questions about Salesperson

No.	Sales personnel	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	Sales persons of the company keeps the promise i made	19.0 (64)	36.9 (124)	25.0 (84)	16.1 (54)	3.0 (10)	2.47
2	The sales persons are well trained	22.6 (76)	62.5 (210)	5.1 (17)	7.4 (25)	2.4 (8)	2.04
3	Sales persons of the company collects customers feedback	22.6 (76)	57.4 (193)	14.9 (50)	2.7 (9)	2.4 (8)	2.05
4	Sales person`s credibility is the reason for my choose of a real estate company	37.5 (126)	30.1 (101)	27.4 (92)	2.4 (8)	2.7 (9)	2.03
AVERAGE							2.15

Source: own survey, 2023

For the above four questions, respondents disagree that sales personnel of the company keeps the promise they made, the sales persons are well trained, sales persons of the company collects customers feedback and sales person`s credibility is the reason for my choose of a real estate company. These agreed by more than 50% of the sample respondents, with the mean range of 2.03-2.47, which is below average (i.e. below 3), which implies that sales person`s credibility does not matter as of the other factors for the real estate customers when they choose a company to buy a house.

4.3.6 Analysis of Customer Choice

Table 4. 8 Participants response for the five questions about Customer Choice

No.	Customer Choice	% (Number of respondents)					Mean
		SD	D	N	A	SA	
1	When I feel that I can afford the cost of the house I decided and bought it.	11 (37)	15.8 (53)	17.3 (58)	31.5 (106)	24.4 (82)	3.43
2	I decided to buy the house after confirming the completeness of all the necessary facilities in the house	5.1 (17)	13.1 (44)	32.4 (109)	33.3 (112)	16.1 (54)	3.42
3	Being informed regarding the whole process of buying a house has played a great role on my decision	6.5 (22)	13.4 (45)	16.7 (56)	36.6 (123)	26.8 (90)	3.64
4	A brand awareness helps me in making an informed and reasonable choice.	0	29.2 (98)	7.7 (26)	42.0 (141)	21.1 (71)	3.55
5	Sales personnel influenced my decision when I choose to buy a house	6.0 (20)	28.9 (97)	18.5 (62)	31.3 (105)	15.5 (52)	3.21

Source: own survey, 2023

In the first question 55.9% (31.5+24.4), in second question 49.4% (33.3+16.1), in third question 63.4% (26.8+36.6), in fourth question 63.1% and in fifth question 46.8% of the respondents agree on the statements. And the mean of all result is also very near to 4, which tells us that the majority respondents have agreed on all questions.

Based on the result the researcher can condense as follows respective of the question in sequence;

- ✓ Customers decided to bought the house when they feel that they can afford it
- ✓ Customers made decision to buy their house after being sure of the completeness of all the necessary facilities
- ✓ Having full information regarding the whole process to buy a house has highly affected decision of customer on house choice.

- ✓ Brand awareness helped the customers in making an informed and reasonable choice.
- ✓ Salesperson influenced customers decision when they choose to buy the house

4.4 Correlation Analysis

In chapter three, it was indicated as the data which is collect from questionnaire first give code or recording variables on Statistical package social science (SPSS) program version 25 and by using correlation analysis the interdependence between the independent and dependent variables would be tested.

Correlation analysis examines the relationships between variables. It helps to understand what kind of relationship (positive or negative) exists between the variables. It also gives indication how strong is the relationship.

The Correlation coefficients shows the relationships direction and the strength of correlation. If the coefficient is 0 we can conclude that the variables are uncorrelated. If it is close to 1 and -1 it indicates strongly correlated positively or negatively respectively The sign of correlation coefficient defines the direction of the relationship between variables. The absolute value indicates the strength of the correlation between the variables. Dancey and Reidy (2004) state that a correlation result which is 0 indicates zero correlation, a result which is between 0.1 and 0.3 indicates a weak correlation among variables, a result which is between 0.4 and 0.6 shows a moderate correlation, a result between 0.7 and 0.9 indicates a strong correlation among variables, while a result which is equal to 1 indicates perfect correlation.

The relationship between variables is presented in the table below.

Table 4. 9 Correlation between the Variables

Correlations							
		P	Q	L	B	SP	CC
P	Pearson Correlation	1	.719**	.819**	-.513**	-.519**	.614**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	336	336	336	336	336	336
Q	Pearson Correlation	.719**	1	.893**	-.537**	-.535**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	336	336	336	336	336	336
L	Pearson Correlation	.819**	.893**	1	-.727**	-.701**	.836**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	336	336	336	336	336	336
B	Pearson Correlation	-.513**	-.537**	-.727**	1	.707**	-.666**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	336	336	336	336	336	336
SP	Pearson Correlation	-.519**	-.535**	-.701**	.707**	1	-.715**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	336	336	336	336	336	336
CC	Pearson Correlation	.614**	.790**	.836**	-.666**	-.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	336	336	336	336	336	336

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

Source: SPSS output, 2023

Where P= price, Q= quality, L= location, B= brand, SP= sales personnel and CC= customer choice.

Pearson correlation test was conducted to know the degree of relationship between the independent variables and the dependent variable i.e. Customer choice. The results of the correlation between these variables are shown above, in table 4.13. The correlation on the main

diagonal is the correlations between each variable and itself, which is why they are all 1. The correlations below the diagonal are what the researcher sees.

As it is indicated in the table the relationship between price and customers choice is strongly correlated as $r=0.614$, the relationship between quality and customer choice is strongly correlated as $r=0.790$, the relationship between location and customer choice is strongly correlated as $r=0.836$, the relationship between brand and customer choice is strongly correlated as $r= -0.666$ but as the sign of coefficient which is negative shown that the relationship is indirect or customer choice moves in opposite direction of brand, and the relationship between sales persons and customer choice is also indirect or customer choice moves in opposite direction of sales person but they are strongly correlated as $r= -0.715$ with Correlation is significant at the 0.01 level (2-tailed).

4.5 Regression Analysis

It's the next step after correlation; a student researcher used the regression to predict the value dependent variable based on the value of another variable (independent variable).

Table 4. 10 Model Summary

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 ^a	.764	.761	.47459

a. Predictors: (Constant), Price, Quality, Location, Brand and Salesperson

Source: SPSS output, 2023

The table provides the R and R ² values, the R values represents the simple correlation and is 0.874, which indicates a high degree of correlation. The most common measure of how well the regression model fits the data is R square. The R ² value indicates how much of the total variation in the dependent variables can be explained by the independent variable. The closer R square is to 1 the better the model fits. The R square value in the table above explains how much of the variation on the dependent value (customer choice) is explained by the independent

variables (customer choice on price, quality, location, brand and salesperson). In this case the value 0.764 represent the model explain 76.4% of the variance in the dependent variable (the variance in the dependent variable is explained by the predictor variables in the model), which is very large.

Table 4. 11 ANOVA test

Model	ANOVA ^a				
	Sum of Squares	Df	Mean Square	F	Sig.
1					
Regression	241.003	5	48.201	214.001	.000 ^b
Residual	74.327	330	.225		
Total	315.330	335			

a. Dependent Variable: CC

b. Predictors: (Constant), P, Q, L, B AND SP

Source: SPSS output, 2023

The ANOVA tells us whether the model, overall, results is a significantly good degree of prediction of the outcome variable (Field, 2005). F-ratio is the test statistic used to decide whether the model as a whole has statistically significant predictive capability, considering the number of variables needed to achieve it. Since the significance result on the above ANOVA test table is 0.000 which is $p < 0.01$ and the regression mean square is greater than residual mean square with F value 214.001, the regression model fit to a good degree of prediction. Meaning with 76.4% of the variance (R-Square) price, quality, location, brand and salesperson are significant effect on customer choice.

Table 4. 12 Coefficients

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.819	.271		10.398	.000
	P	-.162	.058	-.134	-2.781	.006
	Q	.333	.058	.372	5.716	.000
	L	.347	.096	.365	3.632	.000
	B	-.067	.041	-.073	-1.616	.107
	SP	-.385	.058	-.278	-6.676	.000

a. Dependent Variable: CC

Source: SPSS output, 2023

From the table the researcher can say that α is 2.819, and this can be interpreted as meaning that if all the independent variables were to be zero, the model predicts that there can only be 281.9% of consumer choice. The researcher can also read off the value of β from the table and this value represents the slope of the regression line. It is -0.134 for price and although this value is slope of the regression associated with a unit change in the outcome associated with a unit change in the predictor. Therefore, if price variable is increased by one unit, then the model predicts that 13.4% extra decrement of consumer choice will be experienced, which shows price affects customer choice in a negative way, inversely as from its expected. Similarly, for brand and salesperson it is -.073 and -.278 respectively, which means that brand and salesperson affects customer choice in a negative way. For quality (37.2%) and location (36.5%) for which an increase in one unit of these respective variables can result in an increase in consumer choice by the percentage shown in the table above. The other thing noticed is that the significance level of price and brand to explain consumer behavior is insignificant which means price and brand doesn't have significant effect on consumer choice.

A linear model equation formula can be derived from the above regression analysis table.

$$CC = 2.819 + (0.333)Q + (0.347)L + \varepsilon \text{ (Error Term)}$$

4.6 Hypothesis Testing

As it is shown in table 4.16 β values for predictors quality and location were found to be positive and it implies that the positive predictors (positive independent variables) have a positive relationship with customer choice. Below the researcher has presented the evaluations of the variables hypotheses.

H1: Price has a significant and positive effect on consumer buying behavior.

The result of the regression analysis which is showed in the above table shows that price has a negative influence on customer choice. It has statistically insignificant effect on customer choice at $p > 0.05$ level as p value of the predictor in the table is 0.06. Therefore the study rejects H1.

H2: Quality significantly influences Customer choice positively.

The result of the regression analysis shows that Quality has a positive influence on customer choice and statistically significant effect on customer choice at $p < 0.05$ level as a regression output has sig. value 0.000 which is less than 0.05. Therefore, the study fails to reject rather it accept H2.

H3: Location significantly affects Customers Choice of real-estate.

The result of the regression analysis shows that Location has a positive influence on customer choice and statistically significant effect on customer choice at $p < 0.05$ level as a regression output has sig. value 0.000 which is less than 0.05. Therefore, the study fails to reject rather it accept H3.

H4: Brand has a significant influence Customer choice.

The result of the regression analysis shows that brand has a negative influence on customer choice. It has statistically insignificant effect on customer choice at $p > 0.05$ level as p value of the predictor in the table is 0.107. Therefore the study rejects H4.

H5: Sales personnel have positive influence on Customer choice.

The result of the regression analysis shows that sales personnel have a negative influence on customer choice and statistically significant effect on customer choice at $p < 0.05$ level as a regression output has sig. value 0.000 which is less than 0.05. Therefore, the study rejects H5. Sales person has significant negative influence on customer choice.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes the outcome of the study and provides conclusion and suggest possible solutions or recommendation in order to solve the problem. The first section of the chapter consist summarized findings and then conclusions and recommendations are given.

5.1 Summary of Major Findings

The study revolves around influential factors that affect customer's choice by taking the case of the Gift real estate company operating in Addis Ababa city. By considering different researches conducted by different authors, five variables were sorted and discussed. The respondents were asked to give their argument for LIKERT scale type question. Their response was investigated through using percentage and mean

The objective of the research was to analyze customer's choice and the major factors that will affect it. This study was undertaken analyzing primary data through questionnaires and supplemented by secondary source data. The primary data is collected from Gift real estate customer's through questionnaires were distributed to 384 customers which 336 are returned and analyzed using SPSS version 25.

The demography of respondent indicated that the majority of the respondent were male (58.9%), and the sample population was largely dominated by the age range 30-39 years (39%), 78.3% are married. (40.8%) have completed their diploma, and 61.3% off the respondents are engaged on private business. And 26.49% from the total population earn an income over 25, 000 birr.

The first hypothesis is focused on relation between price and customers choice. Based on the data collected most of the respondents agreed that price has a negative influence on customer choice. It has statistically insignificant effect on customer's choice at $P > 0.05$ levels as P value of the prediction in the table is 0.06. As it is shown on the data most of the respondents doesn't choose the house they are currently living in due to its price. Customers have bought a house

taking in to consider there earn and the quality of the real estate. Customers do not attach price of a house with its quality. Customers are less sensitive to price when the house is high quality.

The second hypothesis concerned on relation between Quality and Customer choice. The result of the regression analysis shows that quality has significant positive influence on customer choice. Based on the data customers were not interested with a house which has more rooms. In addition, customers attach provision of infrastructure with quality of a house. More than half of the respondents agreed that quality of material has direct relation with their choice and affected their decision as well.

The third hypothesis deals with the relation of location and customer choice. The result of the regression analysis shows that location has a positive influence on customer choice and statistically significant effect on customer choice at $p < 0.05$ level as a regression output has sig. value 0.000 which is less than 0.05. Based on the data respondents don't mind to live either in the city or out of a city. However, they preferred a house which isn't exposed to noise and they chose to live a house which has full public facilities.

The fourth hypothesis focused on the relation between brand and customers choice. The result of the regression analysis shows that brand has a negative influence on customer choice. It has statistically insignificant effect on customer choice at $p > 0.05$ level as a regression output has sig. value 0.107 which is greater than 0.05. As can be seen from the data, most respondents respond that brand affect customers choice of a real estate. Brand not just about the logo or slogan, brand images encompasses both visual element and brand association like speed, reliability and quality.

The final hypothesis deals with the relation of salesperson and customer choice. The result of the regression analysis shows that sales person has a negative influence on customer choice and statistically significant effect on customer choice at $p < 0.05$ level as a regression output has sig. value 0.000 which is less than 0.05. Based on the data majority of respondents said that sales person does not matter as of the other factors for the real estate customers when they choose a company to buy a house.

5.2 Conclusion

This study has given due attention on the analysis of factors that affect the customer choice based on the samples taken from the total population of Gift real estate customers who bought and currently live in the house of Gift homes. In doing so, it focused on the statistical testing of hypotheses formulated in the introductory part of the thesis. The study has identified price, quality, location, brand and sales personnel as basic influencing factors and examines each factor on the extent of their effect on customer choice while selecting real estates. Additionally, this study has also analyzed the variables and customer choice by employing descriptive statistics. Hence, the following paragraphs present the major conclusion of the study.

In the first place, price is brought up to the respondents. Accordingly majority of the respondents stated that price fairness, price affordability and payment schedule of the real estate affect their choice of a real estate company. However, price in general doesn't have a significant effect on their buying decision of a house. Such behavior is contrary to the theoretical framework of the study which affirmatively state that price definitely affect customers buying decision. The findings show that majority of respondents give much time and effort to buy a real estate with best quality and proportionate price.

With regard to quality, the finding of the study shows that the house feature elements are vital to make buying decision on houses. Provision of infrastructure and quality of material are the major considerations regarding the house feature or quality. Concerning location, the finding of the study shows that customers highly consider location from the proximity, access to transport, infrastructure and facilities dimension when they decide to buy a house.

About brand the finding of the study shows that that all the elements under brand image and reliability of the real estate companies are among the critical factors that greatly influence customer decision when they choose a real estate company to buy a house. Although the effect is not big as of the others; sales person's credibility also influences customer's decision to choose a real estate company.

In determining the effects of the independent variables on the dependent variable, the study has conducted a regression analysis. With this regards, the study looked at the effects of price, quality, location, brand and sales personnel to customer choice on Gift real estate. The findings of the study shows that Quality and Location had a positive significant effect on customer choice but Price, Brand and Salesperson have a negative β value. The result of the statistical test indicates that Quality and Location had the greater effect on customer choice as the effect was significant at p-value of 0.000. However, Price and Brand were having negative and insignificant effect on customer's choice at p-value of 0.06 and 0.170 respectively. Also Salesperson has negative and significant effect on customer's choice at p-value of 0.000 which is less than 0.05.

5.3 Recommendation

Residential house is one of the basic necessities that a human being should to live life in security. Buying a residential house can be affected by different factors. It could be affected with price, quality, location, and other related factors. According to the result of this study, the major factors that affected customer's decision were quality and location has an effect on buyers. Additionally, the findings of the study showed sales persons don't have good relationship with customers in Gift Real Estate Industry. Therefore, the researcher can credibly conclude that the concept buyers-sellers relationship on sales effectiveness is not well understood by the majority salespersons of the Gift Real estate industry.

This study provides management body of Gift real estate the area which they need to focus. Thus, according to the major findings that has been discussed so far the following points are recommended by the student researcher.

- ✓ **Quality:** - Customers value a house as a quality if it has full infrastructure, so that the management has to be careful that all infrastructures are finalized before delivery. Additionally, house is an asset, so that the companies should give emphasis on the material they are using to build the house, and customers don't usually look for a house with many rooms, so that real estates should provide a house with average rooms of a house.

- ✓ **Location:** - Customers do not prefer a house which is exposed to unnecessary noise; in addition they want a compound which has sufficient public facilities. Therefore, the management has to take account this point in to consideration. Location creates desirability, desirability creates demand, and demand raises real-estate customers. Location should be considered when building either homes or a real estate.
- ✓ **Sales personnel:** - The developers should also have train and motivate their sales persons so that they can get prospects trust. The sales persons are direct reflection of the company and the profitability depends on their performance. In order to get trust from customers the sales persons should be trustworthy and creative.

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APPENDIX

QUESTIONNAIRE

St. Mary's University
School of Graduate Studies
M.A Research on Marketing Management

Dear respondent,

The purpose of this questionnaire is to collect data for the study on the factors affecting customers buying behavior: THE CASE OF GIFT REAL ESTATE

The study is surely for research purposes and the survey should only take 4-5 minutes to complete.

Be assured that all answers you provide will be kept in the strictest confidentiality for the fulfillment of master's degree in Marketing Management from St. Mary's University and to this there is no need of writing a name.

I would like to express my heartfelt thanks in advance for taking part in this endeavor.

Kalkidan Belachew Worku

NB. Tick the relevant option and fill the specific information

Part I. Background Information

6 Age:.....

7 Sex:.....

8 Marital status:

a) Single ☐

b) Married ☐

c) Widowed ☐

d) Divorced ☐

9 Educational level?

a) Write and read ☐

b) Primary &secondary ☐

c) TEVT level

☐

d) Diploma ☐

e) Degree ☐

f) Other____

Part II: Socio-economic characteristics

1. What is your employment status?

- a) Private business ☐ b) civil servant ☐ c) Private sector employee ☐
10 NGO ☐ e) Other (specify) _____

2. Which set well describes your total monthly income? (In Birr)

- a) 10,000 ☐ b) 10,001– 15, 000 ☐ c) 15,001 – 20,000 ☐
d) 20, 001-25,000 ☐ e) above 25,000 ☐

Part III: questions related to factors affecting consumers buying behavior

The questions written below measure your degree of agreement based on the statements. Please tick the number that represents your opinion the best. (Strongly disagree=1, Disagree= 2, Neutral=3, Agree= 4, strongly agree=5).

	PRICE	SD	D	N	A	SA
1	As for me the price of this house is fair to afford					
2	The price level of a house highly affected my decision					
3	Payment schedule of the real estate affects my choice					
4	I choose to live this area because of the price of a house					
5	I attach price of a house with its quality					
6	I choose to live in this home because it has relatively low price than other type of houses					
7	For high quality houses I am less sensitive of price					
8	I consider my income when I look for a house price					
9	Being informed about house price affected my choice					
10	If I weren't informed about the price of a house I wouldn't buy it					
	QUALITY	SD	D	N	A	SA
11	I attach quality of a house with its number of rooms					
12	I see a house as poor quality if it has more rooms					
13	I gave due attention to the provision of sustainable infrastructure before I bought my house					
14	Infrastructure matters the quality of the house					
15	I was very curious about the material used to build the house					
16	I bought this house because it was made with quality material					
	LOCATION	SD	D	N	A	SA
17	I preferred a house located in the middle of a city					
18	Before I came to a decision, I highly considered how far/near the city is from the house					
19	I earnestly looked to a house which isn't exposed to noise					
20	My decision to purchase a house was highly affected by where its located					
21	I believe that the house I live has enough public facilities to use					

22	Before taking my decision, I seriously watched the compound of the house to know if public facilities already exist					
	Brand	SD	D	N	A	SA
23	Being well known brand of developer affect my choice					
24	Delivery time as per the contract matters when i choose a real estate company.					
25	Brand image is the reason for i to choose a real estate company					
	Sales personnel	SD	D	N	A	SA
26	Sales persons of the company keeps the promise they made					
27	The sales persons are well trained					
28	Sales persons of the company collects customers feedback					
29	Sales person`s credibility is the reason for my choose of a real estate company					
	CUSTOMER CHOICE	SD	D	N	A	SA
30	When I feel that I can afford the cost of the house I decided and bought it.					
31	I decided to buy the house after confirming the completeness of all the necessary facilities in the house					
32	Being informed regarding the whole process of buying a house has played a great role on my decision					
33	A brand awareness helpend me in making an informed and reasonable choice.					
34	Salesperson influenced my decision when I choose to buy a house					

Thank you!

ለጥናቱ ተሳታፊዎች የተዘጋጀ መጠይቅ

ውድ ተሳታፊ

የዚህ መጠይቅ አላማ የቤት ዋጋ፣ ጥራት፣ እና ቦታ የደንበኖች የቤት ምርጫ ውሳኔ ላይ ተፅዕኖ አሳድሮ እንደሆነ ለማጥናት ሲሆን የጥናቱ ተሳታፊዎች የጊፍት ሪሌ እስቴት ደንበኞች ይሆናሉ።

ጥያቄዎችንም ለመመሥረት ከ 4-5 ደቂቃ ይወስድቦታል። ለቀረቡት ጥያቄዎች የሚሰጡት መልስ ለጥናቱ መሳካት ብቻ የሚውል በመሆኑ ምላሹ በፍፁም ሚስጥራዊነት እንደሚጠበቅሎት ላረጋግጥሎት እወዳለው።

ጊዜዎትን ሰውተው ለመሳተፍ ፍቃደኛ ስለሆኑ ከልብ አመሰግናለው!!

ቃልኪዳን በላቸው ወርቁ

ማስታወሻ፡ በሳጥኑ ውስጥ ምልክት በማድረግ መልሶን ይሰጡ

ክፍል አንድ፡- ግለ-ታሪክ

1. ዕድሜ _____

2. ፆታ _____

3. የጋብቻ ሁኔታ

ሀ. ያላገባ ☐ ለ. ያገባ ☐ ሐ. ባል/ሚስት የሞተበት ☐ መ. የተፋታ ☐

4. የትምህርት ደረጃ

ሀ. መፃፍ እና ማንበብ የሚችል ☐ ለ. የመጀመሪያ እና ሁለተኛ ደረጃ ☐

ሐ. ቴክኒክና ሙያ ☐ መ. ዲፕሎማ ☐ ሠ. የመጀመሪያ ዲግሪ ☐ ረ. ሌላ (ይግለፁ) _____

ክፍል ሁለት:- የማህበራዊና ኢኮኖሚያዊ ደረጃ

1. አሁን ያሉበት የስራ ሁኔታ ሀ. የግል ስራ ☐ ለ. የመንግስት ተቀጣሪ ☐
ሐ . የግሌ ድርጅት ተቀጣሪ(NGO) ☐ ሠ. ሌላ (ይጥቀሱ)_____

2. ከተጠቀሱት ምርጫዎች የትኛው ሳፕን የእርሶን ገቢ ይወክላሉ(በ ብር)
ሀ. 10,000 ☐ ለ. 10,001– 15,000 ☐ ሐ. 15,001 – 20,000 ☐
መ. 20, 001-25,000 ☐ ሠ. ከ 25,000 በላይ ☐

ክፍል ሶስት:- ከዋጋ፡ ከጥራት ከቦታ፡ ከሪል እስቴቱ እና ከአሻሻጫ ጋር የተገናኙ ጥያቄዎች

ከስር የሚገኙት ጥያቄዎች የመስማማቶችን ደረጃ የሚለኩ አርፍተነገሮች ናቸው፡፡ በተቀመጠው ክፍት ቦታ መስማማቶችን የሚገልፀውን ቁጥር በመስጠት ለጥያቄዎች ተገቢውን መልስ እንዲሰጡ በአክብሮት ይጠየቃሉ፡፡ (በሀይል አልስማማም=1 , አልስማማም=2 , ገለልተኛ=3 , እስማማለሁ=4 , በሀይል እስማማለሁ=5).

	ዋጋ	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለሁ(4)	በሀይል እስማማለሁ(5)
1	የቤቱ ዋጋ ለገዢው ተመጣጣኝ ነው					
2	የመኖሪያ ቤት መሸጫ ዋጋ ቤት ስገዛ በከፍተኛ ሁኔታ ተፅዕኖ አሳድሮብኛል					
3	የአፓርትመንቱ ክፍያ አከፋፈል በቤት ግዥ ምርጫየ ላይ ተጽእኖ አለው					
4	መኖሪያ አድራሻዬ በዚህ አከባቢ እንዲሆን የወሰንኩት የዚህ አከባ ቤቶች ዋጋን እንደምከንያት በመውሰድ ነው					
5	ለእኔ የቤት ዋጋ ማለት የቤት ጥራት እንደማለት ነው					
6	አሁን የምኖርበትን ቤት ለመምረጥ የቻልኩት ከሌሎች የቤት አይነቶች አንፃር ዋጋው ስለሚቀንስ ነው					
7	የገዛሁት ቤት ጥራቱ ከፍተኛ ሆኖ ስላገኘሁት ስለዋጋው ብዙም ግድ አልነበረኝም					
8	ቤቴን ለመግዛት ሳስብ ገቢዬን ከግንዛቤ ውስጥ አስገብቻለሁ					
9	ስለቤት ዋጋ የነበረኝ መረጃ ቤት የመግዛት ምርጫዬ ላይ ተፅዕኖ አሳድሮብኛል					
10	ስለቤት ዋጋ መረጃ ባይኖረኝ ኖሮ ቤት መግዛት አልቻልኩም ነበር					
	ጥራት	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለሁ(4)	በሀይል እስማማለሁ(5)
11	የቤት ጥራትን የማያይዘው ቤቱ ካሉት የክፍል ብዛት ጋር ነው					
12	አንድ ቤት ብዙ ክፍሎች ካሉት ዝቅተኛ ጥራት ያለው ቤት እንደሆነ እወስዳለሁ					

13	ቤት ከመግዛቴ በፊት በአከባቢው ዘላቂ/በቂ የሆነ መሰረተ ልማት መጟሊቱን ጠለቅ ያለ ትኩረት እስጣለሁ					
14	የመሰረተ ልማት መጟላት የአንድን ቤት ጥራት ይወስናል					
15	ለመግዛት ያሰብኩት ቤት የተሰራበትን ቁሳቁስ ለማወቅ በጣም ጉጉት ነበረኝ					
16	ይህን ቤት የገዛሁበት ምክንያት የተሰራበት ቁሳቁስ ጥራት ያለው በመሆኑ ነው					
	ቦታ	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለው(4)	በሀይል እስማማለው(5)
17	ይህንን ቤት ለመምረጥ የቻልኩት በከተማ መሀል ስለሆነ ነው					
18	ይህን ቤት ለመግዛት ከመወሰኔ በፊት ቤቱ ከከተማው ሩቅ/ቅርብ መሆን አለመሆኑን በማጤን ነው					
19	ቤት ለመግዛት ስወስን አከባቢው ለአላስፈላጊ ድምፅ ያልተጋለጠ መሆኑን በደንብ በማጤን ነው					
20	ቤት ለመግዛት በማደርገው ሂደት ቤቱ የሚገኝበት ቦታ ውሳኔዬ ላይ በጣም ተፅዕኖ አሳድሮብኛል					
21	አሁን የምኖርበት ቤት በቂ የሆነ የህዝብ መገልገያ አቅርቦት ስላለው ልመርጠው ችያለው					
22	ቤቴን ለመግዛት ከመወሰኔ በፊት በአከባቢው የህዝብ መገልገያ አቅርቦት መኖር አለመኖሩን በአትኩሮት ተመልክቻለው					
	ሪል እስቴቱ	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለው(4)	በሀይል እስማማለው(5)
23	የሪል እስቴቱ ታዋቂ መሆን በቤት ግዥ ምርጫዬ ላይ ተጽእኖ አለው					
24	ሪል እስቴቱ በዉሉ መሰረት ተዳማኒ ሆኖ ቤቱን ማስረከቡ በቤት ግዥ ምርጫዬ ላይ					

	ተጽእኖ አለው					
25	በአጠቃላይ የሪል እስቴቱ ተዓማኒነት በቤት ግዥ ምርጫ የላይ ተፅእኖ አለው					
	አሻሻጮች	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለው(4)	በሀይል እስማማለው(5)
26	የሪል እስቴቱ አሻሻጮች የገቡትን ቃል ይጠብቃሉ					
27	አሻሻጮቹ ችሎታ ያላቸው ናቸው					
28	የኩባንያው አሻሻጮች የደንበኞችን አስተያየት ይቀበላሉ					
29	የአሻሻጮቹ ታማኝነት የሪል እስቴት ኩባንያ እንድመርጥ ምክንያት ሆኖኖል					
	የገዢ ምርጫ	በሀይል አልስማማም (1)	አልስማማም(2)	ገለልተኛ(3)	እስማማለው(4)	በሀይል እስማማለው(5)
30	የቤቱን ዋጋ መክፈል እንደምችል ሲሰማኝ ወስኜ ገዝቼዋለው					
31	ቤቱን ለመግዛት ውሳኔ ላይ የደረሰኩት አስፈላጊ የሆኑ ነገሮች(Facilities) በሙሉ መሟላታቸውን ካረጋገጥኩ በኋላ ነው					
32	ስለቤት ግዢ ሂደት አጠቃላይ መረጃ ማግኘቴ ቤቱን የመግዛት ውሳኔ ላይ በጣም ትልቅ ሚና ተጫውቶአል					
33	በመረጃ የተደፈና ምክንያታዊ የሆነ ምርጫ እንዳደርግ የሪል እስቴቱ ታወቂ መሆን ረድቶኛል					
34	አሻሻጭ የፈለኩትን ቤት እንዳገኝ ረድቶኛል					

አመሰግናለው!

