



**ST. MARY'S UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**THE FACTORS AFFECTING CONSUMER PURCHASE DECISION IN THE CASE OF  
TECHNOSTYLE PLC**

**BY**

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June, 2019

Addis Ababa, Ethiopia

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**ID NO: SGS/0335/2009A**

**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF GRADUATE  
STUDIES IN THE PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN MARKETING MANAGEMENT**

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June, 2019

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## **ACKNOWLEDGMENTS**

First and for most I would like to praise God for all his blessings.

Secondly my appreciation goes to my advisor Dr. Shiferaw Mitiku for his valuable comments and guidance in helping me to accomplish my paper.

And I'm very grateful for my family and Ato Yohannes H/Mariyam for their continuous support and encouragement throughout my study.

Lastly my appreciation goes to the general manager of Technostyle PLC. W/ro Mahelet Daniel for helping in evaluating and distributing the questionnaires.

The researcher

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## ABSTARCT

*The aim of the study is showing the factors that affect consumer purchase decision under the title of “The factors that affect consumers purchase decision in the case of Technostyle P.L.C”. In order to find the relationship there are two objectives that are drawn to help the student researcher in finding the answers. 1<sup>st</sup>. What are the factors affecting the purchase decision of consumers? And 2<sup>nd</sup> how does lifestyle affect (AIO) consumers purchase decision? A total of 384 self administered questionnaires were distributed using the five point liker scale to the final consumers in to the three branches of the company using non-probability sampling method and from convince or accidental sampling is used in to find the consumers in their availability and 339 valid responses are collected. The data are analyzed using SPSS and as the findings indicate there is a positive relationship of the objectives of Activity Interest and opinion and the social and personal factors of the consumers. The company is recommended to understand that, The company should understand that customers follow the latest information before they made a purchase decision and also they go to different stores before purchase decision this means that the company should know their competitors product. Customers do not come and buy product by their own instead they come with friends and family to make a decision; the company should know what they want to see in the product as a family or as a majority of the customer. Furniture purchases are considered important and are emotional in nature for many people. The company is not selling but instead they are providing a way for consumers to spend time comfortably with family and friend so the company should produce a product to feel those expectations.*

**Key Words:** Consumer behavior, Social Factor, Personal factor, Lifestyle, AIO, purchase decision

## **CHAPTER ONE**

### **1.1 Background of the study**

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he/she is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he/she would like to consume, then he/she selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he/she can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological. (Rasmiya 2016)

Home furnishing production has an important role in the lives of people. At present competitive world opportunity of survival of an institution is related to continually providing its customers" satisfaction and to attract their loyalty. Knowing the factors that unconsciously impact the decision to purchase something can have positive effects impacts on supplying the customers with better products. Variety in home furnishing production persuades the buyer and customer to make a selection. Moreover, home furnishings are frequently very important purchases for consumers (Csikszentmihalyi & Rochberg-Halton, 1981).

Technostyleplc was established in 1988 envisioning the need for modern and quality furniture with two staff members and modest capital, currently its capital has increased relatively at an average annual growth rate of 20% the company is a pioneer leading company in Ethiopia with the highest market share in manufacturing and importing elegant, modern, ascetic, environment riendly, flexible and space saving home and office furniture by incorporating space planning.

## **1.2 Statement of the problem**

According to Kotler (2003) consumer buying behavior is the purchasing behavior of people and households who buy goods and services for personal consumption. There are many factors that can affect the process of buying as the consumer works through the purchase decision there are four main factors that affect consumer buying behavior: Cultural factors, social factors, personal factors and psychological factors. They further classified cultural factors as including Culture, sub-culture and social class.

Consumers through nature, whether intentionally or unintentionally, formally or informally, often make decisions based on overall attitude toward the product or service, on affect, or to minimize effort or negative emotion (Hawkins, Mothers baugh, & Best, 2007). Studies carried out by Bennington (2002), and Burned (2009), addressed five key evaluative criteria used by customers when shopping for and purchasing case goods: quality, style, overall appearance, color and species of wood and relative value. As discussed below, these three attributes will be included and analyzed in the present study.

Based on the report of the company and preliminary interview with the marketing manager and sales staff of Technostyle PLC the company has many customers but from time to time they are starting to shift to other competitors; these customers are known and they have the potential to buy the product but through time they are losing their interest over the products. The company has conducted a research on (STP) Segmenting, Targeting and Positioning but the main aim was in identifying and finding group of consumers that can afford a price that the company sets. Therefore this study examines in specific to show the relation between lifestyle and purchasing decision. This study would help the company to understand the relation of lifestyle and purchasing decision and to knowing the significance of the concept which will lead them to know their customers want and preferences more which will enable them to regain their lost customers, to build more market share and also finding new ones which will lead them in to profitability.

### 1.3 Research Questions

1. What are the factors affecting the purchase decision of consumers?
2. How does lifestyle affect (AIO) consumers purchase decision?

### 1.4 Objectives of the study

#### 1.4.1 General research objective

The general objective is to assess the factors that affect consumer purchase decision.

#### 1.4.2 Specific research objective

Considering the basic research questions this research has get out of the following specific objectives.

- To identify factors affecting consumer purchase decision.
- To examine how lifestyle affects consumer purchase decision.

### 1.5 Definition of Terms

**Factors that affect purchase decision:** factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological. (Rasmiya 2016)

**Purchase decision:** Customers regardless of the culture go through a five well defined steps of making a purchase decision such as search information, need recognition, purchase and post purchase decisions and evaluation of alternatives, and at every stage culture is a major force that influences it. Kardes *et al.* (2011)

**Social factor:** Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status. (Perreau, 2014)

**Personal Factor:** An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation and personality and self-concept. (Perreau, 2014)

**Lifestyle:** The lifestyle means the way a person lives and is usually expressed by the things he has around him/her. It depends on the consumer's interests, his/her views, the activities he/she carries out, the way he interacts with others. Plummer (1974)

**AIO:** Is approaches are available to study of psychographic variables studies a wide variety of variables and measures the major dimensions and these dimensions are: 1) what are activities? (Activities indicate how a consumer/family spends his/her/their time). 2) What are interests? (Interests are families or consumer's preferences or priorities). 3) What are opinions? (Opinions are how a consumer feels about a wide variety of events and things). Feldman and Theilbar, 2012)

### **1.6 Scope of the study**

The study focus was on the factors affecting consumer purchase decision in the case of Technostyle plc. The study is delimited to Addis Ababa in the branches of Kazanches (Head office), Bole and Gurd Shola. The student researcher emphasized on the final consumers of the company used as population of the study.

### **1.7 Significance of the study**

It's known that there are many companies work on the furniture business from small scale up to the large capital owners but when we see closer the way they function their business is more or less similar. This study shows the factors that affect the purchase decision of the consumers. Therefore this study is significant to, 1<sup>st</sup> to the researchers; a study on the furniture industry and the factors that affect the decision making process has not been conducted in the institution so this study provide knowledge to the researchers. 2<sup>nd</sup> the company will be benefited from this study because due to the technologies people's interests and choices become flexible from time to time so in order to be profitable in their business this study will help them knowing consumers. 3<sup>rd</sup> people who want a reference on a similar topic will find some ideas for their purpose of their study.

## **1.8 Organization of the study**

The study consists five chapters which were organized as follows: Chapter one: Introduction, it's the first chapter of the study which includes meaning of lifestyle, background of the company, the statement of the problem, research questions, Scope of the study and significance of the study was discussed.

Chapter two: Related Literature Review, in this chapter issues discussed in the factors that affect consumers purchase decision. A review of Theoretical literature review, empirical literatures and conceptual framework of the thesis was included to clarify the study.

Chapter three: Research Methodology, in this section description of the research approach, research design and approaches to research methods, sources of data, data collection method & instruments, sampling methodology and data analysis techniques were discussed.

Chapter Four: Data analysis, Result and Discussion .This chapter presents the results and discussions of the study on the research objectives with regards to the data collected from the respondents. A total of 384 questionnaires were issued, however 339 persons responded, indicating 95% percent response rate.

Chapter Five: This chapter is the last which contains the conclusion and Recommendations.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURES**

#### **2.1 Theoretical Literature Review**

##### **2.1.1 Consumer Behavior in Furniture Market**

Many changes have occurred in the society over the past decade that either directly or indirectly impacts the home furniture industry. Technological changes, the rise of social media, evolving demographics, and the increasing purchasing power of women are just a few factors that furniture manufacturers and retailers must consider in their marketing efforts (York 2013).

(Miller and Matthews 2013, 2012), as the economy continues to show signs of modest recovery furniture makers are trying to determine the best ways to adjust to these changing consumer demands. One of the main factors that help a company to formulate effective marketing strategies is the knowledge of their customers and market through focusing on their customers, learning more about the market and construction a good relationship between company and customers (Soloman, 1999). Furthermore, consumer behavior is the regulation that combines factors from psychology, sociology, anthropology and economics, which attempts to understand the buyer decision-making process individually and in groups (Dodoo, 2007).

Belch (2007) indicate, consumer behavior is taken as the activities that people participate in before and after purchasing products or services so as to fulfill their needs and desires. Furthermore, studying consumer behavior includes the study of what to buy, how to buy, where to buy and why people are buying (Dadfor. 2009, Chen, 2013).

In order to implement a successful marketing strategy, a keen understanding of consumers is needed, particularly with respect to how they shop for and purchase home furniture. According to Dewey (1910), consumers move through five stages as they contemplate an impending purchase decision: (1) problem or need recognition, (2) information search, (3) alternative evaluation, (4) outlet selection and purchase, and (5) post-purchase evaluation. For routine products that are purchased often (i.e., grocery or toiletry items), the entire decision process is

quite short, and often there is little or no consideration of the different options that are available. This is not the case, however, for home furniture. Furniture is a product that requires extensive problem solving, as it is expensive, durable, and not purchased with great frequency. Further, many consumers view their homes and the furniture in them as an extension of themselves, so it can be considered an emotional purchase (Perry 2007).

Kotler *et al* (2006). Consumer buying behavior refers to the buying behavior of final consumers, individuals and households who buy goods and services for personal consumption. The early theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their satisfactions in the purchase of goods and services. Later research discovered that consumers are just as likely to purchase impulsively and to be influenced not only by family and friends, by advertisements and role models, but also by mood, situation and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision making.

Macro and micro environments both fall into the categories of environmental scanning. The general scope of environmental scanning is that it is a component of global environmental analysis. While analyses are typically carried out on the macro environment, the micro environment still has an important role to play. (Kotler, 2003)

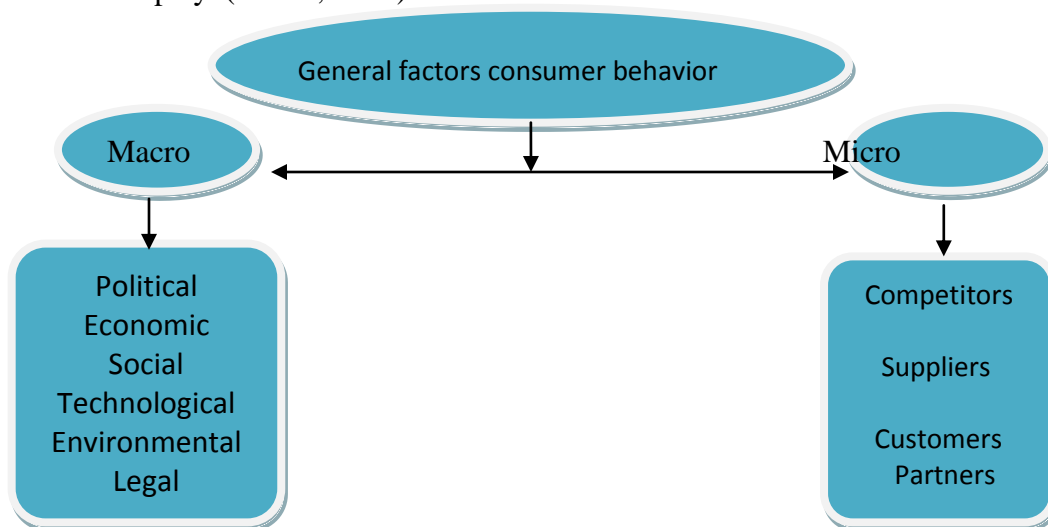


Fig 1 General factors of consumer behavior (Riley 2012)

### 2.1.2 Social factors affecting consumer's purchase in furniture

**Family:** A family is two or more people living together who are related by blood or marriage. It is a part of a household which consists of individuals living singly or together with others in a residential unit (Durmaz, & Sebastian, 2012). Similarly, the family forming one of the most significant influences on consumer decision making constitutes one of the most vital influences on consumer decision making (Dadfar, 2009; Tenda *et al*, 2012)

Tenda *et al*, (2012) built a model outlining family purchase decision making, viewing it as a form of decision making involving numerous players assuming diverse roles. Furthermore, Family members, is considered the fundamental structure of the initial Reference Group, have a great impact on purchase behavior.

In everybody's life, two kinds of families may be formed. The first type is a family in which someone is born and grows and religion, politics, economics and education of that individual depends directly on that family. The second type of family in which the buyer's behavior is affected contains children and people under supervision. Then, Family has a special place in a community. In fact it is a fundamental social unit. Norms and senses that stabilize the family increase their references from the inclusive society which is an ideal source of community and family stability. Finally, family is a considered sub-group of society and at the same time implies a vital economic unit. (Venous *et al*, 2007)

Family is a comprehensive and multifaceted purchasing organization that encompasses the needs of two generations or more. Purchasing behavior will be affected by the nature of family and its responsibilities may create a range of reverse demands for goods and services. The style of the family life determines its place in the society. Numerous researchers studied the effect of social

**Reference group:** can be defined as any person or group of people who significantly influences an individual's behavior ( Sakpichaisa, 2012). The beliefs, values, attitudes, behaviors, and

norms of the group are perceived to have relation upon the assessment, behaviors, and aspirations of another individual (Eva, & Judit, 2010).

**Roles and status:** A person participates in many groups like family, clubs, and organizations. The person's position in each group can be defined in term of role and status. A role consists of the activities that a person is expected to perform. Each role carries a status. People choose products that communicate their role and status in society. Marketers must be aware of the status symbol potential of products and brands. (Eva, & Judit, 2010).

### **2.1.3 Personal factors affecting consumer's purchase in furniture**

Personal factors also influence buyer behavior. The important personal factors, which influence buyer behavior, are:

**a) Age:** of a person is one of the important personal factors influencing buyer behavior. People buy different products at their different stages of cycle. Their taste, preference, etc also change with change in life cycle.

**b) Occupation:** or profession of a person influences his buying behavior. The life styles and buying considerations and decisions differ widely according to the nature of the occupation. For instance, the buying of a doctor can be easily differentiated from that of a lawyer, teacher, clerk, land lord, etc. So, the marketing managers have to design different marketing strategies suit the buying motives of different occupational groups.

**c) Income:** level of people is another factor which can exert influence in shaping the consumption pattern. Income is an important source of purchasing power. So, buying pattern of people differs with different levels of income.

### **2.1.2 Lifestyle of consumers in Furniture Market**

The term "lifestyle" stems from the fields of psychology and sociology, referring to a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes (Bei, 2000).

Many consumers view their homes and the furniture in them as an extension of themselves, so it can be considered an emotional purchase (Perry 2007). Thus, as consumers do not necessarily

have a lot of furniture buying experience to rely on, they typically move through these stages of the decision process 2 slowly, methodologically, and purposefully, to try to ensure that the right piece(s) of furniture will be purchased.

In a single system, lifestyle can be differentiated into two concepts, one being the model of lifestyle and the other being market segmentation, and that, in order to understand lifestyle segmentation, every element in the system under investigation, such as activities, interests, opinions and demographic variables, can be used to understand the overall market. Consumers' life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. An individual's lifestyle consists of different life style dimensions. These dimensions are: 1) Activities describe how consumers spends their time, e.g. work, hobbies 2) Interests are consumers' preferences and priorities e.g. family, home or food 3) Opinions tell how consumers feel about different issues, e.g. themselves, politics or products (Khan, 2006).

According to Plummer (1974), lifestyle measures people's activities in terms of how they spend their time, what they place importance on in their surroundings, their views of themselves and the world around them and some basic characteristics such as their stage in the lifecycle, income, education and where they live. Lifestyle is influenced by factors like demographics, social class, motives, personality, emotions, values, household lifecycle, culture and experiences. As an individual's lifestyle changes so, do their needs for different goods and services. This change in needs and attitudes results in changes to their purchase and consumption behavior.

Lifestyle plays an important role in the purchase decisions of consumers. Consumers are motivated to buy products in order to maintain or pursue a certain lifestyle. Lifestyle segmentation is very important to research on consumer behavior and international marketing due to its large impact on the daily purchase decisions made by each individual. (Hung et al. 2009).

As Krishnan & Murugan (2007) discussed many studies have divided the market into sectors according to the general lifestyle. However, when we discuss a specific lifestyle we are referring to buying a specific product, which provides specific services. Purchasing attitudes have been studied in relation to specific lifestyles regarding food, housing, tourism, investment, medical services, and entertainment etc. In each case there is a different lifestyle; each product is related to a different subset of consumer lifestyles. Lifestyle segmentation was very important not only to study consumer behavior in general but it is also very important in international marketing due to its large impact on the daily purchasing decision made by each individual (Kucukemlu, 2005).

### **2.2.2 Characteristics of consumers Lifestyle**

Feldman and Theilbar (2012) describe lifestyle by the following characteristics: 1) lifestyle is a group phenomenon; a person's lifestyle bears the influence of his/her participation in social groups and his/her relationships with others; two clerks in the same office may exhibit different lifestyles. 2) Lifestyle pervades various aspects of life; an individual's lifestyle may result in certain consistency of behavior. Knowing a person's conduct in one aspect of life may enable us to predict how he/she may behave in other areas. 3) Lifestyle implies a central life interest; for every individual there are many central life interests like family, work, leisure, sexual exploits, religion, politics etc. that may fashion his/her interaction with the environment. 4) Lifestyles vary according to sociologically relevant variables; the rate of social change in a society has a great deal to do with variations in lifestyles. So do age, sex, religion, ethnicity and social class. The increase in the number influences on lifestyle cultural and societal variables establish the outer boundaries of lifestyle specific to our culture the interaction of group and individual expectations and values creates a systematic pattern of behavior. This is the lifestyle pattern that determines purchase decisions. When goods and services available in the market are in tune with lifestyle patterns and values, consumer market reactions are favorable and purchases that reinforce these patterns further illuminate these lifestyles because of the reason that the study of lifestyle is interdisciplinary it draws on a variety of disciplines such as anthropology, psychology, sociology and economics. Marketing uses this eclectic approach for segmenting, targeting and positioning which forms the core of marketing strategy.

### 2.2.3 Approaches of Lifestyle

Many approaches are available to the study of psychographic variables. One of the ways is to study the lifestyle variables by an AIO inventory for use in segmenting, targeting and positioning. Another lifestyle approach is by using VAL's typology.

AIO studies a wide variety of variables and measures the major dimensions and these dimensions are: 1) what are activities? (Activities indicate how a consumer/family spends his/her/their time). 2) What are interests? (Interests are families or consumer's preferences or priorities). 3) What are opinions? (Opinions are how a consumer feels about a wide variety of events and things). (Feldman and Theilbar, 2012)

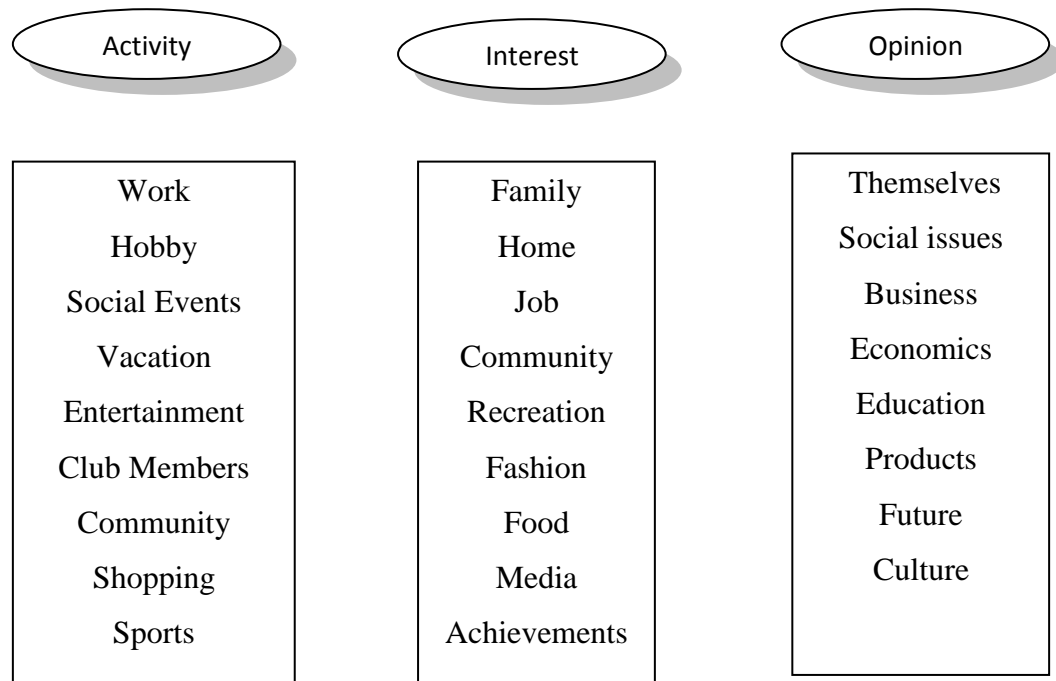


Fig.2 Approaches of Lifestyle (Joseph T.olummer, 2012)

#### **2.2.4 Benefit of Lifestyle Marketing**

The most striking uses of lifestyle concept have been made in positioning of new products, repositioning of existing products, developing new product concepts and creating new product opportunities in specific fields. The product concept chosen, lifestyle research is utilized for selecting media, formulating media and promotion strategies and improving retail performance. Lifestyle concept is also utilized as a frame work for presenting research recommendations, since it is capable of offering to the marketers, portraits of target group expressed in an uncomplicated manner. (Feldman and Theilbar, 2012)

#### **2.2.3 Decision-making process**

Sarki *et al* (2012) found out that buying is more emotional rather than rational and also found that there are different things that effect buying that includes culture and lifestyle as they drive consumers towards the product that they actually buy. Customers regardless of the culture go through a five well defined steps of making a purchase decision such as search information, need recognition, purchase and post purchase decisions and evaluation of alternatives, and at every stage culture is a major force that influences it.

As Kardes *et al.* (2011) explains all consumer-buying decisions are not alike and amount of effort put into the decision making process differs. When the decision-making process is almost automatic, snap judgment can be made with little information search. This kind of routinely made buying decision involves little risk and low involvement. Other times the decision-making process requires a lot of time and information search. The products that are bought rarely involve high risk and extensive problem solving.

A consumer engages in purchasing activities several times per day. The purchase itself is the only visible evidence of a more complex process that a consumer goes through for every decision he or she makes. However, every purchase decision is different and requires different amount of time and effort. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how

often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman and Kanuk, 2010).

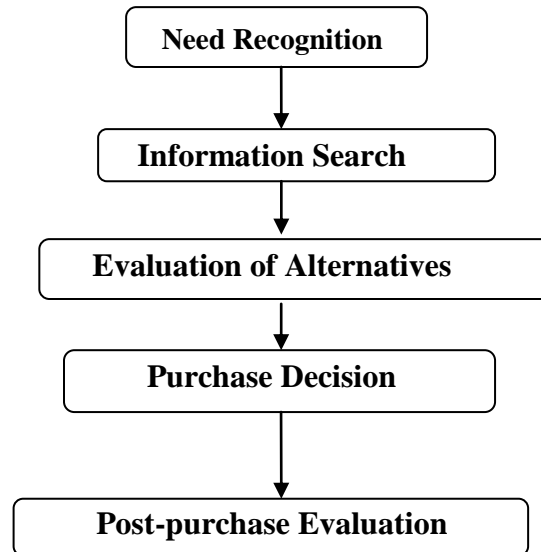


Fig 3: Consumer Decision-Making Process (Riley 2012)

## 2.3 Empirical Literature Review

In this part the researcher tries to review the researches which were done before. There are no researches made in the institution about the impact of lifestyle in purchasing decision; but also on the lifestyle marketing in general. It's difficult to find a research that has been done about the impact of lifestyle in purchasing decision of furniture industry; most of the researches are focused on consumer behavior in general.

### 2.3.1 A review of lifestyle marketing and online services

A paper made on the effect of lifestyle on online purchasing decision for electronic services: The Jordanian Flying E-Tickets case conducted by Al-Demouret *al* (2017). This study aims to examine how Jordanian passenger's lifestyle effects their buying decisions of online e-tickets by utilizing the AIO theory (Activities, Interests, and Opinions). A convenience sample of 473 passengers from the Jordanian airport was chosen as the population in order to verify the hypotheses and research framework. The results of the study show that the lifestyle of Jordanian passengers significantly influences their purchase of e-tickets. The analysis of the results

indicates that each of the lifestyle dimensions: Activities, Interests, and Opinions, had a significant positive effect on the purchasing decision of the e-ticket Service.

Effects of consumer lifestyles on purchasing behavior on the internet: a conceptual framework and empirical validation conducted by Dan Jong *et al* (2000). The purpose of this research is (1) to develop a theoretical model for consumer purchasing behavior on the Internet and (2) to test the effects of consumer lifestyles in the form of price-oriented, net-oriented, and time oriented lifestyles and perceived benefit and perceived risk on purchasing behavior. Structural equation modeling is applied to test a hypothesized research model using Graphics Visualization and Usability Center online survey data. Results show that a consumer whose lifestyle is more net-oriented will perceive more benefits and fewer risks to online purchasing. Consumers who are more time-oriented will perceive more benefits to buying goods online than less time-oriented ones. Consumers who have more disposable income are also more prone to purchase online.

### **2.3.2 Lifestyle marketing and furniture businesses**

A study conducted by Acta Silv, Lign. Hung (2010) is made on consumer behavior model on the furniture market. This study introduces the furniture purchasing behavior model. The study describes the behavior model and characteristics of decision making and the environmental factors affecting the individuals besides emphasizing the family character of furniture purchase. It introduce a chapter from the primary research verifying the model that analyses the validity of customer behavior trends defined as elements of the impersonal environment on the furniture market. It touches on our lifestyle based segmentation model. The method of primary research is quantitative, personal interview. While working out the research model applied a method that enables multi-level cross-section and cohort analyses. The work has verified the need for trend researches on the furniture market so it suggests the construction and the near-future launch of a trend research system consisting of several modules that reveals the specific factors on the furniture market besides verifying the validity of general behavior trends.

A research conducted by Sakpic Haisak (2012). It aims at the analysis of purchasing behavior of furniture consumers in Thailand. The study examines the factors that have influences on

furniture purchasing decision process. Primary data and secondary data are collected to use in the thesis. The primary data is gained by distributing questionnaire on furniture product purchasing decision to study consumer behavior conducted by the author. . Thus, survey research is chosen as a method for gathering information for the quantitative analysis. The study showed that delivery service was the most important factor for furniture store. Therefore, Thai furniture stores are expected to have a delivery service. The second most significant factor was the store environment. This finding coincided with the result that furniture buyers tended to buy furniture at the store they regularly visit. Thus, furniture store should make sure to focus not only on the product themselves but also the product positioning in the store. So customers can easily find the product, has a good shopping experience and come back to the store in the future.

### **2.3.3 Lifestyle marketing and Brand**

The purpose of this research was to study how different factors of consumer behavior effect on decision-making during coffee brand selection conducted by Tanja Lautiainen (2015). Consumer behavior consists of four factors: cultural, social, personal and psychological. In this study the focus was limited only to social, personal and psychological factors. The thesis was divided into a theory part and empirical part. The theoretical part discusses the basics of factors affecting purchase decision, decision-making process and brands. The empirical part of the thesis includes a survey that was carried out through the Internet. Data were collected by a self-administered questionnaire. A link to the questionnaire was published on Face book and shared among people. The quantitative research method was applied in this study. The result of the study has indications that social, personal and psychological factors have effect on a consumer's decision-making process when selecting a coffee brand. However, the result was not totally reliable due to the fact that credible correlation was missing.

A study made on the impact of lifestyle on brand preference of buyer behavior in a case study of Uttarakhand conducted by Akhilesh Chandra Pandey (2014). Dueto fast movement of technology it is requisite to find the change in the lifestyle of Consumers. In the present research it has been endeavored to illustrate lifestyle of the buyers changes due to some of the factors, such age, education, social class, income and some others factors. It has been seen that some the factors

has major role in the changing of buyer behaviors. The following research helps to know the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favorite programs attributes preferred by the consumers and significant changes have been observed. The responsibility of producers to take into account the needs of not only urban consumer's lifestyle but look the change in rural consumer's lifestyle also, because consumer is basic foundation of every business. This is fact that today consumer's look, think, prefer and buys the products according to his lifestyle and it becomes opportunity to marketers to fine tune their marketing offers and achieve high level of consumer acceptance and satisfaction. The emergence of urban and rural market with availability of many durable brands from inside and outside the nation impels us to measure the impact on change in lifestyle of Indian consumers.

#### **2.3.4 Lifestyle marketing and social class**

Impact of cultural values and life style on impulse buying behavior: a case study of Pakistan, Shahid Bashir *et al* (2013). The main purpose of this study is to predict the impact of cultural values and life styles on impulse buying behavior of Pakistani customers. Survey methodology was used to collect the data by adopting convenient sampling technique. An empirical method was used to analyze the data. The T-test indicates that gender role is the only one variable of cultural values and life style of Pakistani customers where significant difference exists between male and female customers while making impulse buying behavior. Correlation test is used to analyze the relationship among the variables of cultural values and life style; the results suggest that there exist significant relation among all the variables of cultural values and life styles. The results also suggest that impulse buying behavior is predicted by security, life satisfaction, gender role, financial satisfaction, in group contact and life style variables of cultural values and lifestyles of Pakistani consumers.

A study conducted by Zaeema Asrar Mohiudd in (2018). It studied about the effect of lifestyle on consumer decision making: A study on women consumer of Pakistan to develop the understanding the consumer behavior is considered as an important element for the producers and marketing managers. The buying behavior of consumers is highly dependent on their

lifestyle. This research strives to examine the effect of lifestyle on the female buying decisions. For this reason, 150 close ended questionnaires were distributed among the female buyers of Karachi followed by convenient sampling approach. Out of 150, 120 questionnaires were received for the further analysis. The sample portrays that majority of the women belong from the upper middle class. Most of them are working women and students and belong from the age group of 18 years to 50 years. The findings of the study highlights that majority of the women prefer to buy imported brands rather than local ones. In line with this, they prefer to go through the reviews regarding the newly launched brand before making any purchase. With respect to the findings, it is recommended that local producers should improve their quality so that they can capture the large market of female buyers.

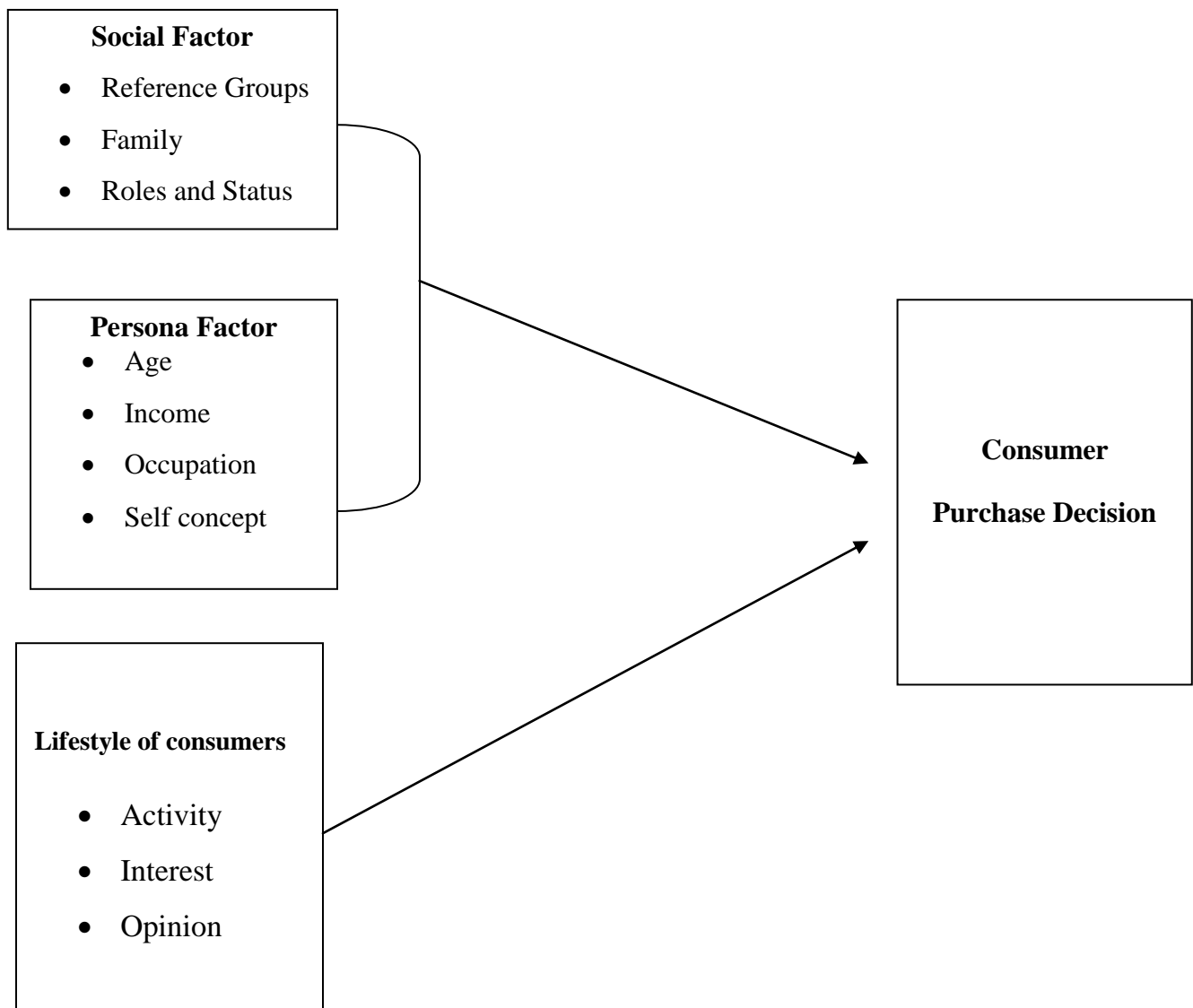
A study conducted by Jjacinta Atieno Okumu (2015). An investigation of factors influencing consumer behavior in purchase of beauty products in Nairobi The main objective of this study was to investigate the factors that influence the consumer buying behavior in the purchase of beauty products in Nairobi. The study was guided by the following research objectives. To investigate whether social factors influence buying behavior; to examine whether economic factors influence buying behavior; to examine whether market factors influence buying behavior. The descriptive research design was employed in this research. The study population involved 1,051 USIU graduate students. The respondents were sampled using the stratified random sampling method. The data was collected using structured questionnaires. Quantitative data was analyzed using SPSS and Microsoft excels and presented in table tabulations and percentages. The study findings revealed that social factors, which included self esteem, religion and model influence did not influence the buying decisions of beauty products among consumers. Rather, consumers' own personal attitudes, culture, social class and relationships were the factors that influenced the consumers' behavior with regard to purchase of beauty products.

The relationship of university student's lifestyle, money attitude, personal value and their purchase decision is conducted by Long-yilin, Hsing-yu Shih (2012). The purpose of this research is to examine the relationship of university students' lifestyle, money attitude, personal

value and their purchase decision. The convenience sampling method was used to collect the primary data. The sample was chosen from 10 universities in Taiwan. A total of 500 questionnaires were distributed and 449 validity questionnaires were collected. Regression analysis was used to test the hypotheses. The findings are listed as follows: (1) Lifestyle has a significant positive influence on purchase decision. (2) Achievement has a significant positive influence on purchase decision. (3) The interaction of lifestyle and achievement has a significant positive influence on purchase decision. (4) Personal value has a significant positive moderating effect in the influence of activity and opinion on purchase decision. (5) Personal value has a significant positive moderating effect in the influence of achievement on purchase decision, and (6) Personal value has a significant positive moderating effect in the influence of the interaction of lifestyle and achievement on purchase decision.

## 2.4 Conceptual Frame work of the study

**Fig 5: Research Model**



Source: Destiny & Zeithaml.S (2012)

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Research Approach**

There are three approaches to research: (a) qualitative, (b) quantitative, and (c) mixed methods, Qualitative research is an approach for exploring and understanding the meaning individuals or groups describe to a social or human problem. Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures and mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative physiological assumptions and theoretical frameworks. (Newman & Benz, 1998)

The student researcher used mixed research approach method to address both of the research questions through questionnaires for the population or for the final customers of the company.

#### **3.3 Research design**

A research design is a framework or blueprint for conducting a marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems (Malhotra 2006).

To study of factors that affect the consumer purchase decision uses both an explanatory and descriptive research design was used.

#### **3.4 Population and sampling Technique**

The company sells its products in to three braches at Addis Ababa in Kazanches (Head office), Bole and Gurd shola. In this study, the final consumers are unknown, it's difficult for student researcher to manage and communicate with all of them so that study used non-probability sampling technique. Among non-probability sampling techniques convenience or accidental sampling technique is employed. Using this method enables the researcher to meet the consumer

on their availability. The samples were collected from each branch equally by using self-administered questionnaires.

Because of the unknown of the customers of the company the population is unknown, so the researcher calculates the sample size of the sample by for this research published table was used to provide the sample size by assuming a 95% confidence interval and 5% margin error.

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5) (.5)}{(.05)^2} = 384$$

Where  $n_0$  is the sample size,  $Z^2$  is the abscissa of the normal curve that cuts off an area at the tails ( $1 - \alpha$  equals the desired confidence level, e.g., 95%).  $e$  is the desired level of precision,  $p$  is the estimated proportion of an attribute that is present in the population, and  $q$  is  $1-p$ . The value for  $Z$  is found in statistical tables which contain the area under the normal curve (Israel, 1992).

Therefore from the unknown population of this paper the sample was 384. The researcher used convenient method to distribute the questionnaires in each branch; also the researcher used 128 samples equally in the three branches using quota sampling method.

### **3.5 Data collection method and procedure**

The study used a questionnaire for the consumers. Primary data collected through distributing close ended for final consumers and secondary data was collected by referring the organizations past documents, researches and reports which are directly and indirectly related with the topic. The questioner's for final consumers was divided in to four different parts. The first part shows about relevant personal information of the respondents, second part shows the perspective of consumers when they purchase furniture and the third part shows the response for the research questions. It's conducted according to liker scale; five point scale range from strongly disagree to strongly agree.

### **3.6 Method of data analysis and presentation**

The data was analyzed by using descriptive method and inferential statics using SPSS specifically. Additionally frequency, mean and standard deviation was used and also tables are applied to present the data collected for easier understanding and analysis.

### **3.7 Validity and reliability test**

Stephinie (2016) Reliability is a measure of stability or consistency of test score. Reliability measures by crobach alpha  $> 0.7$  which shows the degree to which a measurement procedures similar outcomes when it is repeated.

Constructs	Number of Items	Cronbach's Alpha
AIO	12	0.723
Micro level factor	21	0.761

The General Manager helped the student researcher to test the validity of questionnaire and the response to the objectives of the study. Content validity was used to establish whether the questionnaire measured what it should measure.

### **3.8 Ethical consideration**

To reach the respondents formal letter was provided to the company. The respondents were given privileges of not writing their name and no respondents were forced to fill the questionnaire unwillingly and without making the actual purpose of carrying out the research clear to him/her. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements were tried to be avoided, in the questionnaires.

The researchers consider the objectivity, honesty integrity, carefulness, openness respect to intellectual property, confidentiality, and respect for colleagues, social responsibility and legality of the research paper.

## CHAPTER FOUR

### RESULT AND DISCUSSION

#### 4.1 Demographic Characteristics of the Respondents

Table 4.1: Demographic Characteristics of Respondents

No.	Types Of Variables	Category	Frequency	Percentage
1	Gender	Female	183	43.3 %
		Male	156	36.9%
		Total	339	80.1
		18-30	102	24.10
		31-40	98	23.2
		41-50	53	12.5
		>50	49	11.6
		Total	339	80.10
3	Marital Status	Single	34	8.0
		Married	266	62.9
		Divorced	37	8.7
		Total	339	79.70
4	Educational back ground	Certificate	162	38.3
		Diploma	65	15.4
		Degree	103	24.3
		Maters And Above	9	2.1
		Total	339	80.1
5	Occupation	Gov't Institute	13	3.1
		Private Institution	144	34.0
		Personal Work	180	42.6
		Others	2	.5
		Total	339	80.1
7	Income	1100-3500	4	.9
		3500-6000	37	8.7
		6001-10000	81	19.1
		10001-15000	184	43.5
		>15000	33	7.8
		Total	339	80.1

Source: personal survey, 2019

**Gender**

As shown in the above table 4.1, 183(43.3%) of the respondents were female and 156(36.90%) were male. The result indicate that majority of the companies customers are female.

**Age**

The student researcher categorized the age of the respondents from 18 up to 50. From 18-30 102(24.1%) responded, from 31-40, 98(11.6%) and from 41-50 53(12.5) and also from >50, 49 (23.2%) where responded respectively. The result indicates that the majority of the consumers' age is between 31-40 and 18-30 respectively.

**Marital Status**

As indicated in the above table 34 (8.0 %) of the respondents were single, 266(62.9%) were married, 37(8.7%) were divorced. The result indicates most of the customers are married.

**Educational Background**

The student researcher divides the educational background of the respondents in to four. A Certificate holders where 162(38.3%), 65(15.4%) have diploma, 103(24.3%) have a degree and 9(2.1%) where having masters and above. The majority of the consumers are degree holders.

**Occupation**

In this part the respondents occupation where analyzed as follows. Respondents who work in government institution where 13(3.1%), who works in P.L.C'S 144(34.0%), who have personal work 180(42.6%) and respondents with other jobs where 2 (0.5%). Majority of the customers have personal work.

**Income**

The income of the respondents where studies as follows, from 1,100-3,500 there were 4 (0.9%) respondents, from 3,500-6,000 there were 37(8.7%) and from 6,001-10,000 there were 81(19.10%) respondents, from 10,000-15,000 there were 184(43.5%) and above 15,000 income per month income respondents where 33(7.8%). The majority of consumer's income is between (10,000-15,000).

#### 4.4 Consumers perspective in purchasing furniture

Table 4.2 perspective of consumers

No	Types of variables	Category	Frequency	Percentage
1.	Are you a customer of Technostyle P.L.C?	Yes	185	43.7
		No	154	36.4
		Total	339	80.1
2.	For how many years?	<1year	1	.2
		1-5year	28	6.6
		6-10 year	36	8.5
		11-15year	75	17.7
		>16 year	183	43.3
		Total	339	80.1
3.	When you want to buy furniture what is the first thing that comes to your mind?	Price	28	6.6
		Quality	133	31.4
		Design	67	15.8
		Durability	35	8.3
		Size	72	17.0
		Others	4	.9
		Total	339	80.1
4.	How often do you buy Furniture?	Every2-4 years	59	13.9
		Every 5-7 years	216	51.1
		Every 8-10 years	63	14.9
		Every 11-13 years	1	.2
		Total	339	80.1
5.	When you buy furniture what is your main reason?	Getting old	32	7.6
		Furnish new house	123	29.1
		Need additional furniture	103	24.3
		New design	33	7.8
		For change	44	10.4
		I just want too	3	.7
		Total	338	79.9
6.	Which furniture products did you purchase more?	Living room furniture	58	13.7
		Bed room furniture	125	29.6
		Children furniture	117	27.7
		Kitchen furniture	38	9.0
		Guest room furniture	1	.2
		Total	339	80.1

Source: personal survey, 2019

From the above table the student researcher analyzed that 185(43.7%) were customers of Techostyle plc and 154 or (36.4%) are not customers of the company and those who are a customer of the company 1 (0.2%) were less than one year and 28(6.6%) were a customer from 1-5 years, from 6-10 years 36(8.5%) and from 11-15 years there are 75(17.7%) and also there are 183(3.8%) who were a customer of the company.

From the table shown the main reasons why consumers purchase furniture were analyzed as follows. Customers who put price as priority were 28(6.6%), quality 133(31.40%), Design 67(15.8%), Durability 35(8.3%), size 72(17.0%) and others where 4(0.9%).

For the question of ‘How often do you buy Furniture?’ the respondents response were; less than a year 1(0.2%), between 1-5 years 28(6.6%), form 6-10 years 36(8.5%) and from 11-15 years 75(17.7%) and also for more than 16 years there were 183(43.3%) respondents.

The response for the question of “When you buy furniture what is your main reason?” where 32(7.6%) said because it get old, 123(29.10) responded that they furnished a new house, 103(24.3%) responded that they need additional furniture, 33(7.8%) want a new design, 44(10.4%) just for a change and 3(0.7%) buy furniture without any reason because they just want too.

58(13.7%) responded a living room furniture, 125(29.6%) were choosing bed room furniture, 117(27.7%) were choosing kitchen and 1(0.2%) has responded a guest room furniture for the question “which furniture did you frequently buy”

#### 4.5 The role of lifestyle on consumer purchase decision from AIO approach perspective

Table 4.3 response on activity of consumers

Activity aspect of consumer lifestyle	SD	D	N	A	SA	M	SD
I like searching for information before I make purchasing decision.	1	3	17	101	217	1.44	.660
I like to visit different stores before I make a purchase decision.	6	8	28	57	240	1.47	.878
I follow latest information about new things to facilitate my purchase decision.	3	5	22	99	210	1.50	.759
I like variety in a store to make purchase decision.	4	7	15	103	210	1.50	.778
Grand Mean						3.89	

Source: personal survey, 2019

Table 4.3 shows the activity of consumer. A 1.44 mean and 0.660 standard deviation was a response for the question they like searching for information before making purchase decision. 1.47 mean and 0.878 are the response for visiting a different stores to make a purchase decision. With 1.50 mean and 759 responses on following the latest information to facilitate purchase decision and also 1.50 mean .778 are the response for the question that liking to have variety of products in purchase decision with a total mean of 3.89. A study made by Tanja Lautiainen (2015) shows a mean of 3.33 and Yang Luo(2009) shows a mean of 4.88 and also a mean of 4.67 are result of Acta Silv (2013) paper. The results indicate that all of the papers have positive response to the activity of the consumers.

Table 4.4 Interest of consumers in their purchase decision

Variable of Interest	SD	D	N	A	SA	M	SD
I take people's opinions to facilitate my purchase decision	4	16	78	100	141	1.94	.970
I make purchase decision because I like ordering and organizing my house	11	22	41	107	158	1.88	1.062
I make purchase decision because I like ordering and organizing my house.	8	46	114	139	32	2.58	.920
I like giving advice to friends and family to make their purchase decision.	9	14	90	119	107	2.11	.988
Grand Mean						3.45	

Source: personal survey, 2019

Table 4.4 shows a 1.94 Mean and .970 standard deviation were the response for the question they take people's opinions to facilitate my purchase decision 1.88 mean and 1.062 are the response for make purchase decision because I like ordering and organizing my house. With 2.58 mean and .920 responses I make purchase decision because I like ordering and organizing my house and also 2.11 mean .988 are the response for the question. I make purchase decision because I like ordering and organizing my house with a grand mean of 3.45. JiamNikhil (2015) paper has a mean of 3.78 Jjacinta Atieno Okumu (2015) paper response was 4.11. The result indicates that consumers have agreed on whether their interest has a factor in purchasing decision.

Table 4.5 response on opinion of consumers

Variable of opinion	SD	D	N	A	SA	M	SD
I make purchase decision by my own.	133	108	82	14	2	2.25	.890
I make a purchase decision because I'm in charge of my money.	110	18	68	122	35	2.17	1.127
I like variety of products in store to facilitate my purchase decision.	6	34	106	135	58	2.40	.944
I pay attention to details to make a purchase decision	11	14	64	111	139	1.96	1.028
Grand Mean						2.20	

Source: personal survey

Table 4.5 shows a mean of 2.25 and .890 standard deviation were the response I make purchase decision by my own. 2.17 mean and 1.127 are the response for making a purchase decision because I'm in charge of my money. 2.40 mean and .944 responses on I like variety of products in store to facilitate my purchase decision and also 2.40 mean .944 are the response for the question that liking to have variety of products in purchase decision with the total mean of 2.20. Jiam Nikhil (2015) paper have a mean of 2.11 and Akhilish Mithrsh(2010) paper response was 3.88. The result indicates that most consumers have a positive response in their opinion about purchasing decision but Akhilish Mithrsh (2010) paper shows that the respondents disagree to the question.

#### 4.6 Factors shaping consumer purchase decision

The objective shows the micro level factors in factors shaping the lifestyle of consumer purchase decision.

##### 4.6 Responses of consumers on age

Factor of age in consumer purchase decision	SD	D	N	A	SA	M	SD
Age affects my purchase decision as I get older.	182	100	37	100	182	2.70	.741
When I get matured my choice of products differs because age affects my purchase decision.	80	76	31	90	80	2.53	.739
Age does not affect my purchase decision at all.	182	155	37	60	182	3.88	.959
Grand Mean						2.24	

Source: personal survey

Table 4.6 shows a mean of 2.70 and .741 standard deviation were the response for weather age affects my purchase decision as I get older. 2.53 mean and .739 are the response for my age affects by purchase decision as I get matured. 3.88 mean and .959 standard deviation with the total mean of 2.24 a similar study made by Zhou Wong (2004) and Jacinta Atieno Okumu (2015). response shows a mean of 1.94 and 2.34 respectively. These results indicate that all the study disagrees that age affect their purchase decision.

Table 4.7 response of consumers on gender

Factor of gender in consumer purchase decision	SD	D	N	A	SA	M	SD
Gender affects my purchase decision as my wife makes the purchasing decision most of the time.	64	13	48	164	50	2.18	.776
Gender affects my purchase decision as my Husband makes the purchasing decision most of the time.	12	134	92	5	96	4.74	.335
I like when the sales person is women because gender affects my purchase decision.	89	7	57	155	31	2.50	.786
Grand Mean						3.99	

Source: personal survey

Table 4.7 shows a mean of 2.18 and .776 standard deviation were the response for weather gender affects my purchase decision as my wife makes the purchasing decision most of the time. 2.04 mean and .778. gender affects my purchase decision as my Husband makes the purchasing decision most of the time with mean of 4.74 and .335 standard deviation and also 2.50 mean and .786 standard deviation for the question whether the consumers like when the sales person are women. The total mean of the question that gender affects the purchase decision is 3.99. Similar study made by Zhou Wong (2004) shows a mean of 3.90 and also A.Rajames (2012) response shows a mean of 3.51. Comparing the results Zhous paper shows the respondents are neutral to the question but the other shows a positive response to the question.

#### 4.8 responses of consumers on family

Factor of family in consumer purchase decision.	SD	D	N	A	SA	M	SD
Family affects my purchase decision as I spend a lot of time with them.	28	35	9	153	114	2.20	.767
My friends and family spend their time at my house that's why family affects my purchase decision.	7	31	57	89	155	1.88	1.063
Family has a major role in facilitating my purchase decision.	7	31	57	88	155	1.73	1.075
Grand Mean						4.43	

Source: personal survey

Table 4.8 shows a mean of 2.20 and .767 standard deviation were the response for weather family affects my purchase decision as 1.88 mean and .1.063 standard deviation for weather friends and family spend their time at my house that's why family affects my purchase decision and also with mean of 1.73 and 1.075 standard deviation for the question whether family has a major role in facilitating my purchase decision with 4.43 grand mean. Also similar study made by Long Yi Lin in (2012) shows a mean of 3.41 and 3.79 Tanja Lautiainen (2015) this result indicates that family has a major role in making purchase decision in both papers.

Table 4.9 response of consumers in income

Factor of income on consumer purchase decision.	SD	D	N	A	SA	M	SD
Income affects my purchase decision as I like to buy expensive furniture.	12	20	32	129	146	1.89	1.035
Income affects my purchase decision as high price indicates higher quality.	5	21	17	107	189	1.66	.936

I search lower price products because income affects my purchase decision.	11 9	18	3	13	186	1.46	.676
Grand Mean						3.87	

Source: personal survey

Table 4.9 shows a mean of 1.89 and 1.035 standard deviation are the responses for weather income affects my purchase decision as like to buy expensive furniture and a 1.66 mean and .936 standard deviation is the response for income affects my purchase decision as high price indicates higher quality. For the question that they search lower price products because income affects my purchase decision a mean of 1.46 and standard deviation of .676 was their response with a grand mean of 3.87 that shows income has an agreement or a strong relation with purchase decision and a study made by Zhou Wong (2004) shows a mean of 3.94 and also Jjacinta Atieno Okumu (2015). response shows a mean of 3.88. According to the results income has an impact in purchase decision for all the studies made mentioned above.

#### 4.10 responses of consumers in educational back ground

Factor of E.B on consumer purchase decision.	SD	D	N	A	SA	M	SD
Educational background affects my purchase decision because I start to search for information from people and internet before I make a purchase decision.	113	3	18	3	13	2.61	.850
I search for information on the internet, advertisement and other when I want to make a purchase decision when I get more educated.	3	114	16	114	193	1.58	.822
Educational Background affects my purchase decision because when I get educated my preference gets changed.	3	90	14	125	180	3.64	.826
Grand Mean						2.99	

Source: personal survey

Table 4.10 shows the factor for educational background. A mean of 2.61 and standard .850 deviations are the responses for weather educational background affects my purchase decision because I start to search for information from people and internet before I make a purchase decision and a 1.58 mean and .822 standard deviation is the response for I search for information on the internet, advertisement and other when I want to make a purchase decision when I get more educated also a mean of 3.64 and standard deviation of .826 are response for Educational Background affects my purchase decision because when I get educated my preference gets changed. The grand mean for the total question are 2.99. A study made by Al,aladin (2017) shows a mean of 4.0 and also A.Rajames (2012) response shows a mean of 2.1. According to the results the respondents were neutral to the question in the given study and for Al,aladin (2017) they disagree on the question but the other two studies shows agreement.

Table 4.11 response of consumers in occupation

Factor of occupation on consumer purchase decision.	SA	A	N	D	SD	M	SD
Occupation affects my purchase decision as I want my furniture to be better or similar quality with my colleagues	194	110	18	14	3	1.59	.804
Occupation affects my purchase decision as I send longer hours at the office	21	47	197	45	29	2.04	.929
My working environment does not affect my purchase decision on furniture products.	166	134	24	14	1	3.67	.839
Grand Mean						2.10	

Source: personal survey

Table 4.11 shows a mean of 1.59 and standard .804 deviations are the responses for weather occupation affects my purchase decision as I want my furniture to be better or similar quality with my colleagues and a 2.04 mean and .929 standard deviation is the response for occupation affects my purchase decision as I send longer hours at the office also a mean of 3.67 and standard deviation of .839 are response for my working environment does not affect my purchase

decision on furniture products with a grand mean of 2.10. A study made by Panamil (2013) shows a mean of 2.53 and also Jjacinta Atieno Okumu (2015). Response shows a mean of 2.1 According to the results the three study's indicate that all of them have a positive response on the question.

Table 4.12 respondent's response on self-concept

Factor of self-concept on consumer purchase decision.	SA	A	N	D	SD	M	SD
My self- concept affects my purchase decision as I have a potential to choose the best furniture.	170	109	26	22	12	1.81	1.060
Self-concept does not affect my purchase decision at all.	12	36	96	121	74	3.62	1.049
I'm very confident in my furniture choices.	78	72	51	76	62	4.92	1.445
Grand Mean						4.44	

Source: personal survey

Table 4.12 shows a mean of 1.81 and standard 1.060 deviations are the responses for whether my self- concept affects my purchase decision as I have a potential to choose the best furniture and a 3.62 mean and 1.049 standard deviation is the response for self-concept does not affect my purchase decision at all and also a mean of 4.92 and standard deviation of 1.445 are response for I'm very confident in my furniture choices. A study made by Alaladin (2017) shows a mean of 4.0 and also A.Rajames (2012) response shows a mean of 3.99 also Jayasrei Kilshan (2012) shows a mean of 3.31. According to the result majority of the respondents did not agree that their self-concept does not affect their purchase decision.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 CONCLUSION**

The study was to investigate the factors affecting consumer purchase decision with the research objective to identify the factors that affect the purchase decision of consumers. The research methodology that was used to analyze the objectives was descriptive type of research design. Descriptive research design was chosen because it enabled the researcher to simplify the findings to a larger population.

The respondent's data was analyzed using SPSS 20.0 with the elaboration of frequency and percentage.

The findings indicate that majority of customers make a purchase decision after they search for information by themselves and also my sharing ideas with family and friends. Most of them agree that their work place, income and self concept have a major role in their purchase decision.

According to the findings it is suggested that variables like family, income, occupation, and activity and interest of customers have a major effect in the purchase decision of the so the company have better understanding of the customers more to have a bigger market to be profitable.

## **5.2 LIMITATION OF THE STUDY**

There were some limitations during the study: First limitation was during the distribution of the questionnaires because some customers are unwilling to fill the questionnaires. Secondly feeding the data in to SPSS was time consuming. Third: the other limitation rather than the time constraints is budget constraints.

## **Recommendation**

The company should understand that customers follow the latest information before they made a purchase decision and also they go to different stores before purchase decision this means that the company should know their competitors product.

Customers do not come and buy product by their own instead they come with friends and family to make a decision; the company should know what they want to see in the product as a family or as a majority of the customer.

The company should know that even though majority of consumer's comes as a couple most of the time the purchase decision is made by the women so the company should understand what kind of things that they want to see in a given product.

According to the response of the company customers they are more concerned in the details of the product than the price so having better design with perfect finishing will make the company more profitable.

Furniture purchases are considered important and are emotional in nature for many people. The company is not selling but instead they are providing a way for consumers to spend time comfortably with family and friend so the company should produce a product to feel those expectations.

The company should provide clear and detailed information regarding the materials used to create the furniture, and not require the consumer to work hard to obtain it.

The customers wants and needs can be changes through different situations like technology, politics education and others because of this reason the preferences and types of product of the customers change so the company should be aware of the situation and try to follows the wants and needs of the customers every time.

The company should understand that the interest of customers have a major role in purchase decision. The company should produce a variety of products for the customers to chose, have a different kind of colors and design because it's important in furniture market and also the size of the product should be modified too.

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**ST. MARY'S UNIVERSITY**

**FACULTY OF BUSINESS**

**DEPARTMENT OF MARKETING MANAGEMENT**

**Dear Sir/ Madam**

My name is Bezawit Tassew, a Student in St. Marry University in the Department of Marketing Management. I am distributing a questionnaire in the study of factors affecting consumer purchase decision in the case of Technostyle PLC for the fulfillment of MA degree of Marketing Management.

The aim of this research is to investigate the factors that affect the consumers purchase decision. The finding of this research will help the company to know about the factors that affect the purchase decision of consumers which will lead them to profitability and also helps them to provide what the consumer wants.

Thank you in advance for completing this survey. Participation is voluntary and your responses are anonymous and confidential. All information collected will be summarized and data will not identify any individual respondent. Your feedback is very important to help the accusation of this research. The questions are listed in table formant each are given 5 choices (1 = strongly disagree, 2 = disagree, 3 = neutral, 4= agree, 5 = strongly agree) and put (✓) Mark in the space available for the statement that is suitable with your opinion!

**Part I- Personal information of the respondent**

1. Age	18-30	<input type="text"/>	31-40	<input type="text"/>
	41-50	<input type="text"/>	above 50	<input type="text"/>
2. Gender	Female	<input type="text"/>	Male	<input type="text"/>
3. Marital Status	Single	<input type="text"/>	Married	<input type="text"/>
	Divorced	<input type="text"/>	Widow	<input type="text"/>
4. Educational Background	10 <sup>+</sup>	<input type="text"/>	Certificate	<input type="text"/>
	Degree	<input type="text"/>	Masters and above	<input type="text"/>
			Diploma	<input type="text"/>

5. Occupation

Gov't institution ☐ Private institutions ☐ Personal work ☐

6. Monthly Income

< 1,000 ☐ 1,000-3,000 ☐ 4,000-6,000 ☐  
7,000-10,000 ☐ 11,000-15,000 ☐ 15,000 and above ☐

2. Consumers' perspective in purchasing furniture products?

2.1 Are you a customer of Technostyle P.L.C?

Yes ☐

No ☐

2.2 If your answer is yes for the above question; how many years has it been?

< 1 year ☐ 1-5 Years ☐ 6-10 Years ☐  
11-15Years ☐ above 16 years ☐

2.3 When you want to buy furniture what is the first thing that comes to your mind?

Price ☐ Quality ☐ Design ☐  
Durability ☐ Size ☐ other \_\_\_\_\_

2.4 How often do you buy Furniture?

Once in a year ☐ every 2-4 year ☐ every 5-7 a year ☐  
Every 8-10 year ☐ every 11-13 year ☐ 15 years or more ☐

2.5 When you buy furniture what is your main reason?

The one that I had is getting old ☐ I furnished a new house ☐  
I needed additional furniture ☐ New Designs that I liked ☐  
For change ☐ I just want too ☐

2.6 Which furniture products did you purchase more?

Living Room furniture ☐ Bed room furniture ☐  
Children's furniture ☐ Kitchen furniture ☐  
Guest Room furnitu ☐ other \_\_\_\_\_

**Mark (✓) in the space available for the statement that is suitable with your opinion  
(1 = strongly disagree, 2 = disagree agree, 3 = neutral, 4= agree, 5 = strongly agree)**

		<b>SDA</b>	<b>DA</b>	<b>N</b>	<b>A</b>	<b>SA</b>
No	<b>What are the roles of lifestyle on consumer purchase decision?</b>	1	2	3	4	5
<b>Activity</b>						
1	I like searching for information before I make purchasing decision.					
2	I like to visit different stores before I make a purchase decision.					
3	I follow latest information about new things to facilitate my purchase decision.					
4	I like variety in a store to make purchase decision.					
	<b>Interest</b>					
5	I take people's opinions to facilitate my purchase decision.					
6	I make purchase decision because I like ordering and organizing my house.					
7	I make purchase decision because I like ordering and organizing my house.					
8	I like giving advice to friends and family to make their purchase decision.					
	<b>Opinion</b>					
9	I make purchase decision by my own.					
10	I make a purchase decision because I'm in charge of my money.					
11	I like variety of products in store to facilitate my purchase decision.					
12	I pay attention to details to make a purchase decision.					
<b>Factors affecting purchase decision</b>						
	• Age					
13	Age affects my purchase decision as I get older.					
14	When I get matured my choice of products differs because age affects my purchase decision.					
15	Age does not affect my purchase decision at all.					
	• Gender					
16	Gender affects my purchase decision as my wife makes the purchasing decision most of the time.					
17	Gender affects my purchase decision as my Husband makes the purchasing decision most of the time.					

18	I like when the sales person is women because gender affects my purchase decision.					
	• Family					
19	Family affects my purchase decision as I spend a lot of time with them.					
20	My friends and family spend their time at my house that's why family affects my purchase decision.					
21	Family has a major role in facilitating my purchase decision.					
	• Income					
22	Income affects my purchase decision as I like to buy expensive furniture.					
23	Income affects my purchase decision as high price indicates higher quality.					
24	I search lower price products because income affects my purchase decision.					
	• Educational Background					
25	Educational background affects my purchase decision because as I start to search for information from people and internet before I make a purchase decision.					
26	I search for information on the internet, advertisement and other when I want to make a purchase decision when I get more educated.					
27	Educational Background affects my purchase decision because when I get educated my preference gets changed.					
	• Occupation					
28	Occupation affects my purchase decision as I want my furniture to be better or similar quality with my colleagues.					
29	Occupation affects my purchase decision as I spend longer hours at the office.					
30	My working environment does not affect my purchase decision on furniture products.					
	• Self concept					
31	My self- concept affects my purchase decision as I have a potential to choose the best furniture.					
32	Self concept does not affect my purchase decision at all.					
33	I'm very confident in my furniture choices.					

39. Any opinions or suggestions:

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## ቅድስት ማርያም ዩኒቨርሲቲ

### ንግድ ስራ ኮሌጅ ገበያ አስተዳደር ትምህርት ዘርፍ

ውድ፡ ምላሽ ሰጪዎች

በቅድሚያ ውድ ጊዜያችሁን ሠውታችሁ ትክክለኛና ታማኝ የሆነ ምላሻችሁን ለመስጠት ፈቃደኝነታችሁን ስላሳያችሁ በጣም ላመሰግናችሁ እወዳለሁ። እኔ ቤዛዊት ጣሰው በቅድስት ማርያም ዩኒቨርሲቲ የንግድ ስራ ኮሌጅ በገበያ አስተዳደር ትምህርት ዘርፍ የማስተርስ ዲግሪዬን እየሰራሁ እገኛለሁ ይህም መጠይቅ የተዘጋጀው ለማስተርስ ዲግሪዬ የሚሟሟ ጥናት እንደግብአት ለመጠቀም ነው።

የዚህ ጥናት አላማው የቴክኖስታይል የግልኩባንያ የተጠቃሚዎች የአኗኗር ስልት እና የግዢ ውሳኔቸው ላይ ተፅዕኖ የሚያሳድሩ ሁኔታዎችን ለመመርመር በመሆኑ የዚህ ጥናት ውጤት የሁለቱን ግንኙነት በማሳየት ድርጅቱ ወደ ተሻለ ትርፋማነት የሚያመራበትን ሁኔታ ማወቅ እና ተጠቃሚው ምን እንደሚፈልግ ለማሳወቅ ይረዳል።

በመጨረሻም ተሳትፎው በፈቃደኝነት ሲሆን መላሾች ማንነትዎን የማይገልጽ እና የማይታወቅ ሚስጥራዊ ነው። የሚሰበሰቡት ሁሉም መረጃዎች ማጠቃለያ ይኖራቸዋል። ጥያቄዎቹ በሠንጠረዥ ውስጥ ተዘርዝረዋል፣ እያንዳንዱ 5 ውሳኔዎችን ይሰጣል (1 = በጣም አልስማማም 2 = አልስማማም 3 = ገለልተኛ 4 = እስማማለሁአ 5 = በጣም እስማማለሁ) እና በተሰጠው ሰንጠረዥ ላይ ባለው ዓረፍተ ነገር ቦታ ላይ በማድረግ (v) ከእርስዎ አስተያየት ጋር የሚስማማውን ይምረጡ። የእርስዎ መጠይቁን በጥንቃቄና እውነተኛ ስሜትዎን በሚገልፅ ሁኔታ መሙላት ለውጤቱ ማማር ከፍተኛ አስተዋጾ ስላለው ይህንኑ በማድረግ እንዲተባበሩኝ በትህትና እጠይቃለሁ።

#### ክፍል 1 - ስለገዢው የግልመረጃ

18-30	<input type="checkbox"/>	31-40	<input type="checkbox"/>
41-50	<input type="checkbox"/>	ከ 50 በላይ	<input type="checkbox"/>
2. ፆታ ሴት	<input type="checkbox"/>	ወንድ	<input type="checkbox"/>
3. የጋብቻሁኔታ			
ያላገባ	<input type="checkbox"/>	ባለትዳር	<input type="checkbox"/>
		ፍቺ	<input type="checkbox"/>
4. የትምህርት ተፅእኖ			
10 +	<input type="checkbox"/>	ስርተፍኬት	<input type="checkbox"/>
ዲግሪ	<input type="checkbox"/>	ማስተርስ እና ከዛ በላይ	<input type="checkbox"/>
		ዲፕሎማ	<input type="checkbox"/>

5. ሥራ ሁኔታ

የመንግስት ተቋም ☐

የግል ተቋማት ☐

የግል ስራ ☐

6. ወርሃዊ ገቢ

<1,000 ☐

1,000-3,000 ☐

4,000-6,000 ☐

7,000-10,000 ☐

11,000-15,000 ☐

15,000 እና ከዚያ በላይ ☐

2. የደንበኞች የግዢ ቅድመ ሁኔታ

2.1 የቴክኖሎጂ ደንበኛ ነዎት?

አዎ ☐

አይ ☐

2.2 ከላይ ላለው ጥያቄ መልስ አዎአን ከሆነ ለምን ያህል አመታት::

<1 ዓመት ☐

1-5 ዓመት ☐

6-10 ዓመታት ☐

11-15 ☐

ከ 16 ዓመት በላይ ☐

2.3 የቤት ዕቃለ መግዛት ሲፈልጉ መጀመሪያ ወደ አእምሮዎ የሚመጣው ነገር ምንድነው?

ዋጋ ☐

ጥራት ☐

ዲዛይን ☐

መጠን ☐

ከለር ☐

ሌላ \_\_\_\_\_

2.4 የቤት እቃዎችን በምን ያህል ነው ጊዜ ይገዛሉ?

በየአመት ☐

ከ2-4 አመት ☐

ከ 5-7 ዓመት ☐

ከ 11-10 ዓመት ☐

ከ10 አመት በላይ ☐

2.5 የቤት ውስጥ እቃዎችዎን ሲገዙ ዋነኛው ምክንያትዎ ምንድነው?

ያለኝ ስላረጀ ☐

አዲስ ቤት ስላከጋጀሁ ☐

ተጨማሪ ስለፈለኩ ☐

የምወደው አዲስ ዲዛይን ስለመጣ ☐

ለለውጥ ☐

እንዲሁ መቀየር ስለፈለግኩ ☐

2.6 የትኞቹን የቤት ዕቃዎች በተደጋጋሚ ገዝተዋል?

የሳሎን ቤት ☐

የመኝታ ቤት ☐

የእቃ ቤት እቃዎች ☐

የልጆች ቤት እቃዎች ☐

የእንግዳ ቤት ዕቃዎች ☐

ሌላ \_\_\_\_\_

ከእርስዎ አመለካከት ጋር ተስማሚ ለሆነ ዓረፍተ ነገር ምልክት (v) በማስቀመጥ(1 = በጣም አልስማማም 2 = አልስማማም 3 = ገለልተኛ 4 = እስማማለሁ 5 = በጣምእስማማለሁ)

ተራ ቁ.	የገዢ የአኗኗር ሁኔታ በግዢ ሁኔታ ላይ ላለው ሚና ምንድነው?	1	2	3	4	5
		በአ	አ	ግ	እ	በእ
1	የመግዛት ውሳኔ ከማድረግ በፊት መረጃ አሰባስባለሁ፡፡					
2	የግዢ ውሳኔ ከማድረግ በፊት የተለያዩ መደብሮችን መጎብኘት እወዳለሁ፡፡					
3	የእኔን የግዢ ውሳኔ ለማመቻቸት ስለ አዳዲስ ነገሮች የቅርብ መረጃዎችን እከታተላለሁ፡፡					
4	የሽያጭ ውሳኔን ለመወሰን በሽያጭ መደብር ውስጥ የተለያዩ እቃዎች እንዲኖሩ እፈልጋለሁ፡፡					
5	የግብይት ውሳኔን ለማመቻቸት የሰዎች አስተያየቶችን እቀበላለሁ፡፡					
6	የግዢ ውሳኔ የማደርገው ቤቴን ማስተካከል እና ማደራጀት ስለምወድ ነው፡፡					
7	የግዢ ውሳኔ እወስዳለሁ ምክንያቱም ጊዜዬን በቤት ውስጥ ማሳለፍ ስለምወድ፡፡					
8	ለጓደኞቼ እና ለቤተሰቦቼ ትክክለኛውን ግብይት እንዲፈጽሙ ምክር እሰጣለሁ፡፡					
9	የግሌን ውሳኔ በራሴ እወስናለሁ፡፡					
10	ገንዘቤን የምቆጣጠረው ራሴ ስለሆንኩ የግዢ ውሳኔ በራሴ አድርጋለሁ					
11	የግዢ ውሳኔን ለማመቻቸት በመሸጫ ቦታ ውስጥ የተለያዩ ምርቶችን ማግኘት እፈልጋለሁ፡፡					
12	የግዢ ውሳኔ ለማድረግ እንዴት እንደተሰራ በደንብ እመለከታለሁ፡፡					
	የአኗኗር ዘይቤን ተፅእኖ ሚያደርጉ የግዢ ውሳኔዎች					
	* ዕድሜ					
13	ዕድሜዬ እየጨመረ ሲሄድ በግዢ ሁኔታዬ ላይ ተፅኖ ይኖረዋል፡፡					
14	ዕድሜዬ እየጨመረ ሲሄድ ምርጫዬ የተለያየ ይሆናል ምክንያቱም ዕድሜዬ የግዢ ውሳኔዬን ስለሚነካ ነው፡፡					
15	እድሜ በፍጹም በእኔ የግዢ ውሳኔ ላይ ተጽዕኖ አይኖረውም፡፡					
	* ፆታ					
16	አብዛኛውን ጊዜ ባሌ የግዢ ውሳኔ ይወስናል፡፡					
17	አብዛኛውን ጊዜ ሚስቴ የግዢ ውሳኔ ትወስናለች፡፡					
18	የሽያጭ ሰራተኞች ሴቶች ቢሆኑ እመርጣለሁ፡፡					
19	ከቤተሰቤ ጋር ብዙ ጊዜ ስለማሳልፍ በእኔ የግዢ ውሳኔ ላይ ተጽዕኖ ያደርጋሉ፡፡					

20	ጓደኞቹ እና ቤተሰቤ ጊዜያቸውን በቤቴ ስለሚያሳልፉ በየገዢው ውሳኔ ላይ ተጽዕኖ የሚያሳድሩሉ፡፡					
21	ቤተሰቤ እና ጓደኞቹ በእኔ የገዢው ውሳኔ ላይ ተጽዕኖ አያሳድሩም፡፡					
22	ውድ የሆኑ የቤት እቃዎችን መግዛት ስፈልግ ገቢዬ በገዢው ውሳኔ ላይ ተጽዕኖ ያደርጋል፡፡					
23	ከፍተኛው ዋጋ ያለው እቃ ከፍተኛ ጥራት ያለው መሆኑን አምናለሁ፡፡					
24	ገቢዬ የመግዛት ውሳኔዬን ስለሚነካ ዝቅተኛ ዋጋ ያላቸውን ምርቶች አፈልጋለሁ፡፡					
25	የገዢው ውሳኔ ከመውሰዴ በፊት ከሰዎች እና ከኢንቴርኔት መረጃን አፈላልጋለሁ፡፡					
26	የትምህርት ደረጃዬ ከፍ ሲል ከማስታወቂያም ሆነ ከሌሎች የመረጃ ምንጮች መረጃን አሰባስባለሁ ምህንድም የትምህርት ደረጃዬ ከፍ ሲል የገዢው ውሳኔ ላይ ተጽዕኖ ስለሚያደርግ፡፡					
27	የትምህርት ደረጃዬ በጨመረ ቁጥር ማርጫዬም በዛው ልክ እየሰፋ ይሄዳል					
28	የቤት እቃዎቼ ከሰራ ባልደረቦቼ የተሻለ ወይም በእኩል ደረጃ ላይ እንዲሆን አፈልጋለሁ፡፡					
29	በቢሮው ውስጥ ረጅም ሰዓታት ስለማሳልፍ በገዢው ውሳኔ ላይ ተጽዕኖ ያሳድራል					
30	የእኔ የሥራ ሁኔታ በቤት እቃ ምርቶች ላይ ያለኝን የውሳኔ ተጽዕኖ አያሳድርም፡፡					
31	በራሴ ስለምተማመን ምርጡን የቤት እቃ የመምረጥ አቅም እንዳለኝ አምናለሁ፡፡					
32	የራስ መተማመኔ በእኔ የገዢው ውሳኔ ላይ ተጽዕኖ አይኖረውም					
33	በምገዛቸው የቤት ዕቃዎች ላይ አተማመናለሁ፡፡					

39. ማንኛውም ስለ ድርጅቱ ያሉት አስተያየት ካለ:

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## DECLARATION

I, Bezawit Tassew the undersigned, declare that this thesis “**The factors that affect the consumer purchase decision in the case of Technostyle PLC**” is my original work, prepared under the Guidance of Shiferaw Mitiku (PhD). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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Name

St. Mary’s University, Addis Ababa

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Signature

June, 2019

## ENDORSEMENT

This thesis “**The factors that affect consumer purchase decision in the case of Technostyle PLC**” has been submitted to St. Mary’s university, school of graduate studies for the examination with my approval as a university advisor.

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Advisor

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Signature

St. Mary’s University School of Graduate Studies, Addis Ababa

June, 2019