



ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

DERATMENT OF MARKETING MANAGEMENT

**AN ASSESSMENT OF DETERMINANT FACTORS OF PURCHASING
DECISION TOWARDS LOCAL CERAMICS: THE CASE OF DIYUAN
CERAMICS**

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June, 2019

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

June, 2019

AddisAbaba

STATEMENT OF CERTIFICATION

This is to certify that Tigist Tezera has carried out her research work entitled “An assessment on determinant factors of purchasing decision towards local ceramics: the case of DIYUAN CERAMICS” for the partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management at St. Mary University School of graduate studies. This paper is an original work and has not been submitted to any diploma or degree in any college or university.

Signature: _____

Adanech Gedefaw (ASSISTANT PROFESSOR) - Advisor

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APPROVED BY THE COMMITTEE OF EXAMINERS

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Thesis Advisor

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Internal Examiner

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External Examiner

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STATEMENT OF DECLARATION

I, Tigist tezera, declare that the study entitled “assessment of determinant factors of purchasing decision towards local ceramics in the case of Diyuan ceramics” is the result of my own effort in the research undertaking. The paper has not been submitted to any diploma or degree in any college or university. This paper is submitted in partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management. I would also like to confirm that all the sources of materials used in this study are duly acknowledged.

Tigist Tezera

Signature: _____

June,2019

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Abstract

The major purpose of the study was to assess the the determinant factors of purchasing decision towards local ceramics in the case of Diyuan ceramics. In assessing those factors three research questions was raised to meet the general objectives. Non probability convenience sampling technique was used to get the samples of respondents for the study. A qualitative research approach is chosen in order to collect primary data, in this regard Questionnaire were developed and administered to 205 customers of local ceramics out of which 170 were returned. Spss 20 were used in analyzing and interpreting the data and descriptive statistics were used and presented using percentages and tables. The finding of the study showed that consumers of local ceramics purchasing decision is affected by the three factors which are psychological, personal and social factors which indicates that the local manufacturers should make a research to know more about the consumers need and make an assessment on the product it self to overcome the gap .

key words: purchasing decisions, consumers, local ceramics

CHAPTER ONE

INTRODUCTION

This thesis is structured in five chapters. The first chapter includes the introduction part, background of the study, statement of the problem, objectives of the study, scope of the study, and significance of the study. Chapter two consists of theoretical, empirical and the conceptual framework of the study. The research design and methodology is presented in chapter three. This chapter has Research approach the research design, sampling method, sources of data and the instrument employed to gather data. Furthermore, statistical methods used to analyze the data are discussed. Data analysis and interpretation part is presented in chapter four and the last chapter includes summary conclusion and recommendation.

1.1 Background of the study

Nowadays companies are more concerned on consumers' individual behavior. It helps them to yield information about how consumers think, feel and choose their products. Every individual is consumer. Consumer behavior is the study of the processes involved when individual or groups selects, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desire (Michael R. Solomon, 1998). It is common for consumers to make a distinction and seek for differences between domestic brands and foreign brands (Knight, 1999) and consumers evaluate foreign brands differently than they do with identical domestic brands (Herche, 1992) which can refer to quality and image. Wolfe (1991) defined domestic or local brands to be 'brands that exist in one country or in a limited geographical area whereas Levitt (1983) defines global brands as brands which can be standardized worldwide in terms of the use of same marketing strategy and marketing mix as a result of advanced technology, communication, transport and travel have participated in creating a new commercial reality. Ethiopia has an image problem for decades; mere mention of country has conjured up images of famine and conflicts. But a new Ethiopia is emerging from troubled times and the latest international monetary fund (IMF) forecast says Ethiopia was the fastest-growing economy in sub-Saharan Africa, and the economic growth of the country has been largely driven by an increase in industrial activity, including investment in infrastructure and manufacturing. China became not only Ethiopia's foreign investor but also its largest trading partner. A recent research paper

Suggests Ethiopia can be the new china, because it has been improving its road and rail connection. The report's author says that Ethiopia has stable administration that sees manufacturing as a central part of its growth strategy, and among those the ceramic industry can be mentioned (Alex, 2018). Ceramic industry in Ethiopia has started a few years ago with a full capacity of producing wall and floor tiles, ceiling and plastic tiles which has been imported from different countries. As mentioned earlier It is common for consumers to make a distinction and seek for differences between domestic brands and foreign brands (Knight, 1999) and consumers was evaluates foreign brands differently than they do with identical domestic brands (Herche, 1992) which can refers to quality and image. Consumers make many buying decision every day. A person's decision to buy or use a product, of course, also based on the various factors. According to (Kotler 2006) there are four factors that influence the buying factors which are Social, personal , cultural and psychological factors. Ceramic factories which are established in Ethiopia are here in order for the country to save foreign currencies that has been invested to import such items, since the opportunity cost of producing locally is lower than cost of importing and more over the existence of locally made ceramics allows consumers to purchase accordingly by making comparison. In the mean time even though the existence of locally made ceramics solves a lot problems from both the consumer and the country side, the purchasing decision of consumers is still not as expected due to several reasons . In this study the researcher is aimed at assessing such factors (personal, social, psychological) in the purchasing decision made by consumers.

1.1.2 Background of DIYUAN Ceramics PIC

DIYUAN CERAMICS plc was established in March 2016 in Ethiopia with the planning amount of 218 million USD invested by china rongguang group. It specializes in the production of wall and floor tiles, sanitary wares, pottery and ceramic products. The factory is over 200000 m² in the eastern industrial zone Dukem, Oromia region, Ethiopia. The general establishment of diyuan ceramics plc is divided into three periods.5 international advanced ceramics production line was set up. The first period is to produce antique tiles, the second wall tiles and polished tiles: the third sanitary wares and glazed tiles. The company has already finished the first period investment in 6.3 million USD and parts of the second period. The first period of antique tiles series production has been formally put into production in April, 2017. The production capacity is 30000 m² per day the colors designs and specializations, which lead the marketing can meet different requirements of agencies and consumers. The wall tiles and polished tiles of second period are expected to achieve 80000 m² per day. It starts being marketed in the middle October, 2017. In the early February 2018 the whole third period series products of sanitary wares and glazed tiles become on sale. Diyuan ceramics not only substitutes for importing goods to save foreign currency but also export products to neighboring countries to create the foreign currency for Ethiopia. The culture of the company is integrity, honesty, sincerity, and the spirit is “quality first, credit first”. The company core are the implementation of technology, the product is market oriented and management model is that the quality makes the development , it’s also concentrated on technological innovation and product development to promote enterprise brand and reputation.

1.2 Statement of the problem

Customer is a major actor in the market place, so it's very important for the company to observe identify and fully understand the customers before and after launching service and products. So it becomes obvious for marketers to know factors which cause to affect the customers over all intention. Customers purchasing intention represents their desire to buy products, and the purchasing intention depends on a complex factors such as product quality, brand image socio economic condition and social factors which can directly influence behavioral intention(Joseph et,al.2005).

Several studies suggest that country-of-origin has strong influence on product evaluation (Peterson and Jolibert, 1995), and act as a signal for product quality (Steenkamp, 1990). It further influences consumers' attitudes toward the product, their purchase intention and decision. Now a days (diyuan ceramics) the local ceramics producer in Ethiopia has covered a vast area to meet the local demand and replace imported ceramics through its agents and distributors. Diyuan ceramics plc as local ceramic manufacturing company in Ethiopia it came up as a substitute for importing goods to save foreign currency and also export products to neighboring countries to create foreign currency to Ethiopia besides the company stands with the spirit of quality first, credit first. It's obvious that consumers do not evaluate domestic brands equally with international brands this is because of what they perceive from that specific product, Also their purchasing decision might be influenced by different factors. The researcher was assessing factors which might influence the purchasing intention and decision of consumers. Nowadays even if the production of local ceramics in Ethiopia have contributes an opportunity for customers to consume their own country product with least price, the consumers level of satisfaction and purchasing decision is still questionable. Several studies has been carried out of the determinant factors of purchasing decision, nevertheless there is no specific study on determinant factors of purchasing decision towards local ceramics. This thesis is aimed at assessing the determinant factors of purchasing decision towards local ceramics.

1.3 Basic Research Questions

The research raises the following research questions

1. What are the personal factors (age, income level, occupation, lifestyle) of consumers in the purchasing decision they made towards local ceramics?
2. What social factors (family and friends, reference groups, role and status) are considered in assessing the purchasing decision of consumers towards local ceramics?
3. What are the psychological factors (attitude, perception, belief, motivation) of consumers in the purchasing decision they made towards local ceramics?

1.4 Objectives of the study

1.4.1 General objective of the study

The general objective of this study is to assess social, personal and psychological factors of consumers purchasing decision towards local ceramics.

1.4.2 Specific objectives of the study

The specific objective of this study is

- To investigate the psychological factors (attitude, perception, belief, motivation) of consumers on the purchasing decision of local ceramics.
- To assess the social factors (family and friends, reference groups, role and status) that might influence purchasing decision of consumers of local ceramics.
- To understand the personal factors (age, income level, occupation, life style) of consumers in the purchasing decision of local ceramics.

1.5 Definition of Terms

- **Psychological factors:** The term psychosocial refers to the mental and social factors that impact psychological well-being (Smith, 2009)
- **Social factors:** are circumstance that influences and affect the way you live and behave
- **Personal factors:** are individual factors to the consumers that strongly influence their buying behavior
- **Consumer purchasing decisions:** is the thought process that leads the consumers from identifying a need, generating options, and choosing a specific product and brand.
- **Consumer behavior:** Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Michael Solomon, 1998)

1.6 Significance of the study

For the company

- The researcher believes that the finding of this study will help the company to analyze the gaps that local ceramics have so far
- Which factors affect the consumers purchasing decision the most and also
- To assess the drawbacks of locally produced ceramics from the point of production to consumption

For further research

- It will help as a stepping stone who would like to conduct further study.

1.7 Delimitation /Scope/of the study

The study is delimited on assessing determinant factors of purchasing decision towards local ceramics. Even though there is wide range local ceramics distribution throughout Ethiopia, this study focuses on Addis Ababa region in selected five agent shops which are considered as having a high customer flow and also convenient for the researcher. Also even if the determinant factors are four (personal, social, psychological and cultural) the study is delimited on assessing only the three (psychological, personal and social factors) determinants to have a manageable scope.

1.8 Limitation of the study

As in the case of any other researches a number of constraints may restrict this research, accordingly the study faces some limitations such as time constraints to gather information, financial problems and unable to get adequate number of researches conducted on the same topic in Ethiopian context. However, the above limitations are less significant compared to the importance of carrying out this type of study.

1.9 Organization of the study

This study was organized under five chapters. The first chapter was include introduction part of the study which contains; background of the study, background of the organization, problem statement, research questions, objective of the study, significance and scope of the study, delimitation, limitation of the study and organization of the study . Chapter two focus on existing literatures which covers conceptual and theoretical framework related to the study. The third chapter discusses the methodology of the study which includes research design, research methods, as well as data collection instruments and data analysis techniques. The contents of chapter four were analysis of the study and its interpretations. Chapter five includes conclusion, recommendations, limitations and directions for further study

CHAPTER TWO

LITRATURE REVIEW

This chapter discussed the literature review as presented by other authors and researchers in the same field of purchasing decision.

2.1 Theoretical review

2.1.1 Consumer buying behavior

“Consumer buyer behavior refers to the buying behavior of final consumers, individuals and household who buy goods and services for personal consumption.”(Armstrong & Kotler, 2003). The consumer market consists of all the combinations of final consumers. These consumers, from all over the world, with a wide range in terms of age, income, educational level, gender and tastes. In addition, they purchase an incredible variety of goods and services. The Consumer behavior study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. The consumer environment influences how the consumers feel consider and act. The environmental features are, for instance, comments taken from other customers, advertising, packing, price, and product appearance etc. (Paul & Jerry, 2005) Purchasing attitudes are a manifestation of the procedure by which a consumer makes a choice and is a reference to the acts of people who are engaged in purchasing and marketing items. Customer purchasing conduct when undertaking an investigation related to the selection of a brand. As per (Lantz and Loeb, 1998), the consumer purchasing attitudes can be described as purchasing attitude of the final customer. It is crucial to be aware with the hypotheses related to consumer purchasing conduct is based on which the meanings, outlook, penchants, attempt to interact and method of recognizing what the consumers have

2.1.1 Types of consumer buying behavior

Table 2.1.1: Types of consumer buying behavior

	High involvement	Low involvement
Significance differences between brands	Complex buying Behavior	Variety-seeking Behavior
Few differences between brands	Dissonance-reducing Behavior	Habitual buying Behavior

Source: (Kotler, 2005)

➤ **Complex buying behavior**

Complex behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products. The consumer engages in extensive information to search and to learn about product category so as to be able a good purchase decision. For example, when a consumer decides to buy a car, he seeks information about the available brands and compares his collected information about each brand and finally makes up his mind. (Kotler and Armstrong, 2003)

➤ **Dissonance reducing buying behavior**

In case of dissonance reducing buying behavior the level of consumer involvement is also high. Consumers typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase. In this type of consumer behavior the consumers find it difficult to differentiate among the brands. For example consumer buying carpet may come across of dissonance reducing buying behavior, as carpets are usually expensive and self-expressive. In case of carpets, consumers may deem most of the available carpet brands in the market within a certain price range to be of the same quality. Consumers may respond primarily to are latively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort).⁸⁶ (Kotler, and Armstrong, 2003)

➤ **Habitual buying behavior**

In case of habitual Buying Behavior, consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands. An example of low involvement product is tooth paste. The level of consumer involvement in this sort of product category is very low. In case of habitual buying behavior, consumers merely go to the store to buy the product without a high level of involvement. If the consumers keep buying for the same brand over and over again, it becomes their habit. It is as if that the consumers have developed a brand loyalty for that specific brand rather they buy the product out of habit.

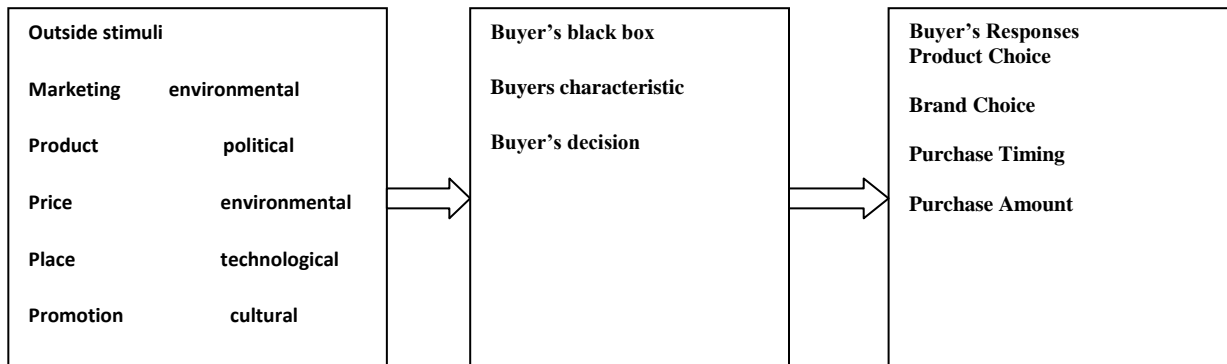
Generally speaking, consumers are usually lowly involved when the product is cheap (Kotler, 2003) the level of consumer's involvement is also low in case of products that are frequently purchased. Consumers do not usually seek information much pertaining to available brands before making purchase decision. The consumers don't assess different attributes of the available brands and make purchase decision as to which brand to buy. Consumers glean information relating to various brands and their attributes through watching television or reading newspapers (Kotler, 2003)

➤ **Variety seeking buying behavior**

In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another. As an example we can think of confectionery, consumers might have beliefs about a brand and choose a brand without much evaluation. But they evaluate that product at the time of consumption. But when the consumer goes shopping next time, he or she may go for another brand either because of boredom or simply to test a different brand. Brand switching happens not because the consumer is dissatisfied but because of variety. (Kotler, 2005).

Consumer buying behavior model

Figure 1. Consumer buying behavior model



Source: Kotler (2006)

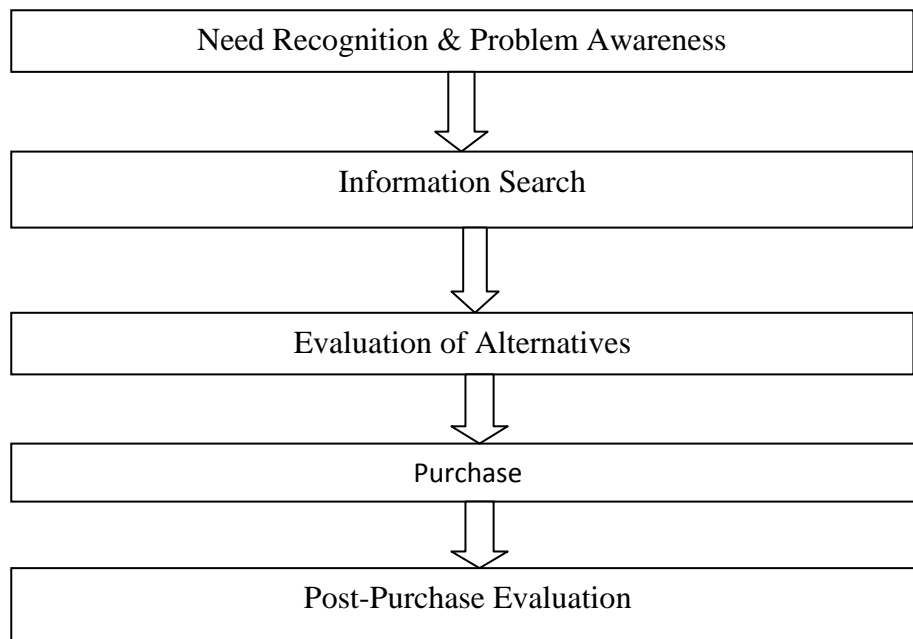
2.1.2 The concept of purchasing decision

Consumer Behavior is defined as the behavior that consumer displays in the searching for, purchasing, using, evaluating, and disposing of the products and services that they expect was satisfy their needs. Consumer Behavior focuses on how consumer make the decisions to spend their available resources (Time, Money, Efforts) on consumption related items. That 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 often they evaluate it after the purchase and the impact of such evaluations on future purchases. Consumer behavior is the study of when, why, how, and where people do or do not buy a product (Khosla,2010). It blends elements from psychology, sociology, social anthropology and economics (Kotler, 2000). It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such As demographics and behavioral variables in an attempt to understand people's wants (Armstrong, 1991).

(Bennett ,1995) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives,”(Blackwell et al,2001) emphasize product disposal in their definition of consumer behavior as those activities people undertake when obtaining, consuming and disposing of products and services.” However, (Peter and Olson ,2005) assert that consumer buying behavior can be defined in the light of interactions and exchanges of experiences. They defined that consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes comments from other consumers,

Advertisements, price information, packaging, product appearance; is dynamic, involves interactions and exchanges.” (Solomon ,2009) however takes a more holistic view of the concept encapsulating the marketing of a product offering (broadly defined) from inception to 8 obsolescence „consumer behavior is“ the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Figure 2. Concept of Purchasing Decision



Source: Purchasing Decision Process (Kotler, 2012)

➤ **Need recognition**

The buying process starts with requirements or need recognition. The buyer recognizes a problem or need. The need or requirement can be triggered by internal stimuli from one of the person’s normal needs. For example, hunger, thirst, sex, raises to a level high enough to become a drive. A need can also be triggered by external stimuli (Armstrong & Kotler, 2003). It is the task of marketing managers to determine the needs and wants of a particular product can and does satisfy and the unsatisfied needs and wants of consumers have for, in which a new product could be developed. In order to do so, marketing managers should understand what types of

needs consumers may have. A well-known classification of needs was developed many years ago by Abraham Maslow, including physical needs, safety needs, belonging needs, esteem needs, and self-actualization needs (Peter & Donnelly, 2001).

➤ **Information search**

An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake an information search related to the need (Armstrong & Kotler, 2003). Information provided by marketers is invariably favorable to the product and/or brand. Consumers are especially likely to note the negative information and to avoid products or brands that receive negative evaluation (Shiffman & Kanuk, 2004).

➤ **Evaluation of alternatives**

Evaluate or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make a choice (Peter & Olson, 1999). The marketer needs to know about alternative evaluation. That is how the consumers process information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying decisions. Instead, several evaluation processes are at work. The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation (Armstrong & Kotler, 2003).

➤ **Purchasing decision**

If no other factors intervene after the consumer has decided on the brand that is intended for purchase, the actual purchase is a common result of search and evaluation. Actually, a purchase involves many decisions, which include product type, brand, model, dealer selection, and method of payment, among other factors. In addition, rather than purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter & Donnelly, 2001)

➤ **Post purchasing**

The marketer's job does not end when the product is bought. After purchasing the product, the consumer was satisfied or dissatisfied and was engaged in post purchase behavior of interest to the marketer. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction. This suggests that sellers should make product claims that faithfully represent the product's performance levels to boost consumer satisfaction with the product. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought.

2.1.3 Hierarchical theory of needs and purchasing decision

The first step in consumer purchasing process is the need recognition or motivation, where consumers realize that s/he has need for something. Maslow theorized that people have to fulfill their basic needs such as food, water, shelter and clothes that develop the Hierarchy of Needs model in 1940-50s USA, and the Hierarchy of needs theory remains valid today for understanding human motivation, management training, and personal development. Indeed, Maslow's ideas surrounding the Hierarchy of Needs concerning the responsibility of employers to provide a workplace environment that encourages and enables employees to fulfill their own unique potential (self-actualization) are today more relevant than ever.

Abraham Maslow's book *Motivation and Personality*, published in 1954 (second edition 1970) introduced the Hierarchy of Needs, and Maslow extended his ideas in other work, notably his later book *Toward a Psychology of Being*, a significant and relevant commentary, which has been revised in recent times by Richard Lowry, who is in his own right a leading academic in the field of motivational psychology. The Maslow's Hierarchy of Needs five-stage model below (structure and terminology - not the precise pyramid diagram itself) is clearly and directly attributable to Maslow; later versions of the theory with added motivational stages are not so clearly attributable to Maslow. These extended models have instead been inferred by others from Maslow's work. Specifically Maslow refers to the needs Cognitive, Aesthetic and Transcendence

(subsequently shown as distinct needs levels in some interpretations of his theory) as additional aspects of motivation, but not as distinct levels in the Hierarchy of needs. Where Maslow's Hierarchy of needs is shown with more than five levels these models have been extended through interpretation of Maslow's work by other people. Consumers need for uniqueness is symbolic because it drives consumption decision about how s/he expresses his/her own identity. Achievement, status, affiliation and belonging are symbolic because they reflect consumers' social position or role.

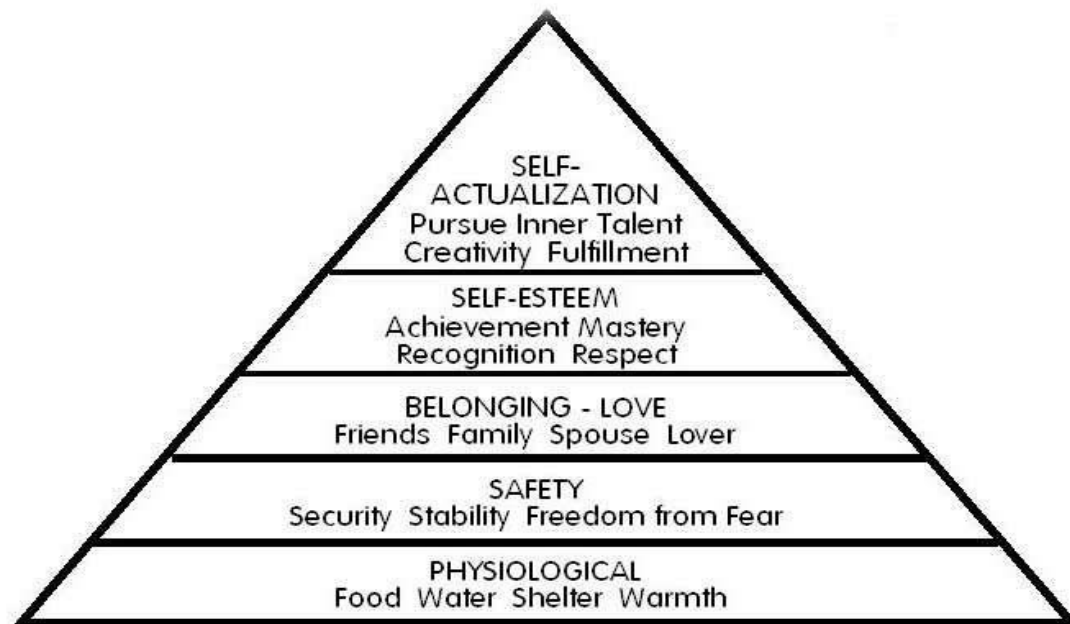


Figure 3. Hierarchical Theory of Needs and Purchasing Decision

2.1.4 Buyer decision process for new products

From the stage a buyer goes through in trying to satisfy a need, he/she may pass quickly or slowly through these stages, and some of the stages may even be reversed. Much depends on the nature of the buyer, the product, and the buying situation. A new product is a good, service, or idea that is perceived by some potential customers learns about products for the first time and makes decisions on whether to adopt them. "The adoption process is defined as the mental process through which an individual passes from first learning about an innovation to final adoption, and adoption as the decision by an individual to become a regular user of the product"(Armstrong & Kotler, 2003).

Stages in the adoption process: Consumer goes through five stages in the Process of adopting a new product (Armstrong & Kotler, 2003):

- 1) Awareness: the consumer becomes aware of the new product, but lacks Information about it.
- 2) Interest: the consumer seeks information about the new product.
- 3) Evaluation: the consumer considers whether trying the new product makes Sense.
- 4) Trial: the consumer tries the new product on a small scale to improve his Or her estimate of its value.
- 5) Adoption: the consumer decides to make full and regular use of the new Product.

2.1.5 Determinant Factors of purchasing decision of consumers

2.1.5.1 Personal Factors

The first factor which has an influence on consumer's buying behavior is personal factor which includes personal characteristics such as age, life cycle, economic and occupational conditions. As people grow, their desires and needs changes alongside. In today's competitive environment, marketers are often targeting products for similar age groups. Consumers within the same age group tend to have similarities in their buying behavior as the experienced related understanding of events and development. (Solomon et al ,2008) Again differences in behavior between age groups influence attitudes towards specific categories of products or brand loyalty status with a change. (Kotler ,2002) However, many households differ from the traditional life cycle and are targeted differently by marketers. Occupation of the individual affects one's consumer behavior. Identifying customers' target groups based on their occupation offers companies the possibility of designing and tailoring the product according to customers' needs. Occupation also defines the level of personal income, which influences the preference of brands and interest in certain services. (Kotler, 2002) Consumer's self-concept is another personality element affecting the consumer's behavior. Actual self-concept represents the way individual realistically sees himself, which differs from the ideal self-concept meaning the way person would like to see himself.

Others-self-concept is the way others see the person from the point of view of that person. (Kotler ,2002)

- **Age and way of life**

A consumer does not buy the same products or services at 20 or 70 years. His lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life. Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc which help marketers to develop appropriate products for each stage. The factors influencing the buying decision process may also change. For example, the social value of a brand generally plays a more important role in the decision for a consumer at 25 than at 65 years. The family life cycle of the individual was also have an influence on his values, lifestyles and buying behavior depending whether he s single, in a relationship, in a relationship with kids, etc. as well as the region of the country and the kind of city where he lives (large city, small town, country side, etc.)

- **Income level**

Income is superior determinant of purchasing behavior (Dorota, 2013) .The level of income affect the life style and attitude of a consumer. A person with high income purchase expensive product and these with low income prefer to buy product with lower price. Higher Income level's purchasing behavior has a negative relationship with PLBs. whereas the lower Income levels have negative relation related to purchasing PLBs products (Paul s., Trun K., & Alan, 1996).

- **Economic Situation**

A person's economic situation was affect his or her store and product choices. Marketers watch trends in personal income, savings, and interest rates. Following the recent recession, most companies have taken steps to redesign, reposition, and reprice their products. For example, at Target, to counter the effects of the recession, "cheap has taken over chic." The discount retailer unveiled "The Great Save," a nationwide event featuring low prices on a variety of products. "The Great Save is a way for Target to offer our guests exceptional deals on everyday

essentials—a treasure-hunt experience with a variety of exciting designer brands,” says a Target marketing vice president. “This event is a fresh approach to meeting our guests’ evolving needs [by letting them] save even more at Target.” Says another Target marketer, “Our [tagline] is ‘Expect more. Pay less.’ [These days,] we’re putting more emphasis on the pay less promise.”

2.1.5.2 Social factors

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). Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers’ behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspirational groups are groups where a consumer aspires to belong and wants to be part in the future. (Kotler&Armstrong 2010) Family members can influence individual consumers’ buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits. (Kotler&Armstrong 2010 and Khan 2006.) For example, the consumers who have created brand perceptions when they were young can carry out these same brand selections in the adult life without even recognizing that their family influenced these selections.

- **Family**

A family is the most imperative purchaser purchasing association in the public eye and it constitutes the most compelling social factor that impacts customer conduct (Kotler, 2010). It is a gathering of at least two people related by blood, marriage or reception, and living together as a family (Lawson et al., 2016). Since the family is a pivotal basic leadership unit, the communication between relatives is probably going to be more critical than those of littler

gatherings, for example, companions or associates (Lee & Marshall, 2014). Family impact includes activities by relatives that have any kind of effect amid the choice procedure. Two noteworthy sorts of impact have been distinguished: the immediate impact which is constructing specifically with respect to the chief's own needs and aberrant impact in which the leader considers other relatives' needs in a roundabout way (Beatty & Talpade, 2014). Family structure determines the power, duties, exercises, and part desires for every part. Family structures are additionally changing step by step settling on family buy choice examples not the same as previously. Advertisers must be touchy to these progressions and the way they impact family buy choices and utilization exercises (Lawson et al., 2016). Advertisers need to comprehend the idea of the family's impact on its individuals and the manner by which buy choices are made by the relatives.

- **Reference Groups**

Aside from the family, we have reference groups which fill in as a state of correlation for an individual educating either broad or particular qualities, dispositions or conduct (Auma, 2014). They are individuals to whom an individual looks as a reason for self-examination or as a wellspring of individual measures (Schiffman & Kanuk, 2010). Kibera and Waruingi (2014) take note of that reference groups fill in as a model for a person's conduct and as an edge of reference for basic leadership. (Antonides and Vanraaj,2014) characterize a reference assemble as a gathering of individuals that an individual alludes to for examination when making judgments about his or her own conditions, dispositions, and conduct.

Consumers are influenced by word-of-mouth communication between group members especially those considered as opinion leaders (Assael, 2014). They can either have a direct or an indirect influence on a person's attitudes or behavior. One can, therefore, belong to membership group, which can either be primary (e.g. family, friends, neighbors and co-workers) or secondary groups (e.g. religious, professional and trade union groups). There is also the aspirational reference group, which is usually composed of idealized figures such as successful business people, athletes who consumers look up to. Reference groups expose an individual to new behaviors and lifestyles. They influence attitudes and self-concept and also create conformity that may affect actual and brand choices.

Finally there is roles and status that reflect a person's position in different groups, family, clubs and organization. A role consists of activities a person is expected to perform according to the people around him or her while status is measured in terms of wealth (value of economic assets), power (influence over others) and prestige, the degree of recognition received from others (Schiffman and Kanuk, 2010). Each role carries a status reflecting the esteem to it by society. A managing director may drive a Mercedes Benz while a middle level manager may drive a Nissan Sunny. Human social orders display social stratification, which in some cases appears as a position framework where individuals from the distinctive rank framework are raised

for specific parts and can't change their standing participation (Kotler, 2010).

- **Word-of-Mouth Influence and Buzz Marketing**

Word-of-mouth influence can have a powerful impact on consumer buying behavior. The personal words and recommendations of trusted friends, associates, and other consumers tend to be more credible than those coming from commercial sources, such as advertisements or salespeople. Most word-of-mouth influence happens naturally: Consumers start chatting about a brand they use or feel strongly about one way or the other. Often, however, rather than leaving it to chance, marketers can help to create positive conversations about their brands. Marketers of brands subjected to strong group influence must figure out how to reach

- **Opinion leaders**

people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert social influence on others. Some experts call this group the influentials or leading adopters. When these influentials talk, consumers listen. Marketers try to identify opinion leaders for their products and direct marketing efforts toward them.

2.1.5.3 Psychological influence

In addition to cultural, personal and social influence discussed above, there is psychological factor. This normally involves elements such as motivation, learning, belief, attitudes and perception are influencing the buying behavior. As an individual characteristic, motivation portrays one's action or behavior. Tension crops up when there is a need for something important. However motivation necessitates an individual by effectively pressing him or her to take action in order to reach the desired goal and decrease the tension. If the need is strong enough it drives the person towards the realization of the need and becomes a motivation. In order to carry out consumer analysis or marketing strategies psychologists have created several theories concerning motivation. Popular theories were made by Sigmund Freud, Abraham Maslow, and Frederick Herzberg. (Kotler ,2002) Maslow explains motivation as a hierarchic pyramid where consumers' needs are positioned from the most pressing to the least valuable. The main categories of the pyramid comprise of basic physiological and safety needs up, followed by the needs for

socializing, esteem and self-actualization. Firstly the basic needs are considered and satisfied before other needs are recognized. The theory therefore gives an understanding of consumer's desire, thought ideas and aims. (Kotler ,2002) Herzberg's theory centered on identifying the elements that are "satisfiers" and "dissatisfiers" factors. These "satisfiers" entail a factor that cause satisfaction of the purchase but does not signify the satisfaction of the product itself, while "dissatisfiers" are the factors which create displeasure to the course of buying. According to the theory customers are satisfied with the purchase when the "dissatisfies" are avoided. For example a warranty giving on a product may serve "satisfier" which create good image of the organization. but not directly to the impact of the product. (Kotler 2002)

- **Motivation**

Motivation is an activated internal need state leading to goal-directed behavior to satisfy that need. Accordingly motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals (Trehan, 2009). The starting point in the buying process is recognition of need. A need may be defined as lack of something useful. A person can be motivated to buy a product for convenience, for style, for prestige, for self-pride or being at par with others (Khan, 2007). If the marketers know what creates motivation, they may be able to develop marketing tactics to influence consumers' motivation to think about, be involved with, and/or process information about their brand or ad (Smoke, 2009).

- **Perception**

Perception is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. No one can see or feel the 100% of all things. Ever wonder why people buy certain products? It is all about perception. Perception is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli (Connolly, 2010). The marketplace's perception of a brand or industry is extremely important, which is why big brands work so hard to ensure that the general perception surrounding them and their industry is as positive as possible. As a result, companies like Gillette, was pay David Beckham to 'model' their products. By aligning the way people feel

about Beckham, with the Gillette brand, Gillette can improve the perception of their brand or reinforce what's already positive about it (Taylor, 2006).

- **Learning**

Learning describes changes in an individual's behavior arising from experience. In every circumstance our perception is conditioned by our prior experience, for it is this which constitutes our preparatory set or expectations and the framework into which we seek to place and organize new stimuli. In other words, we have learned from our earlier experience and seek to maintain balance or consistency by relating to and interpreting new stimuli in terms of past or learned stimuli (Blythe, 2008). The practical significance of learning theory of marketers is that they can build demand for a product by associating it with strong drives, using motivating cues, and to the same drives as competitors and providing similar cues because buyers are more likely to transfer loyalty to similar brands than to dissimilar ones (Lamb, 2010). There are two types of learning; (Lee, 2007)

- 1) **Experiential Learning:** Experiential learning occurs when an experience changes your behavior.
- 2) **Conceptual Learning:** Conceptual learning is not acquired through direct experience.

- **Beliefs and Attitudes**

Kotler defines belief as “descriptive thought that a person holds about something” and attitude as “a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea”. Individuals can have specific beliefs and attitudes about specific products and services (Sarangapani, 2009). Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent purchase, the marketer has to launch a campaign to correct them.. Consumers tend to develop a set of beliefs about a product's attributes and then, through these beliefs, form a brand image-a set of beliefs about a particular brand (Lee, 2007).

People have attitudes regarding religion, politics, clothes, music, food, etc. Attitude of consumer also influences the consumer behavior. If consumer's attitude towards a product is favorable,

then it was have positive effect on consumer behavior. The marketers discover prevailing attitude towards their product and try to make it positive and if it is already positive, then try to maintain it (Hoyer & Deborah, 2008)

2.1.5.4 Marketing mix factors

➤ Product

A product is defined as anything that can be offered to the market for acquisition, use or consume to satisfy a need or want (Ennew and Binks 1999). Consumers may purchase a products because of the impact made in the implementation of the marketing strategy. Product as a core element in every firm gets the attention of the customer, for instance the attractiveness of its product package. Marketers are now stressing on product quality. Different individual perceive quality with diverse meanings. The providers of information on quality consider it to be the beneficial assuming the result of its significance to the end user. Therefore adjustment can be made by marketers on some of the product distinctiveness such as the packaging, quality and brand. (Kotler 2002) The packaging and the product itself are designed suitably to the correspond with their target consumers (Smith & Taylor, 2007).

➤ Pricing

The survival of any business firm depends of its pricing strategy since pricing is highly important in the implementation of marketing tactics. It stands to reveal the profit that a firm can make form its activities. In keen competitive environment, pricing is used as a medium to obtain an upper hand over competitors. According to (Bondari,2010) pricing provides the base for customers to search for their suitable products that are within a particular price category while ignoring those that are not part of it. However,(Rowley ,1997) explains pricing to be an approach to build a false impression of products of high quality. This does not help in the long term to retain customers and productivity by firms using this particular strategy. Cook and (Mathur ,2008) explained that consumers have become highly mobile and are searching for values in return of their money spend with additional advantages and benefits. In most cases if a customer does not appreciate a quoted price for a product, there was not be any purchase and this has a negative impact on the sales and the market share in the long term which makes a exposed firms to competition. Again (Lindsay and Evans,2011) also argue in same regard that in a

competitive market, firms must seek to consider satisfying consumers' needs at lower prices and this help companies to obtain competitive edge.

➤ **Place**

(McCarthy and Perreault,1993) explain place from the perspective of making the products available in the right quantity and location. Consumers are influenced through strategies adopted by marketers in many ways. The ability of consumers to buy a product depends on the convenience and the varieties of shops with products that exist. In most instances, there are less engagement in search for a product by a consumer when the intension is to get a cheaper product .This has given concern of the availability of product to be significant at that particular time of need (Appiah-Addu, 1999).

Again, exclusive stores selling the products may be considered to be of high quality by the consumer. In achieving brand equity, marketers turn to make distribution and sales through impressive and notable outlets.

➤ **Promotion**

The last element under the marketing mix is promotion. This is based on the effort regarding to selling and communication to customers about the product. Promotional tactics may include advertising, public relation, personal selling According to(Ennew and Binks ,1999) promotion as part of the marketing mix elements is an instrument which firms uses to communicate with their potential buyers and users. Advertising on the radio and on television are mainly the common means of promoting and creating awareness different products in Africa. Also sponsorship of music events and sports are parts of increasing awareness to the customers. Consumer promotion is an assortment sales promo including giving out free samples, variety of price bundle on engaging contest. However sales promotion aim at increasing the purchase of consumers of a particular product. In addition various sales promotional tactics are focus on the gain a consumer was have and others are in a form interacting and communicating (Kotler 2002).

2.2 Empirical literature review

Harrel, (2005) shows that “Purchasing decision of final consumers may be affected by the factors such as marital status, family and taste. Marital status, this is the state of being married or not married, consumers who married and have children or not, their purchasing decision is different from consumers who are single, family, within a family members such as father, mother, brothers, uncle aunt and others may influence you in purchasing decision towards a certain products or services. Taste, the different taste of a product may influence you in purchasing decision as final consumers as it explained in empirical Literature.

Both Anderson (2000) and Lascu (1999) wrote on their articles that “Age, Gender, and occupation may affect purchasing decision of final consumers as follows; Age, the purchasing decision of children, youths and older is different, youth’s purchasing decision is very complicated according to their age, children and older their purchasing decision is easy because they are not influenced by life style and fashion. Gender, the purchasing decision of males is different to females due to particular products used by these two genders. Occupation, the job of a person holds determine purchasing decision, for example, Lawyers, soldiers, managers, mechanics do differ in purchasing decision, each one has its own products which preferred due to occupation.

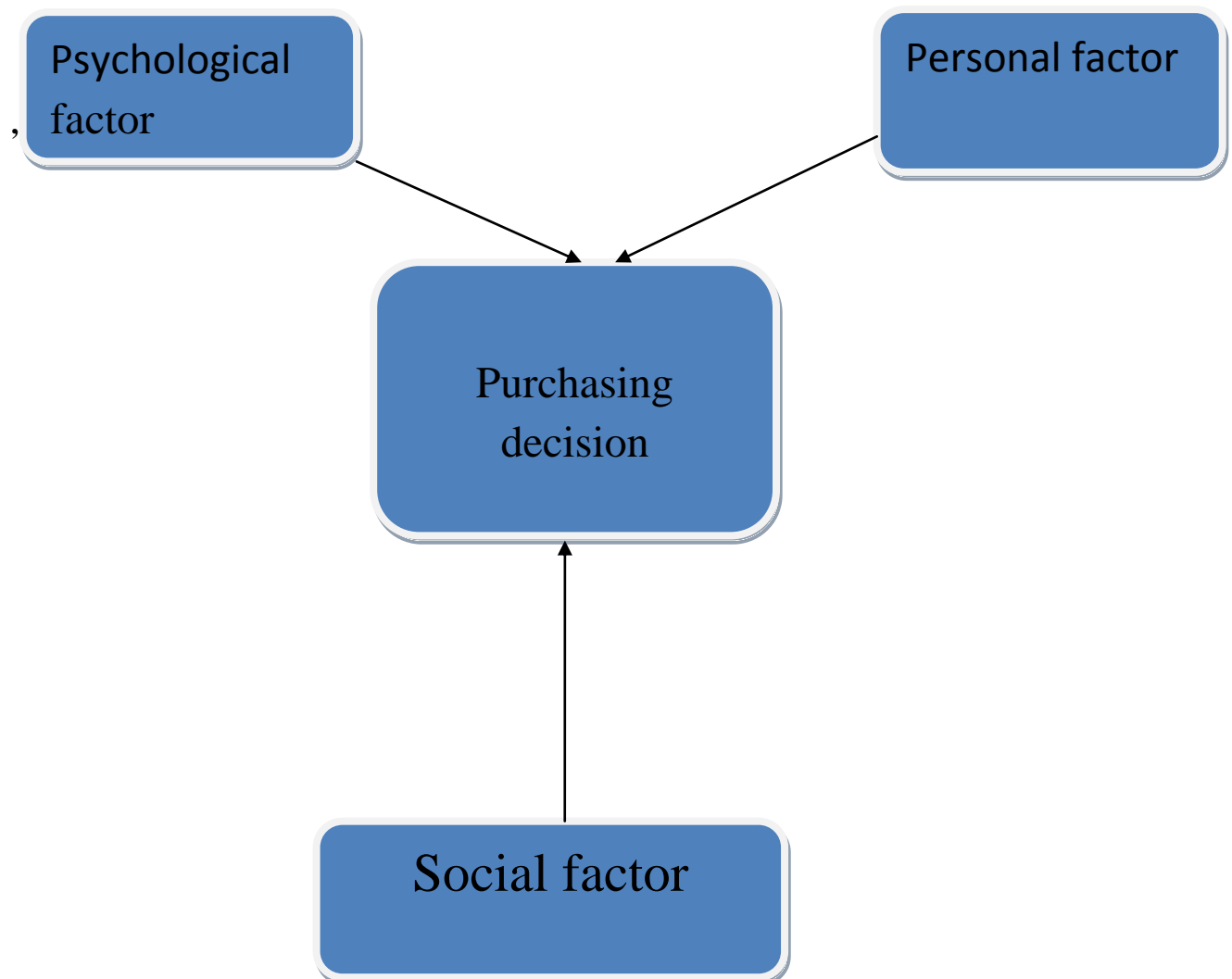
Kinner, (2001) wrote “Time expenditure, Personality and attitude may affect purchasing decision of final consumer either directly or indirectly. Time expenditure, consumers who use a lot of time in their job have no enough time to purchasing decision is low, while consumer who spend a lot time staying idle have enough time to visit the market places hence high purchasing decision. Personality, the way you appear, behave and run your life will affect your purchasing decision towards a certain products or services. Attitudes a person has positive or negative attitude towards a certain products or services both positive and negative attitude affect purchasing decision of final consumers.

Gradeke (2005) portrays the following as factors which may affect purchasing decision of final consumers, Culture, Reference groups, consumer interaction, Diffusion of innovations. Culture most of consumer influenced by either their original culture or foreign culture in purchasing decision, there are some products which are common to a certain culture but consumers from another culture may adopt and purchase these products or services, for example wearing of min-skirts and tight jeans is not African culture but females from Africa purchase

2.3 Conceptual framework

The figure below presents the conceptual framework of the determinant factors of consumer purchasing decision and shows the relationship between purchasing decision and those factors

Figure 4. conceptual framework of factors affecting purchasing decision



Source: the researcher

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

In this chapter research design and approach, sampling design, data collection methodology, data analysis methods, validity and reliability as well as ethical issues to be considered was addressed.

3.1 Research approach

The researcher uses both quantitative and qualitative data analysis techniques. Quantitative research includes surveys and customer questionnaires, which allows companies to improve their services and products and enabling them to have a better informed decision. (Edmunds 1996, 9-10) Quantitative research is about asking people about their opinion in a structured way. For a reliable results and data, the sample has to be big enough and from the targeted market. Quantitative research from its approach must be statistically valid giving a clear purpose and quantify results. Basically, this approach deals with objective, hard data and numbers. It generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews. Quantitative research approach was also used in this empirical study, when collecting data from customers using closed –ended questions.

3.2 Research design

A research design provides a framework for the collection and analysis of data and the purpose as stated by Burns and Grove(2001)is to achieve a great control of the study in examining the research problem . A descriptive research designs was used in this study in which it helps to describe the influence of different factors on purchasing decision. Descriptive type of research were used because it involves investigation which provides detailed description of the findings displayed in tables charts as well to develop inferences on the relationship between the determinant factors and purchasing decision.

3.3 Target Population and sample size

The target population of this study is customer of Diyuan local ceramic in Addis Abeba region. Since its difficult to know the exact number of customer the researcher selects five local ceramis agents of diyuan ceramics which are considered as having a high customer flow according to the company and manageable for the researcher

No	Place	Name of the agent shop	Daily average customers per day
1	Ureal	Liyu acherares	150
2	Kazanchis	Abraham lema	100
3	Signal	Muja ceramics	80
4	Jemo micheal	Navlis ceramics	35
5	Lebu	Wax ceramics	50
	Total		415

According to (Taro Yemane, 1973) the sample size of the study was determined as follows

$$n = N / [1 + N (e)^2]$$

whereas n = Sample size
 N = Number of population (415)
 e = Significance level (0.05 or 0.01)

$$\begin{aligned} \text{Sample size} &= 415 / [1 + 415 (0.05)^2] \\ &= 204.4 \end{aligned}$$

Therefore 205 customers who purchase local ceramics was taken as a sample for the study.

$$\text{Sampling frame: sample size} = \frac{\text{number of customers in each strata} \times \text{target population}(205)}{\text{Total population}}$$

No	Place	Name of the agent shop	Sample size
1	Ureal	Liyu acherares	74
2	Kazanchis	Abraham lema	49
3	Signal	Muja ceramics	40
4	Jemo micheal	Navlis ceramics	17
5	Lebu	Wax ceramics	25
	Total		205

3.4 Sampling technique

Sampling is a process of selecting a number of individuals for a study in which a way that the individuals selected represent the large group from which they were selected (Mugenda & Mugenda, 2003). The researcher used convenience sampling in selecting the sample size and the population to be conducted in the study. As the name implies convenience sampling is a specific type of non-probability sampling method that relies on selection of respondents from targeted conveniently in study area.

3.5 Data source and Data Collection methodology

The study used primary. Primary data collected from the sampled customers by using questionnaire. Because questionnaires are easy to administered, the questionnaires are arranged in open ended and close ended questions and prepared by Amharic language.

3.6 Data collection instrument

The major tools used for data collection was, questioners for Diyuan local ceramics customers in Addis Ababa region specifically the five selected agent shops in order to obtain the required information from primary source .

3.7 Data analysis methods

After the relevant data is collected, it was analyzed using statistical package for social sciences (SPSS). Each research question was answered accordingly and output of the analysis was made using descriptive statistics such as frequencies and percentage presented in tables and finally their implications were explained.

3.8 Validity and reliability

According to Kothari (2004), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect the true differences among those being tested. To analyze the validity problem the researcher asks recognized experts (advisor) their opinion on the validity of the questionnaire items. For a research instrument to be reliable, it must be capable of yielding consistent results when used more than once to collect data from two samples drawn randomly from the same population (Mugenda & Mugenda, 1999). As to (Bryman & Bell, Business Research Method, 2011) Reliability refers to the degree to which measure of stability and consistency of a concept. Reliability occurs when different researchers in different occasions find the same results and make sense (Saunders et al., 2003). **Cronbach's alpha** (coefficient alpha) was used to assess the internal consistency of the variables in the research.

Variables	No of items	Cronbach's alpha
Psychological factors	6	0.76
Personal factors	7	0.78
Social factors	7	0.78
Total	20	0.77

3.9 Research Ethics

According to (Bhattacharjee, 2012) research ethics includes voluntary participation and harmlessness, informed consent, anonymity and confidentiality and researchers' obligation in disclosure. Based on this, all ethical considerations listed above applied throughout the research process. The questionnaire was not exposed to any other person other than the principal investigator and all the study subjects assured that their responses are kept confidential.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATION

This chapter would present the analysis and presentation of all the data which were gathered from the respondents through questionnaire. Totally 205 questionnaires were distributed to the customers of local ceramics in the selected five agent shops. Out of which 170(83%) were returned and the rest 35(17%) were not returned at all.

4.1 Demographic Characteristics of the Respondents

4.1.1 Gender

Table 1: gender of the respondent

	Frequency	Percent
male	107	62.9
female	63	37.1
Total	170	100.0

Source: SPSS result, 2019

The result of the analysis of demographic characteristics of the respondents shows that 107(62%) of the respondents are male and 63(37.1%) of the respondents are female.

4.1.2 Age

Table 2: age of the respondent

	Frequency	Percent
18-30	20	11.8
31-40	70	41.2
41-50	56	32.9
51-60	19	11.2
60 years and above	5	2.9
Total	170	100.0

Source: SPSS result, 2019

From the table above 11.6% of the respondents are from age 18-30, respondents under the age category of 31-40 are 40.5%, 32.9% of the respondents fall between 41-50, 11.2% of the respondents falls between the age of 51-60 and the rest 2.9% of the respondent fall under the age category of 60 and above.

4.1.3 Educational level

Table 3: educational level of the respondent

	Frequency	Percent
12 complete	36	21.2
College diploma	43	25.3
First degree	83	48.8
Masters	8	4.7
Total	170	100.0

Source: SPSS result, 2019

From the table when you see the education level of the respondents 48.8 % of the respondents are first degree holders, 25.3% of them have a college deploma, 21.2% of the responds are 12 complete and the rest 4.7 % of the respondents got a masters degree. From this the majority of the respondents are the one which have first degree.

4.1.4 Occupation

Table 4: occupation of the respondent

	Frequency	Percent
Student	6	3.5
Government	108	63.5
Private	33	19.4
managerial position	9	5.3
Others	14	8.2
Total	170	100.0

Source: SPSS result, 2019

Table 4 shows the occupation of respondents, 63.5 % of the respondent are government employees, 19.4 % of the respondents are private workers, 5.3 % of the respondents are in managerial position, students which are part of the study take 3.5% and the rest 8.2% of the respondents are in other professions

4.1.5 Income

Chart : income of the respondents

	Frequency	Percent
1501-3,500	57	33.5
3,501-7000	73	42.9
7001-10,000	25	14.7
10,001-13,000	13	7.6
13,001 and above	2	1.2
Total	170	100.0

Source: SPSS result, 2019

Table 5 indicates the income level of respondents. Majority of the respondents income falls between 3,501-7000 which is 42%, 33.5% of the respondents have an income of between 1501-3,500, 14.7% of them have an income of 7001-10,000, 7.6% of respondents income is between 10,001-13,000, and the rest 1.2% of the respondent have an income of 13,001 and above.

4.2 Determinant factors of purchasing decision

Rating scale

Mean Range	Interpretation	Response Made
1.0 - 1.7	strongly disagree	Very low
1.8 - 2.5	Disagree	Low
2.6 - 3.3	Not Sure	Neutral
3.4 - 4.1	Agree	High
4.2 - 5.0	Strongly Agree	Very High

4.2.1 Psychological factors

Table8. Psychological factors

No	psychological factors		1	2	3	4	5	total	Mean
1	My attitude towards local ceramics influences my purchasing decision.	No	8	54	3	34	71	170	3.6235
		%	4.7	31.4	1.8	20.0	41.8	100	
2	I perceive local ceramics as low quality and poor design	No	26	59		15	70	170	3.2588
		%	15.3	34.3		8.8	41.2	100	
3	My perception towards local goods makes me to prefer imported ceramics than local ceramics.	No	14	37	1	85	33	170	3.5059
		%	8.2	21.8	6	49.4	19.2	100	
4	The existence of least price change my attitude negatively	NO	10	25	5	74	56	170	3.8294
		%	5.9	14.7	2.9	43.5	32.9	100	
5	The availability of different outlets, retile and wholesale shops minimizes the consumption of time for searching and motivates my purchasing decision.	NO	39	79	6	27	19	170	2.4588
		%	22.9	46.5	3.5	15.9	11.2	100	
6	local ceramics exceed my expectation and meets my satisfaction level of purchasing	No	23	40	70	31	6	170	2.74
		%	13.5	23.5	41.2	18.2	3.3	100	

Source: SPSS result, 2019

Table 8 concerns with psychological factor considered in the purchasing decision of customers. From the data collected from respondents the mean of each are ($\bar{x} = 3.62$) for psycho1, ($\bar{x} = 3.25$) for psycho2, ($\bar{x} = 3.50$) for psycho3, ($\bar{x} = 3.82$) for psycho4, ($\bar{x} = 2.45$) for psycho5 and ($\bar{x} = 2.74$) for psycho 6. The mean response of the three statements lies above 3.5 which implies that they agree on the effect of psychological factor on their purchasing decision, which is their attitude towards local ceramics, the perception toward local good and the existence of least price of the local ceramics have influenced their purchasing decision. On the other hand the mean of psycho2, 4 and 6 is 3.25, 2.45 and 2.74 respectively which indicates that they have a negative response towards the statement of perceiving local ceramics as low quality and design, if the availability of different outlets minimizes the consumption of time and keeps them motivated and if local ceramics exceed their expectation, from the analysis made it can be said that different psychological factors affect the purchasing decision of consumers towards local ceramics.

4.2.2 Personal factors.

Table 9. regarding to personal factors

No	personal factors		1	2	3	4	5	total	Mean
1	My personal income is a critical factor for my purchasing decision.	No	10	25		53	82	170	4.0118
		%	5.9	14.7		31.2	48.2	100	
2	My personal belief towards local items in general makes my preference of local ceramics low.	No	35	17	6	70	42	170	3.5294
		%	20.6	10.0	3.5	41.2	24.7	100	
3	I only choose to use local ceramics because I cannot afford to consume imported one.	No	17	70	12	15	56	170	3.1353
		%	10.0	41.2	7.1	8.8	32.9	100	
4	The purchasing power I have influence my purchasing decision	NO	10	26	20	55	59	170	3.7471
		%	5.9	15.3	11.8	32.4	37.7	100	
5	My age have a direct influence on the purchasing decision and choice I made between local and imported ceramics	NO	31	76	2	47	14	170	2.6294
		%	18.2	44.7	1.2	27.6	8.2	100	
6	I believe that local ceramics is economically customer oriented	NO	7	21	4	71	67	170	4.00
		%	4.1	12.4	2.4	41.8	39.4	100	
7	I believe that local ceramics is only designed for local market	NO	13	18	36	55	48	170	3.62
		%	7.6	10.6	21.2	32.4	28.2	100	

Source: SPSS result, 2019

Regarding to personal factors table 9 shows the respondents response based on the statements. The mean of each are recorded as (\bar{x} =4.01)for personal1,(\bar{x} = 3.52) to personal2,(\bar{x} = 3.13) for personal3, (\bar{x} =3.74) for personal4,(\bar{x} =2.62) is for personal5,(\bar{x} =4.00) for personal6, and (\bar{x} =3.62) for personal7.in personal1, the majority of the respondents strongly agreed on the statement if personal income is critical for their purchasing decision ,in personal2,the majority of respondents agreed on their personal belief towards local items in general influence their decision making, in personal3,the majority of the respondents disagreed on the statement if they only purchase local ceramics because they cannot afford to purchase imported ceramics, for personal4,the majority of the respondents have agreed on the purchasing power of them have an impact on their purchasing decision. For the statement if their age matters in the choice they made between local and imported ceramics majority of the respondents were disagreed. In the last statements personal6 and 7 the majority of the respondents agreed on the statement that local ceramics is economical and local ceramics is designed for local customers only.from this the major findings infers that personal factors can be considered as a major factor that affect the purchasing decision of consumers towards local ceramics.

4.2.3 Social factor

Table 10. Regarding to social factors

No	social factors		1	2	3	4	5	Total	mean
1	Word of mouth from other customers influences my purchasing decision.	No	11	25		44	90	170	4.0412
		%	6.5	14.7		25.9	52.9	100	
2	family members are involved in making my purchasing decision	No	5	16	2	88	59	170	4.0588
		%	2.9	9.4	1.2	51.8	34.7	100	
3	The social status I have makes me not to purchase local ceramics.	No	32	51	29	37	21	170	2.7882
		%	18.8	30.0	17.1	21.8	12.4	100	
4	Ceramic importers affect my purchasing decision by negative word of mouth	NO	28	20	8	53	61	170	3.5824
		%	16.5	11.8	4.7	31.2	35.9	100	
5	My purchasing decision towards local ceramics is constantly decreasing because of the reference groups around me	NO	3	43		78	46	170	3.7118
		%	1.8	25.3		45.9	27.1	100	
6	Local ceramics is accepted as it should be from the society	NO	50	56	25	28	11	170	2.37
		%	29.4	32.9	14.7	16.5	6.5	100	

7	Most of my friends advice me to purchase local ceramics than imported ceramics	NO	56	67		21	26	170	2.37
		%	32.9	39.4		12.4	15.3	100	

Source: SPSS result, 2019

Table 10 indicates the response of the respondents regarding social factors. The mean response of each recorded as follows ($\bar{x} = 4.04$) for social1, ($\bar{x} = 4.05$) for social2, ($\bar{x} = 2.78$) for social3, ($\bar{x} = 3.58$) for social4, ($\bar{x} = 3.71$) for social5, ($\bar{x} = 2.37$) for social 6 and ($\bar{x} = 2.37$) for social 7. In social majority of the respondents agreed on the statement that word of mouth from others influences their decision and when we look at the mean range it lies above 3.5 which implies that they strongly agree on the statement, in social 2 the majority of the respondents agreed on the involvement of family members in their decision making, in social3 majority of the respondents disagreed on the statement that the social status they have makes them not to purchase local ceramics, in social4 majority of the respondents agreed on the statement that ceramic importers spread a negative word of mouth and it affects them, in personal5, the majority of the respondents agreed that their purchasing intention of local ceramics is constantly decreased because of the reference group around them, in social6 majority of the respondents disagreed on the statement that social ceramics is accepted as it is expected from the society and lastly in social7 the majority of the respondents disagreed on the statement that most of their friends advice them to purchase local ceramics than imported ceramics. The result of the analysis indicates that the majority of the respondents mean range lies above 3.5 which implies that the existence of social factors have a direct impact on the purchasing decision of consumers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter emphasized summary, conclusion and recommendations of the data analysis. The gathered data were presented, analyzed and interpreted through descriptive method as shown in the previous chapter. From the analysis made in forth chapter the following summary, conclusion and recommendation drawn up.

5.1 summary of the major finding

The purpose of this study was to understand the determinant factors of purchasing decision that might influence their purchasing decisions towards local ceramics. From the major findings regardless of the demographic factors the majority of the respondents (62.9%) were male which implies that finishing items are mostly purchased by males , based on age category (41.2%)of the respondents lies in the age category of 31-40, (48.8%) of the respondents have first degree which indicates that , in relation to occupation of the respondents (63.5%)majority of the respondents are in government working area and regardless of their income level most respondents have an income level of 3501-7000 (42.9%), from this we can conclude that local ceramics is mostly preferred by middle income level consumer. in the case of consumers response if they evaluate different alternatives before they decide to purchase the majority of the respondents (90.6%) replied as yes which indicates that before making their purchasing decision they evaluate different alternatives, at the same time for the case of ranking local ceramics compared to imported ceramics and if country of origin influences their decision majority of the respondents (57.1%) and (58.8%) replies as medium quality for ranking local ceramics and yes regardless of the country of origin effect on their purchasing decision. In the liket type questionnaires social, psychological and personal factors was assessed and the major findings implies that regardless of psychological factors the mean range of the majority of respondents is above 3.5($M > 3.5$) which implies that psychological factors have influenced the purchase decision, in the case of assessing personal factors it also implies that the mean range of the majority lies above 3.5 which is also the same as psychological factors and lastly in evaluating social factors from the major findings majority of the respondents mean range is above 3.5

which implies that the existence of social factors have an influence on the purchasing decision they made towards local ceramics

5.2 Conclusion

The aim of this study was to assess the determinant Factors of purchasing decision that could influence consumers purchasing decision of local ceramics. The theory part included the overview of these factors and questionnaire was created based on these issues. The empirical research focused on finding these social, personal and psychological factors behind consumers purchasing decision and the effect of those in the decision-making. Results of the empirical study indicated the three factors(social, personal and psychological factors) of consumers and the influence of them in the purchasing decision of local ceramics. It can be said that these factors have effect when consumers are making decisions concerning purchasing of local ceramics. The result shows the psychological makeup that consumers have, their belief and perception towards local items hindered their purchasing decision of local ceramics. Also from questions raised under personal factors it can be said that purchasing power is the critical factor for consumers to make their purchasing decision, most consumers prefer local ceramic because it have a least price comparing to imported ceramics so that it can be concluded as the existence of local ceramics with least price made as opportunity for customers to get what they want with the purchasing power that they have. Comparing to those of psychological and social factor personal factors affect the purchasing decision of consumers of local ceramics positively with its least price. From the major findings under social factor it can be said that social factor is also the basic factor for the purchasing decision of consumers which is the involvement of families' friends and reference group, word of mouth from around have a direct effect on the decision made towards local ceramics. From the over all result it can be concluded that personal and social factors affects purchasing decision of consumers towards local ceramics the most.

5.3 Recommendation

Based on the result from the study and conclusion drawn from it, the following recommendations are spelt out

For the companies

- Local ceramics manufacturers should come up with a strategy that will change the attitude of consumers towards local products, to elaborate this consumers do not evaluate local goods equal to imported goods which comes from the psychological makeup that everyone has, at this time companies must question itself what its product looks like, what augmented values that imported goods have and what changes the attitude of the consumers.
- Manufacturers should make researches on factors that might influence the purchasing decision of consumers like what personal factors affects their purchasing decision, what social and psychological factors impacts them to purchase or not to purchase local ceramics. Continuous assessment should be made on this area.
- Manufacturers must improve the quality of the products and the design that they uses Since quality is the first most thing that consumers choose, local manufacturers must make a careful attention on this
- It would be unrealistic to expect satisfied customers with the local ceramics when there exists imported ceramics with high differences, so its advisable for the companies to assess the drawbacks of local ceramics production.

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Appendix

APPENDIX-I
ST MARY UNIVERSITY
COLLAGE OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT
MASTERS PROGRAM
QUESTIONNAIRE FOR THE TARGETED RESPONDANTS

Part one: Introduction

Dear respondent, I am a graduate student in the department of Marketing Management, Saint Mary University. Currently, I am conducting a research on ‘An assessment of determinant factors of Purchasing Decision towards Local Ceramics: The Case of Diyuan Ceramics. You are one of the respondents selected to participate on this study. Your cooperation in providing genuine answers to the following questions is highly important for the success of this study. The information that you share me was kept confidential and only used for the academic purpose. Thank you for your cooperation!

Instructions

- ✓ No need of writing your name
- ✓ Indicate your answers with a check mark (✓) in the appropriate block.

Part two: General characteristics of respondents

1. Gender :

Male Female

2. Age:

18-30 41-50
31-40 51-60 60 years and above

3. What is your educational level?

12 Complete masters

College diploma PHD
 First degree

4. What is your Occupation?

Student Private Other
 Government Managerial position

5. Your income

1500 7001-10,000
 1501-3,500 10,001-13,000
 3,501-7000 13,001 and above

Part three: factors needed to be considered in assessing factors affecting purchasing decision of consumers

The major factors needed to be considered are listed below. Please indicate the degree to which these factors are affecting the purchasing decision. After you read each of the factors, evaluate them in relation to your purchasing decision and then put a tick mark (√) under the choices below. **Where, 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree and 1= strongly disagree.**

No		1	2	3	4	5
	psychological factors					
9	My attitude towards local ceramics influences my purchasing decision.					
10	I perceive local ceramics as low quality and poor design					
11	My perception towards local goods makes me to prefer imported ceramics than local ceramics .					

12	The existence of least price change my attitude negatively					
13	The availability of different outlets, retiler and wholesale shops minimizes the consumption of time for searching and motivates my purchasing decision.					
14	local ceramics exceed my expectation and meets my satisfaction level of purchasing					
personal factors						
15	My personal income is a critical factor for my purchasing decision.					
16	My personal belief towards local items in general makes my preference of local ceramics low.					
17	I only choose to use local ceramics because I cannot afford to consume imported one.					
18	The purchasing power I have influences my purchasing decision.					
19	My age have a direct impact on the purchasing decision and choice I made between local and imported ceramics.					
20	I believe that local ceramics is economically customer oriented					
21	I believe that local ceramics is only designed for local market					
social factors						
22	Word of mouth from other customers influences my purchasing decision					
23	There exist high family involvement in my purchasing decision					
24	The social status I have makes me not to purchase local ceramics.					
25	Ceramic importers influence my purchasing decision by negative word of mouth					
26	My purchasing decision towards local ceramics is constantly decreasing because of the reference groups around me					

27	Local ceramics is accepted as it should be from the society					
28	Most of my friends advice me to purchase local ceramics than imported ceramics					

ቅድስተ ማሪያም ዩኒቨርሲቲ
ድህረ ምረቃ ሃሮግራም
ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል
ለጥናቱ ተሳታፊ ደንበኞች የቀረቡ ጥያቄዎች

ክፍል አንድ፡ መግቢያ

ውድ የጥናቱ ተሳታፊዎች፡- እኔ ከማርኬቲንግ ትምህርት ክፍል ተመራቂ ተማሪ ስሆን፤ በአሁን ሰዓት የመመረቂያ ዕውቀትን በማዘጋጀት ላይ እገኛለሁ። የጥናቱ ርዕስ የደንበኞች ማ የመግዛት ውሳኔ ላይ ተጽዕኖ ሊያሳድሩ የሚችሉ ምክንያቶችን ስለማጥናት ይመለከታል። እርስዎም በዚህ ጥናት እንዲሳተፉ ተመርጠዋል። እርስዎም የሚሰጡትን ትክክለኛውን መረጃ ለጥናቱ ውጤታማነት በጣም አስፈላጊ መሆኑን በመገንዘብ መጠይቁን በጥንቃቄ እንዲሞሉ እጠይቃለሁ። በመጨረሻም የሚሰጡት መረጃ ሚስጥራዊነቱ የተጠበቀ ለትምህርታዊ ዓላማ ብቻ እንደሚውል አረጋግጣለሁ። ጊዜዎን ሰውተው ስለሚያደርጉልን ትብብር በቅድሚያ አመሰግናለሁ።

ማሳሰቢያ - በመጠይቁ ላይ ስም መፃፍ አያስፈልግም።
- መልስዎትን እርማት ምልክት (✓) ያስቀምጡ።

ክፍል ሁለት፡ ግላዊ መረጃ

1. ያታ
ወንድ ሴት
2. ዕድሜ
18-30 31-40 ከ 60 ዕመት በላይ
41-50 51-60
3. የትምህርት ደረጃ
12ኛ ክፍል ያጠናቀቀ የመጀመሪያ ዲግሪ ፒኤችዲ
የኮሌጅ ዲፕሎማ ማስተርስ
4. የሥራ ሁኔታ

ተማሪ

የግል

የመንግሥት

የኃላፊነት ቦታ

ሌላ

5. ገቢ

1500

7001 - 10000

1501 — 3500

10001-13000

3501-7000

13001 ና በዛ በላይ

ክፍልሶስት : ስለደንበኞች የመግዛት ውሳኔን ስናጠና ልንመለከታቸው የሚገቡ ነገሮች

ከዚህ በታች በደንበኞች የመግዛት ውሳኔ ላይ ተጽዕኖ ሊሆኑ የሚችሉ ነገሮች

ተዘርዘረዋል። ከተዘረዘሩት ችግሮች እርስዎን በይበልጥ ተፅእኖ የሚያሳድሩትን በደረጃ

ያመለክቱ። ለእያንዳንዱ ጥያቄ ከአማራጮቹ የ(√) ምልክት በማድረግ ምላሽ ይስጡ። 5

= በጣም እስማማለሁ 4 = እስማማለሁ 3 = ለመወሰን እቸገራለሁ 2 = አልስማማም 1 =

በጣም አልስማማም

ተ.ቁ	ስነ አእምሮን የተመለከቱ ጥያቄዎች	1	2	3	4	5
9	ስለ ሀገር ውስጥ ሴራሚክ ያለኝ አመለካከት የመግዛት ውሳኔዬ ላይ ተጽዕኖ አሳድሯል					
10	ስለሀገር ውስጥ ሴራሚክ ያለኝ ግንዛቤ ዝቅተኛ ጥራት እና አነስተኛ ነው የሚል ነው					
11	ስለሀገር ውስጥ ሴራሚክ ያለኝ አረዳድ ከሀገር ውስጥ ሴራሚክ ይልቅ የውጭውን እንደ መርጥ አርጎኝኛል					
12	የሀገር ውስጥ ሴራሚክ ወጪዎች ጋዝቅተኛ መሆን የመግዛት ውሳኔዬ ላይ አሉታዊ ተጽእኖ ከመፍጠር ምልክት አይሰጥኝም					
13	የሀገር ውስጥ ሴራሚክ የሽያጭ ቦታዎች በሰፊው መኖራቸው እቃውን ለመግ					

	ዛት እና ለመፈለግ የሚያስፈልጉ ማንኛውንም ጥያቄዎችን ለማሟላት ይጠቀሙ					
14	የሀገር ውስጥ ሴራሚክ ከጠበቅኩት በላይ ከማግኘቴም በተጨማሪ በእርካታ እንደገዛው አድርጎታል።					
ግላዊ ተጽእኖ						
15	የገቢዎን ጨምሮ መግዛት ወሳኔ ጥያቄዎች ተጽእኖ አለው					
16	ስለሀገር ውስጥ እቃዎች ያለኝ ግላዊ አመለካከት ባጠቃላይ የሀገር ውስጥ ሴራሚክ ጥያቄዎችን አመለካከት ላይ ተጽእኖ አሳድሯል					
17	የሀገር ውስጥ ሴራሚክንም ጭዳራ ያደረኩት የመግዛት አቅም ስለሌለኝ ብቻ ነው					
18	የመግዛት አቅማዎ የመግዛት ወሳኔ ጥያቄዎች ተጽእኖ አሳድሯል					
19	እድሜዎ የመግዛት ወሳኔ ጥያቄዎችን የሆነ አስተዋጽኦ አለው					
20	የሀገር ውስጥ ሴራሚክ የመግዛት አቅምን ሳይያምር ነው።					
21	ሀገር ውስጥ ሴራሚክ የሀገር ውስጥ ደንበኛን ብቻ ያማከለ ነው።					
ማህበራዊ ተጽእኖ						
22	ሌሎች ደንበኞች የሚሰጡኝ መረጃ የመግዛት ወሳኔ ጥያቄዎች ተጽእኖ አለው					
23	የመግዛት ወሳኔ ጥያቄዎች የሌሎች ጠቀሜታዎችን የሆነ ማንኛውንም ጥያቄ ያደርጋል					

24	በማህበረሰብውስጥ ያለኝ አቀባበል እና ሰዎች ስለእኔ ላላቸው አመለካከት ምክንያት የሀገር ውስጥ ምርትን አልጠቀምም					
25	ሴራሚክ አስመጪዎች ስለሀገር ውስጥ ሴራሚክ ያለኝን አመለካከት በአሉ ታዊ መንገድ ተጽእኖ ፈጥረዋል					
26	አካባቢ ይላይ ባሉ ሰዎች ምክንያት ስለሀገር ውስጥ ሴራሚክ ያለኝ ግንዛቤ በየ ጊዜው እየቀነሰ ይገኛል።					
27	የሀገር ውስጥ ሴራሚክ በህብረተሰቡ ዘንድ የተፈለገውን ያክል ተቀባይነት አግኝቷል።					
28	አብዛኛቹ ጓደኞቼ ከውጭ ሴራሚክ ይልቅ የሀገር ውስጥ ሴራሚክ እንድንገዛ ይመክረዋል።					