DETERMINANT OF CONSUMER'S BRAND PREFERENCE: CASE OF DIAPER MARKET IN A.A

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SCHOOL OF GRADUATE STUDIES
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A RESEARCH THESIS SUBMITTED TO IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS DEGREE IN MARKETING

April, 2020

Addis Ababa, Ethiopia

ST. MARY UNIVERSITY

MASTER OF ARTS DEGREE IN MARKETING

A Research on

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DECLARATION

I, Mintesenot Anteneh, declare that the study entitled "Determinant of Consumer's Brand Preference: Case of Diaper Market in A.A" is the result of my own effort in research undertaking. All information in this document has been obtained and presented in accordance with the academic rules and ethical conduct. This Research has not been submitted to any Degree or Diploma in any college or university. It is submitted in the partial fulfillment of the requirement for the Award of Master'sof Marketing. Finally I have fully cited, acknowledged and referenced all material and results that are not original to this work. Therefore, this thesis is my original work.

Mintesenot Anteneh

Signature_____

This Thesis has been submitted for examination with my approval as College supervisor.
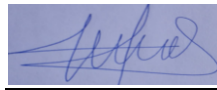
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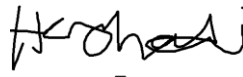
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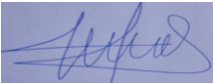**Chairman**   **Signature**   **Date**

CERTIFICATION

This is to certify that Mr. Mentesenot Anteneh has properly completed his research work entitled "Determinant of Consumer's Brand Preference: Case of Diaper Market in A.A" with my guidance through the time. In my suggestion, his task is appropriate to be submitted as a partial fulfillment requirement for the award of Master's of Arts in Marketing.

Research Advisor

<u>Mohammed M. (Asst. Prof.)</u>

Signatureand Date: …_____… **Oct-01, 2020**

ACKNOWLEGEMENTS

LIST OF ACRONYMS AND ABBREVIATIONS

Sd   Standard Deviation

SPSS   Statistical Package for Social Sciences

UNICEF United Nations Children's Fund

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ABSTRACT

Since marketing aims to know and understand the customer so well that the product or service, it is very vital to understand the consumer behavior that is relatively the root for success for marketers. Thus, this study aimed to investigate the determinants of consumer's brand preference in case of diaper market in A.A.The researcher used descriptive approach study which describes the deterninants of consumers brand preferences and explanatory approach to empirically test possible correlations and effects between four vairaibles and consumer preferences. The study used primary and secondary data sources and questionnaire as main data collection tool. Accordingly, a total of 214 completed copies of questionnaires were evaluated for descriptive, correlation and multivariate regressionanalysis. Thus, this study revealedthat respondents have at least agree indicating consumers are extremely attracted to product advertisement (4.42); highly sensitive to product price (4.31) and they give value for product quality (4.22) and influenced by peers pressure (4.18). Moreover, the study found that there is a moderate relationship between product quality (.464), peer pressures (.512), product advertisement (.440) and product price (.388) and consumer preference using Pearson Product Movement Correlation Coefficient. Further, it is found that there are moderate positive relationships between all variables. Moreover, the result revealed that there is there is a positive and significant effect between product quality (.045), peer pressure (.0001), product advertisement (.009) and product price (.002) and have a statistically significant contribution to the prediction of consumer preference.It may be essential to study behavioural pattern of consumer leading their buying references & attitude. This is because consumer behaviour is an active and dynamic aspect having the potential to magnetise businesses.

Keywords: Brand Preference, Consumer, Diaper

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. For that reason, it is very crucial to understand the consumer behavior that is relatively the root for success for marketers. This is due to the fact that consumer behavior is the most focused area in every field of business as well as services (Anjali B. and Rajesh K., 2017).ThogersenJ. *et al.,*(2010) stated that research on consumer behaviour distinguishes between high-effort and low-effort decision-making processes.

In view of that, Anjali B. and Rajesh K. (2017) stated that there are individual determinants to consumer behaviour in the form of personality, self-concept, motivation and involvement, learning and memory and attitude of consumers. In general, consumers are influenced by characteristics of the situation, circumstances surrounding their shopping trip. Major situational influences include the physical surroundings, social surroundings, time, task, monetary conditions, and momentary moods (HoyerD. *et al.,* 2013).

On other hand, businesses and social agencies alike frequently succeed in altering behavior by changing attitudes towards a product, service, or activity; and these changes can result in injurious or beneficial consumption decisions (Asiegbu I.*et al., 2*012).Following such an influenced by characteristics, it is usually assumed that consumers are relatively highly involved in the purchase decision (Zanoliand N. 2002). For instance, consumer responses to ecolabels by means of a mall-intercept survey and they were highly involved in the purchase of eco-labeled products, which was supported by a higher amount of relevant knowledge acquired to make an informed decision (Thøgersen J. *et al*., 2010). Mithilesh P. and NeelamN. (2014) studied on the consumer brands preference and that leads to understanding that one of the major factors for selecting the productis its main function or benefits to consumers.

Accordingly, this study recognizes that intangible factors, such as the perception of the product or the relationship between retailor and consumer and attitudes of consumers can only be directly changed by altering its components. Comprehension of these factors is instrumental in segmenting and positioning products and in motivating consumers to buy (ZanoliR. &Naspetti

S., 2002). Thus, this study is also intended to assess the determinants of consumer's brand preference for diaper market in Addis Ababa.

1.2 Statement of the Problem

Ethiopian population growth has been more than 2.8 % for a long time. According to UNICEF data, 19 women per 1000 give birth, and the average child uses more than 2700 diapers in the first 12 months (UNICEF, 2019). There are more than ten known brands sold in Ethiopia, but new factories have been stated through the newly established industrial parks nowadays. Diaper product is easily accessible and found in any shop and supermarkets (Dawit A., 2019). According to him, the price of the newly introduce diapers fails between 450-750 birr depending on the number of pieces.Parallel with the increasing population birth, the diapers net sale is still growing, mainly due to the population density, urbanization and people who likely choose using disposable diaper more conveniently than a traditional cloth diaper. In Ethiopia, individuals use diapers as a special gift for new-born babies and it regard as a luxury product. The diaper is actually so far an inevitability of everyday life for parents.

It is understood that diaper demand is increased, prices are falling, and overall it makes the market dynamic and unpredictable in Ethiopia.However, marketers are able to enter in needless competition. They pronounced lottery based drawing, excessive advertisement without meaningless message have been transmitted widely as per interview with shoppers and retailors. Accordingly, customers doubt the quality and durability of the product. Consequently, consumers cannot shape their preferences among brands using rational attributes. On the other hand, marketing researchers like Anjali B. and Rajesh K. (2017) and Hoyer D. *et al*., (2013) identified specific factors that influence customers' decision making includeproduct, price and promotions. They found that customers tend to be loyal to specific company and stated that mixed results on the importance of content to customers' choices. Currently, Assael H. (2006) clarified that wives' choice behavior depends more strongly on their husbrands' choice behavior than husbrands' choice behavior depends on their wives' choice behavior. In Ethiopia, Dejene M. (2010) conducted a study on determinants of consumer preferences and found that income has insignificant impact up on quality price trade of among consumers of different income categories. Grimm P. (2005) put customer preferences reflect three responses: cognitive, affective, and conative or behavioral.

However, most of them like Anjali B. and Rajesh K. 2017) and Hoyer D. *et al*., (2013); Assael H.*,* (2006), Dejene M. (2019) and Grimm P. (2005) presented inconsistency results and quarantined psychological, sociological and economic factors from brand preferences.It is necessary to focus on individual differences, social groups, different income group, product advertisement, product qualityand ability to pay for products. This is to say our consumer much is differ from developed countries and lower income countries. Thus, the current study will investigate determinants that influence the consumers' buying decision because of increasingly extreme competition.

1.3 Research Questions

- To what extent product quality influence consumer brand preferences on diaper products?
- To what extent peer pressure influence consumer brand preferences on diaper products?
- To what extent product price influence consumer brand preferences on diaper products?
- To what extent product advertisement influence consumer brand preferences on diaper products?

1.4 The Objective of the Study

1.4.1 General Objective

- The overall objective of the study is to investigate the effect of accessibility of diaper on consumers' brand preference in Addis Ababa.

1.4.2 Specific Objectives of the Study

- To examine the effect of product quality on consumer brand preferences on diaper products
- To examine the effect of peers pressure on consumer brand preferences on diaper products
- To examine the effect of product price on consumer brand preferences on diaper products
- To examine the effect of product advertisement on consumer brand preferences on diaper products

1.5 Significance of the Study

This study is focused on the determinant of consumer preference of various international and local brands' of diaper market in Addis Ababa. It aimed at determining consumer brand preference of consumable child product. Accordingly, the study benefits marketing, sales and product managers to evaluate their products and it also helps to know the consumer satisfaction with a product based on their preferences and decision making. The study gives a clue for managers to understand their consumer preferences and points out the understanding of reasons why consumers differ from one another in buying or using products and availing services.

Additionally, it helps for diaper consumers or buyers to buy best products at reasonable price again and again. It helps to raise the customers' awareness level of various products, which can satisfy their desire. Accordingly, consumers can get pertinent product information regarding new products, fashion trends, or coordination tips. It also helps to create efficacy, manifestation, financial worth and the ability to convey status, success and prestige are other aspects to finalize the product and brand purchase.

Besides, this research may also be considered as important for researchers who are interested to conduct their research study in the same topic.Notably, for researchers who intend to undertake further studies in the field of consumer brand reference, diaper products and others, this thesis will be easily reached as a reference. Generally, this study will also be beneficial to diaper industry and brand managers, professionals, experts, academicians and other researchers when they employ effective practices and in filling the knowledge and experience gap on the concepts related to the use of effective industrial marketing management.

1.6 Scope and Limitations of the Study

This study is encircled to understand the nature of the consumer brand preference for diaper product.

1.6.1 Scope of the Study

Conceptual Scope

This study is designed to investigate the consumer brand preference of diaper products for the benefit of consumers. Accordingly, the scope of the study is to identify the different brand

factors constituting consumer knowledge; that is, it focus on the brand added value at the consumer level. In addition, it focuses on consumer descriptions of brand experiences, trust, price, quality, income level and awareness presenting their response to various brand elements. The focus is on analysis of the diaper market resources, factors affecting brand preference, and the diaper business environment. This study is more interested on child use diaper products; it is not included diaper used for older ages.

Geographical Scope

The study is confined to assessment of the brand preference and its marketing condition in Addis Ababa. The study did not include other locations across the country.

1.6.2 The Limitation of the Study

This investigation is conducted in central marketing area of the country and not applied cover the whole country. The main information of the study was collected from limited sample consumers purposefully. Marketing actors are involved in very restricted concepts and questions. Therefore, the investigation is limited speciallyin Addis Ababa as well as temporally to make the study more representatives in sample selection. The purpose of the study also limits the investigation toward a single product named diaper and specific geographic location.

1.7 Definitions of Terms

- **Consumer** 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 (Mithilesh P. and Neelam N., 2014).
- **Preference** is also affected by the expertise level of consumers (Asiegbu I. *et al.,*2012).

1.8 Organization of the Study

The study is divided in to five chapters. The first chapter consists of introductory part of the study which has background of the study, statement of the problem,study questions, main and specific objectives, scope and limitations, significance of the study, and organization of the study. The second chapter outlines the review of different literatures related to areas under study; comprises theoretical reviews, empirical reviews and conceptual framework. The third chapter will accommodate description of study area, research approach and design, data type

and source, sample size and determination, sampling method, data collection method ad instruments, data proceeding and presentation, methods of data analysis, Ethical considerations. Finally, summary of main findings, conclusion and general and specific recommendations will be followed.

CHAPTER TWO
2. REVIEW RELATED OF LITERATURE

2.1 Theoretical Literature Review

2.1.1 The Theory of Consumer Preferences

Consumer makes decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility's determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences (Huddleston P. *et al.,*2001). Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They allow the consumer to rank these bundles of goods according to the levels of utility they give the consumer. It is noted that preferences are independent of income and prices.

Thus, the ability to purchase goods does not determine a consumer's likes or dislikes. One can have a preference for two products (Porsches over Fords) but only have the financial means to drive a Ford(Assael H., 2006). These preferences can be modeled through the use of indifference curves. In order to graphically portray consumer preferences, we need to define some terms. First, it is assumed a two good world in two dimensions (2-d graphs); these could be any two goods. The best mechanism to treatment is to define one good, say food, and let the other good be a composite of all other goods(Blackwell R. *et al*., 2001). For expository simplicity (making things easier for me), it is better to define the two goods as Good X and Good Y. The axes of the graph then measure amounts of Good X on the horizontal, and amounts of Good Y on the vertical. Each point in the Cartesian space then defines some combination of goods X and Y and these are combinations commodity bundles. The goal of the theory of preferences is for the consumer to be able to rank these commodity bundles according to the amount of utility obtained from them. In other words, the consumer has different preferences over the different combinations of goods defined by the set of commodity bundles (Assael H., 2006).

2.1.2 The Nature of Consumer Preference Formation

In the formation of consumer preference formation, there are two perspectives of preferences. First, consumers have well-defined preferences; this is linked to the archaeology uncovering hidden value. Second, consumers construct their preferences at the time of valuation; they are not simply revealed(Blackwell R. *et al*., 2001). The construction of preference has been the prevailing theme of behavioural decision theory. The notion of construction highlights the process of judgment and ignores the determinants of preferences, and the processed preference consumers brought to the context or choice situation (Huddleston P. *et al*., 2001). Consumers generate preferences for the product attributes and maintain them across different contexts while consumers can learn about the structure of the context. These context decision strategies are specific to each context and are not portable (Assael H., 2006).

The two perspectives of preference formation are based on extremes, whether consumer preferences are well-defined at one stream or constructed at the other. Consequently, these two perspectives are suggested to be complementary rather than substitutes. The nature of consumer preferences can be either well-defined or constructed; however, its stability and consistency varied according to the contextual factors. It is assumed that the consumer has relatively stable preferences determined by the subjective assessment of the brand attributes. In consumer behaviour study, differences exist between economic theories; based on the normative assumption and consumer rationality, and the information processing theories; based on bounded rationality and regards consumer as a logical thinker. The rational assumption of the economists was then violated by early psychological theories, such as the Engel-Kollat-and Blackwell-EKB model or theory of buyer behaviour then adopted the bounded rationality assumption(HuddlestonP. *et a*l., 2001).

2.1.2.1 Economic View

Consumer choices uncover pre-existing preferences, revealing preferences for the alternative with greatest utility. The utility in the economic theory refers to the attribute value offered by the brand, and consumers learn about this before forming their preferences (Cristina M. and Mitchell N., 2009). There are differences between economists and psychologists in discussing consumer behaviour. Psychologists focus on studying consumer choices as an output of the choice process, while economists focus on the decision process (Assael H., 2006). Other distinctions lie

in the assumptions of the two views. The economists assume consumer rationality with well-defined, stable and complete preferences based on the function of utility maximisation. However, psychologists hold the assumption of bounded rationality; emphasizing the limited capabilities of consumers for processing the available information and utilizing the theme of constructed preferences (Hansen T., 2005).

2.1.2.2 Expectancy-Value Model

The multi-attribute and expectancy-value models aim to understand consumer attitudes based on the cognitive factors; consumer's beliefs about the object (Cristina M. and Mitchell N., 2009). According to the expectancy-value model, consumer attitude towards the object is explained by the strength and value of the expected consequences of the object or the act in question. The multi-attribute models focus on consumer beliefs about salient attributes. The expectancy-value model or multi-attribute models are extensively accepted.

Among various attitude models, RehamS. (2013) quoted Rosenberg's (1956) and Fishbein's models (1965). They are the most popular and widely used by marketers in investigating consumer brand preferences and introduce preference in the model of purchasing behaviour rather than attitude, assuming attitude to be a weaker indicator of purchase. Brand preference is consistent between consumer affective and conative associations. Both Rosenberg's (1956) and Fishbein's models (1965) utilise the expectancy-value model of attitude in their understanding of consumer behaviour.

The multi-attribute models are applied widely in marketing, providing insights into the linkage between consumers' perceptions of brand attributes content and their preference development(Cristina M. and Mitchell N., 2009).These models are developed in the area of social-psychology, but its application in marketing requires some modifications. These include altering satisfaction, desirability of attributes, and the probability of attainment by the specification of brand attributes, assigned weights and brand beliefs. The behaviour towards the object or act being studied represents the preferences for competing brands at the individual-level (Reham S., 2013).

The Rosenberg attitude model is based on the cognitive consistency theory aimed at studying the process of attitude learning and attitude change by formulating the relationship between consumers' personal beliefs and attitude towards objects. The model postulates attitude as a

function of the ability of the object to provide a satisfactory outcome and the satisfaction with the offered outcome. According to this model, consumer preference for brands is derived from the brand benefits followed by the degree of satisfaction with the brand value. These values stem from the brand attributes. Based on this theory, consumer predispositions towards the object/brand are illustrated by employing behavioristic learning theory. The evaluative responses towards the brand are determined by the strength of belief on the salient brand attributes; postulating a causal relationship between beliefs and attitudes (Cristina M. and Mitchell N., 2009).

2.1.3 Summary

Consumers are influenced by a wide range of factors, not just those relating to the obvious features of the product in making a final decision as well as throughout the whole decision-making process. Consumers' subjective and behavioural responses forming their brand experiences are fundamental for determining brand preferences and consumer purchasing decisions. This study is more focused on the holistic in nature and captures the responses to the brand at the individual level with various mixes of usability, brand functionality and results of brand experiential outcomes. The significance of emotional experience, one of the most important experiential responses, and some selected demographic factors are spirited in this study. These factors exert a direct, measurable influence on buying decisions, whereas others are less tangible and may only suggest patterns of buying behavior. Accordingly, intangible factors, such as the perception of the product or the relationship between supplier and consumer, are highly considerable here in this study. A good understanding of the different factors that influence consumer brand preference is believed to crucial to marketers and is therefore the subject of this study. Comprehension of these factors is instrumental in segmenting and positioning products and in motivating consumers to buy.

2.2 Determinants of Consumer Brand Preference

2.2.1 Consumer Brand Preferences

Consumer brand preference is an essential step to understand consumer choice behaviour, and has therefore always received great attention from marketers(Huddleston P. *et al*., 2001)..
Brand preferences reveal the type of attributes a brand possesses, to strengthen its position and

increase its market share. Moreover, it forms a critical input in developing a company's successful brand strategy, and gives insight for product development (Reham S., 2013).

Uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development. In addition, understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers (Low G. and Lamb C., 2000). Thus, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Schoenfelder J. and Harris P., 2004). In general, consumer preferences are the subjective tastes, as measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The individual consumer has their own set of preferences and determination of these is based upon culture, education, and individual tastes, among a plethora of other factors.

2.2.2 Product Quality

Product quality is one of the marketer's major positioning tools. It is important to note that quality has a direct impact on product or service performance; consequently, it is closely associated to customer value and satisfaction. In the contracted sense, quality can be defined as "freedom from defects." But most customer-centered companies go beyond this narrow definition. Instead, they define quality in terms of creating customer value and satisfaction (Kotler P. and Armstrong G., 2010).

2.2.3 Demographic Variables

Economic factors constitute the main influence on purchasers as of many theorists. The economic well-being of the consumers is the main consideration. Basically, if consumers have more money, they are likely to spend more (Czellar S., 2003). One of the methods of categorizing consumers, therefore, is by income group.

2.2.4 Peer Pressure

There is a powerful force at work requiring members to conform to the overall values of their groups of cultures and subcultures. There are membership groups in which the individual is formally a member (Bayarmagnai E., 2016). Individuals may also have reference groups

(social cliques) to which they would like to belong. They may also identify groups with which they would not wish to associate(Asiegbu I. *et al*., 2012).

2.2.5 Product Advertisement

Advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent (Rahman, 2012). Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action. Advertising is to stimulate market demand(Singh B., 2012). Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. Advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes. Advertising has become increasingly important to business enterprises –both large and small(Bayarmagnai E., 2016).Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career (Singh B., 2012).

2.2.6 Product Price

Price is actually the sum or amount of money at which a product is valued, or the value which a seller sets on his goods in market. It is an affected by total cost, suitable price police and payment period (Broda S. and John R., 2008).

2.3 Empirical Literature Review

2.3.1 Global Empirical Studies

Asia N. *et al*., (2015) studied on determinants of consumer preferences of branded goods and found that due to low income levels more percentage of consumers were using non branded low quality goods as they are cheaper. Results indicated that variable income, education, consumer loyalty, taste, quality, and advertisement were positively related to the choice of branded tea while price was negative related to the choice of branded tea. Aswin R. *et al*., (2012) studied on relationship between Consumer Preferences and Value Propositions using on

Study of residential product. They suggested that planned community (gated) concept, security and prestige helps to determine consumer preferences to purchase a specific residential product and using property developer suggested additional factors of design, accessibility, facilities and brand also influenced the price of the product.

More importantly, Bayarmagnai E. (2016) released the determinants of disposable diaper in Ulaanbaatar, Mongolia. He found that the consumer's post purchase satisfaction of diaper is significantly associated with the post purchase decision and social value is a significant key to the post purchase satisfaction with product quality is a significant determinant that diaper customers may consider for buying or not buying the products again. Jiseon A. and Ki-Joon B. (2017) Back 2017 aimed to identify and assess the antecedents of integrated resort brand loyalty from the perspective of Oliver's cognitive, affective, and conative theory of attitudinal brand loyalty model. They found that a positive relationship was observed between two-way communication and brand attitude, emotional exchange and brand attitude, brand partner quality and brand attitude, and brand attitude and behavioral intention toward integrated resort brand. Results revealed the association between cognitive, affective, and conative dimensions and integrated resort brand value.

The above notion suggests that integrated resort brands carry a high awareness of relationship, and the brand will invoke an emotional value in customers. On other hand, Pinki R. (2014) found the factors influencing consumer behavior as culture, subculture, social class, membership groups, family, personality, psychological factors, etc. and is influenced by cultural trends as well as social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers.

Whereas Jivan K. (2018) studied about affective, cognitive and conative and found that conative (behavioral intention) is most significant whereas cognitive (belief) is less significant for both local and international coffee shops. In addition, cognitive component has greater variation in attitude score among three components.

Dejene M. (2019) conducted a study on determinants of consumer preferences in Addis Ababa using consumer behavior literatures and theories it was hypothesized that disposable income,

price, quality, hygiene practices, friendliness, safety of food and range or menu variety are important determinants of consumer choice for restaurants. He found that income has insignificant impact up on quality price trade of among consumers of different income categories. Other hypothesis associated with price, quality, friendliness of restaurant staff, quick table service and range or menu varieties are found to be statistically significant. Others stated that consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip.

ICMR (2003) stated that every person has his/her separate standards of judgments which reflect in decisions. Associated researches in this regard focused on personal factors, like age, income, education, occupation, lifestyle, personality and self-concept, influencing the buying decision of consumers with respect of gender discrimination.It is found that most of the studies focused on specific factors such as ethnocentricity, quality price, color scheme, country of origin and others. Few studies like Grimm P. (2005) put customer preferences reflect three responses: cognitive, affective, and conative or behavioral. The current study focused on more generic or broad category of consumer preferences as shown below diagrammatically.

Overall, Peneal (2017) assessedthe factors influencing consumer buying behavior towards selected fast moving consumer goods (FMCG) in Addis Ababa. Tis study used various variables such as product quality, price, advertisement, availability, brand equity to inquiry the buying behavior of consumers in three FMCG products. It used Kotler's black box model with product quality, price, availability, advertisement and brand equity as the independent variables influencing buying behavior. Thus, it found that advertisement was not accepted as a significantly contributing variable within the buying behavior of laundry bar soap and packaged milk products, while it was one of the significant predictors in the toothpaste subcategory. FMCG marketers should consider the specific target markets of their different products and brands. The significant strategy or pathway that should be adopted by the FMCG marketers in this environment is to take the issue of brand awareness as one of their top priority.

2.4 Conceptual Framework

The customer is influenced by the above discussed factors in making choices and preference for fuel stations. There are various specific factors that influence customers' decision making

include: customers' needs, price, promotions and loyalty are the factors that influence choice (Goodhardt et al., 1987) which was cited by Asiegbu I. *et* al., (2012). As of Jivan K. (2018) citation, others like Webster &Washklag (1983) and Zubayr (2008) found that customers tend to be loyal to specific company and stated that mixed results on the importance of content to customers' choices. On other hand, consumers are influenced by the preferences of other consumers, such as family members, friends, neighbors, and colleagues when making product choices. For example, Assael H. (2006) distinguished that wives' choice behavior depends more strongly on their husbrands' choice behavior than husbrands' choice behavior depends on their wives' choice behavior. More specifically, they assured that differences in levels of spousal interdependence across households are partially explained by the age and the education level of the spouses.This study employ product quality, peers pressure, product price and product advertisement as independent variables and consumers' brand preferences as dependent variable.

2.5 Conceptual Framework
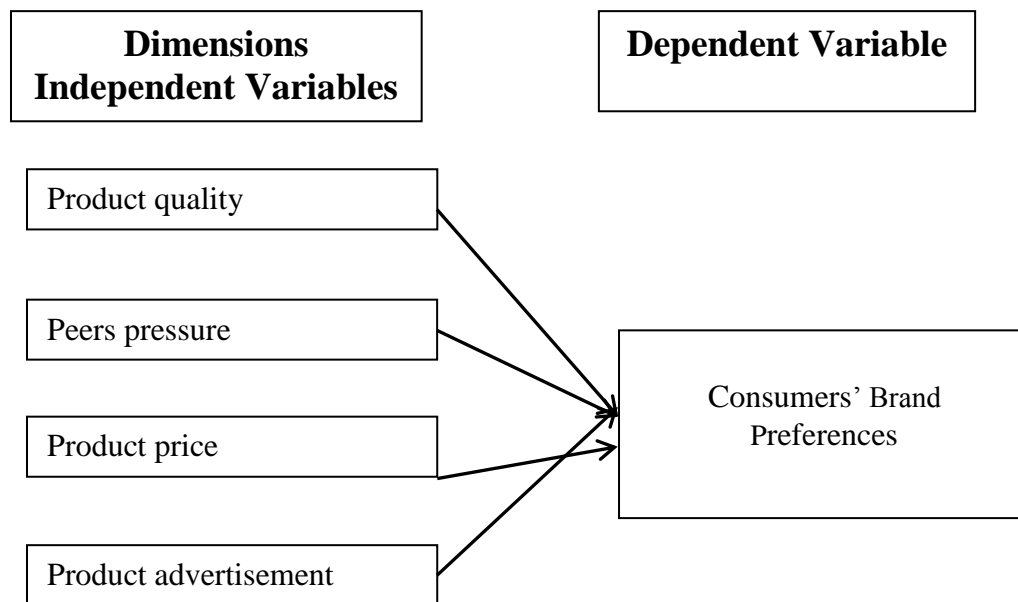
Figure 2.2: Conceptual Framework of the Study
Adapted from Assael H. (2006) and Adeolu B *et al*, (2005)

2.6 Hypothesis

Marketers in all industries are looking for ways to offer today's more financially cautious buyers greater value that justthe right combination of product quality and good service at a fair

price. Brand names help consumers identify productsthat might benefit them. Brands also say something about product quality andconsistency—buyers who always buy the same brand know that they will get the samefeatures, benefits, and quality each time they buy. Branding also gives the seller severaladvantages. The brand name becomes the basis on which a whole story can be built abouta product's special qualities(Kotler P. and Armstrong G., 2010).

- H_1 : Product quality has a positive and significant effect on consumer brand preferences for diaper products

Typical group behavior results in pressure on an individual to conform. Such peer pressure can sometimes be used to great effect by marketers. It is known that the most influential peer group is the family. Since family structure can vary widely between countries, cultures, and subcultures, an analysis of the target consumer's family structure can be crucial. The influence of peers and referents other than family members is relatively less powerful in extended families. Family relations are dynamic as the interplay between generation's changes. Consequently, the use of a nonfamily peer in a promotion may not be successful. (Bayarmagnai E., 2016).

- H_2 : Peer pressure has a positive and significant effect on consumer brand preferences for diaper products

Price and other costs of service sector show the management of various costs endured by customers in achieving the advantages from generating the services. In consumer cooperatives, the first and main aim is to satisfy members that should be considered in pricing followed by achieving the profit, sale increase, more share in the market, survival and development of the company (Broda S. and John R., 2008).

- H_3 : Product price has a positive and significant effect on consumer brand preferences for diaper products

Singh B. (2012) stated that advertising is more than a tool for selling foods and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to created distinctiveness and preference. AdeoluB. *et al*., (2005) investigated the impact of advertisement on consumers brand preference in different areas, the results showed that from five different media used in advertising Bournivita and how

consumers viewed them in order of preference, for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each.

- H_4 : Product advertisement has a positive and significant effect on consumer brand preferences for diaper products

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Description of Study Area

The area of this study was Addis Ababa and its administrative divided into ten (10) sub-city administrations. It hosts the Federal Government sector bureaus, and headquarters of various international organizations. The study is conducted on the capital city of Ethiopia. Inhabitants of Addis Ababa are more connected to the digital world.

Figure 3.1 Map of Addis Ababa

3.2 Research Design

Robson C. (2002) proposed classification of studies as exploratory, explanatory and descriptive. Exploratory research is defined as a means to discover "what is happening" and "to seek new insights" without investigating reasons. Explanatory researchseeks justifications and attempts to build causal relationships between variables of a certain phenomenon. And

descriptive studies aim only to "portray an accurate profile of persons, events or situations" (Robson C., 2002).

As a result, this study was undertaken to describe the perception of consumer's on brand preference for diaper products and determinants factors. The study also clarified the relationship between consumer's on brand preference and its factors. The researcher investigated the key determinants of consumer preferences such in diaper market in Addis Ababa. Thus, the researcher was conducted using explanatory research design.

3.3. Research Approach

Research approach is a plan and procedure for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. There are three types of research approach namely quantitative, qualitative and mixed. Qualitative research is an approach for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. Quantitative research is an approach for testing scientific 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. Finally, mixed methods research is an approach to an inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may include philosophical assumptions and theoretical frameworks (Creswell J., 2009).

Accordingly, this study used a qualitative approach to have a better insight into what customers' brand preference for diaper products from a product and why the consumers choose the specific products consequently. In addition, this study utilized quantitative approach to investigate the determinants of consumers' brand preference through the collection of data and applymathematical models and statistical techniques for data analysis. For that reason, this study combined both qualitative and quantitative forms. Accordingly, this study usedmixed research approach.

3.4. Data Type and Source

In research theories, there are two typesdata; primary and secondary data. This study used both primary and secondary data. In addition, the data source of the primary data of this study collected from targeted respondents using questioners and interviews in order to answer the

research questions. Regarding secondary data, the data source was collected from different researches journals, books, newsletters and webpages.

3.5 Data Collection Methods

This study used data gathering tools appropriate to quantitative and qualitative research method such as questionnaire and in-depth interviews. These tools used in order to increase the validity of the data and minimize dropping of information.The most basic form of measurement is questionnaire because questionnaires are easily distributed, have less room for bias, have increased likelihood of confidentiality and require much less time and money. It is the most widely used method for collection of primarydata. A questionnaire is a general title that includes methods in which each person is asked to respond to an identical set of questions in a predetermined order at a certain point in time.

Accordingly, this study adapted a questionnaire from Reham S. (2013) and organizesvarious questions in two parts. The first part consists of demographic factors and the second part includes questions about consumers' brand preference and its factors in the form of closed-ended. A close-ended questionnaire in a 5 point Likert scales were used to collect data from the sample respondents. The questionnaire will have a 5 rating scales ranging from 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. Data gathered through questionnairewas simple and clear to analyses, and it allowed for the tabulation of responses and quantitatively analyzes certain factors. Additionally, it was time efficient for both the respondents and the researcher.

3.6. Target Population and Sampling

3.6.1 Target Population

The total population of the study was inhabitants of central Addis Ababa such as Arada, Lideta, Kirkos and Addis Ketema sub cities. The target population (unit of analysis) of the study comprises of 1,440,737 individuals consumers who live in ten sub cities in A.A. They are both gender (men or women) and have at least a foundation (writing and reading skills) education. Addis Ababa is the target location from where the respondents are obtained.

3.6.2 Sampling Techniques

This study is used stratified sampling as it divided the target population individual consumers who live in ten sub cities in A.A and are occasional and/or regular users of diapers in to ten sub cities, then applying snowball by making contact with few individuals and asking them to nominateother individuals until the desired sample size is reached.

3.6.3 Sample Size Determination

Sample size is the small fraction of the population which is considered a vital element to reduce the sampling error. The formula to find out the sample size (n) of infinite population is Given as under:

$$n = z^2.p.q / e^2$$

Where,

n= sample size,

z= the value of standard variation at a given confidence level and to be worked out from table showing area under normal curve. p= sample proportion; q= 1-p and e = given precision rate or acceptable error.

$$n = (1.96)^2 (0.5) (0.5) / (0.05)^2$$

$$= 384$$

Table 3.1: Sample Size Determination

Nr	Sub city	Population	Proportion (384/14440737)	Sample Size
1	Addis Ketema	412,899	0.00026653	110
2	Arada	343,518	0.00026653	92
3	Kirkos	357,870	0.00026653	95
4	Lideta	326,449	0.00026653	87
	Total	1,440,737		384

Source: World Population Review and Survey result, 2020

3.7 Methods of Data Analysis

The researcher used both quantitative and qualitative methods. Data entry, flitching and coding will be done first. Then, the data will be analysed using inferential statistics (correlation and multivariate regression) for examining the determinant of consumer's brand preference in case of diaper market in central Addis Ababa. In addition, the study used descriptive statistics (percentages, frequency,meanandstandard deviation) to describe consumer's brand preference for diaper. To support the analysis, SPSS (Statistical Package for Social Sciences) version 20.0 was used.

3.7.1 Study Model

In addition, the study usedMultivariateRegressionas a part of model building.

$$Y1 = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + E$$

Where

- Y1 = Consumers' brand preference

The following independent variables was used to determinates for the purchase decision of a consumer for buying a diaper product (Y)

Bo – Coefficient of constant and B1-4 are the coefficient of independent variable where

- X_1 –Product quality
- X_2 – Peer pressure
- X_3– Product price
- X_4– Product advertisement
- E Is the error term

3.8 Validity and Reliability

3.8.1 Validity Analysis

The content-validity refers to ─the degree to which measures items represent a proper sample of the theoretical content domain of a construct. For the items to have content-validity, they also need to be face-valid, which refers to the degree that respondents or users judge that the items of an assessment instrument are appropriate to the target construct and assessment objectives. All the questioners derived from relevant literature to ensure validity of the

questionnaire. The questioner was adoptedfrom previous research works that are related to this research.

Pilot Study

After compilation of the variables from different empirical reviews, the researcher distributed it to relevant academics and after the academics review and hand over the questionnaire, the questionnaire was updated based on the feedback that is given. The survey was piloted on a small group (ten respondents), and if there is any comment and feedback, the questionnaire will be adjusted, and the final questionnaire was ready for distribution.

3.8.2 Reliability Analysis

The reliability of instruments measures the consistency of instruments. (Creswell, 2009) Considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates.

Table 3.2: Reliability Test

	Cronbach's Alpha	N of Items
Product Quality	.833	8
Peer Pressure	.773	7
Product Advertisement	.774	9
Product Price	.892	8
Consumer Preference	.800	10
Overall	.917	42

Source: Survey result, 2020

Thus, for this study, a Cronbach"s alpha score of .70 or higher is considered adequate to determine reliability. In this study each statement was rated on a 5 point likert response scale which includes strongly agree, agree, neutrals, disagree and strongly disagree. Based on this an internal consistency reliability test was conducted and found more than .70 in all variables.

3.9 Ethical Consideration

The researcher assured the anonymity of their response would be kept a secret. The researcher made sure that the participation of any respondent will not affect their life in any kind of way.

All the research participants that are included in this study were appropriately informed about the purpose of the research and their willingness and consent were secured before the commencement of distributing questionnaire. The respondents were informed of their full right to fill out the questions or to withdraw from the study at any time, without any unfavorable consequences, and in case any harm comes to them as a result of their participation or non-participation.

Moreover, information was notmodified or changed; therefore information was presented as collected. All the literatures collectedfor the purpose of this study were acknowledged in the reference list. The researcher ensured the avoidance of fabrication and misinterpretation of the data that were gathered and interpret in other form than it was meant to be.

CHAPTER FOUR
4. DATA ANALYSIS AND DISCUSSION

Response Rate

Table 4.1: Response Rate

Nr	Sub city	Sample Size	Collected	Portion	Response Rate
1	Addis Ketema	110	40	19%	36%
2	Arada	92	69	32%	75%
3	Kirkos	95	74	35%	78%
4	Lideta	87	31	14%	36%
	Total	384	214	100%	100%

Source: Survey result, 2020

The study attended 56% of the survey response rate; it is mainly composed from Arada and Kirkos which accounted the highest data collections rate. This is because due to Covid 19 pandemic it was difficult to collect data from Addis Ketema and Lideta sub cities. The response rate has been below 40% for each of the cub cities.

4.1 Respondents Background

Table 4.2: Respondent Profile

Respondent age		Occupation		Income level (In Ethiopian Birr per month)		Respondent educational background	
Category	%	Category	%	Category	%	Category	%
< 30 years	27	House maid	36	Below 15000	45	High School	31
31-50 Years	54	Professional	29	15000-30000	29	Undergraduate	47
> 51Years	19	Business Service	17	30000-50000	17	Graduate Higher	22
		Self employed	18	Above 50000	10		
Total	100	Total	100	Total	100	Total	100

Source: Survey result, 2020

Table 4.3: Respondent Buying Behavior

What types of shop do you visit?		How often do you visit a diaper shops?		With whom you mostly visit diaper shop?	
Category	%	Category	%	Category	%
Local shop	26	Often	54	Alone	12
Supermarket	74	Sometimes	20	With Partner	33
		Rarely	17	With Family	17
		Never	9	With Friends and Colleagues	38
Total	100	Total	100	Total	100

Source: Survey result, 2020

Gender of Respondent Percent
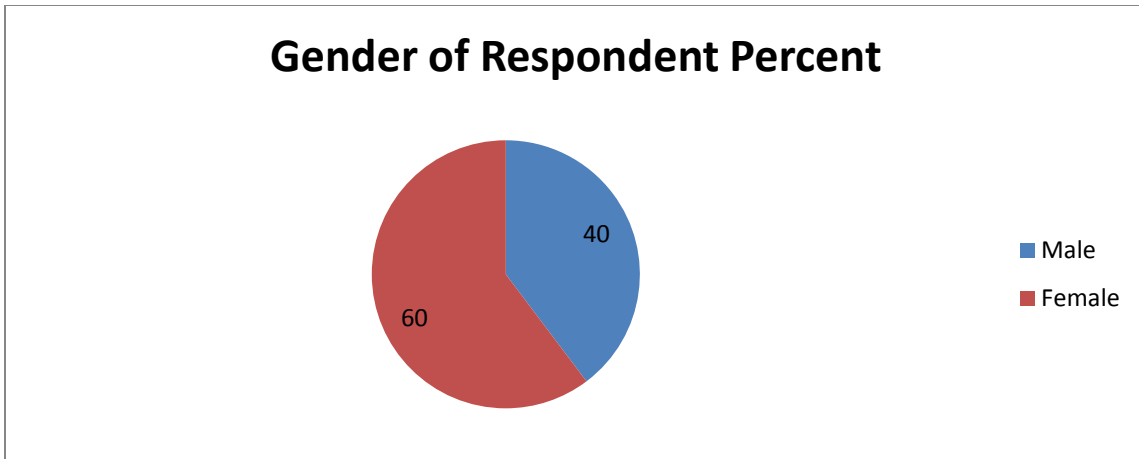
Source: Survey result, 2020

Figure 4.1 Gender Distribution

Regarding the respondents' background, table 4.2 displays their age category, occupation type, income level and educational status. Accordingly, most of them (54%) aged between 31 to 50 years old and their employment type characterized as housemaid (36%), professional (29%), business service (17%) and self-employed (18%). In addition, most of them (45%) have below 15,000 Birr income per month and 31 % of them completed high school, 47 % undergraduate and 22 % graduate higher education. The study also learned that most of them (74%) preferred to supermarket (types of shop they visit), more than half of them (54%) often visit a diaper shops and around 71 % of them mostly visit diaper shop with their partner, friends and colleagues. Moreover, 60 % of the sample respondents were female and others 4 % were male. This shows that the respondents who participated in this study are in active age, well-educated who have known the diaper market, often visits organized market (supermarkets) and have communicated with partner and friends. The study also relatively maintained gender distribution. Thus, it got a good opportunity to gather pertinent data from significant and resourceful respondents.

4.2 Descriptive Analysis

This study asked sample respondents about their experience on diaper market in Addis Ababa; based on various measures which describe their intention about the consumer preference of diaper products. They preferred to their choice or opinion in the measure on each statement as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and finally 5 for strongly agree.

The collected data has been rated based on Asia et al., (2015) indicating more than 4.5 excellent, from 3.5 – 4.5 very good, 2.5 – 3.5 good and below 2.5 as disagree.

Table 4.4: Descriptive Statistics by Variables

Dimensions	At least agree in % (count)	Mean			Sd
		Grand	Min Items	Max Items	
Product Quality	82% (175)	4.22	4.05	4.36	.929
Peers pressure	80% (170)	4.18	3.64	4.43	.950
Product Advertisement	85% (181)	4.31	4.12	4.53	.944
Product Price	92% (196)	4.42	4.34	4.57	.753
Consumer Behaviour	88% (188)	4.36	4.11	4.56	.893

Source: Survey result, 2020

4.2.1 Product Quality

Respondents were asked about their preference to long lasting product, smoothen, stretch and soften, eco-friendly and easily throwaway, easily manageable diaper, spongy, easily dryable and high leak protective diaper. The result are organized in the above table and appendix 3. They display the mean results found and preference to long lasting product (4.35), smoothen, stretch and soften (4.31), eco-friendly and easily throwaway (4.36), easily manageable diaper (4.11), spongy (4.05), easily dryable (4.18) and high leak protective diaper (4.22). The grand mean 4.22 and all dimensions were rated as in very good category with less varying data (below one sd). Almost most of them (above 70%) have at least agreed on the provided statements. This shows that they prefer quality products. Product quality has a direct impact on product or service performance as defined it in terms of creating customer value and satisfaction (kotler and Armstrong, 2010). Interviewees also confident that consumers need the products value ever then.

4.2.2 Peers Pressure

Similarly, they were asked to rate their opinion on positively influenced by friends to buy fashionable diaper, their friends' advice, rely on their friend to buy best diaper, helpful suggestion from their friends, willing to buy their colleagues' choice, their associates friendlily

choice and like to be friends who buy best diaper.The above table and apendix 3 show that all mean scores except friends' advice is helpful to prefer diaper (3.64) marked as above 4.00 (positively influenced by friends to buy fashionable diaper (4.43), their friends' advice (4.28), rely on their friend to buy best diaper (4.25), willing to buy their colleagues' choice (4.06), their associates friendlily choice (4.34) and like to be friends who buy best diaper (4.29). The lowest mean was crosschecked from interviewees and they said that they might be associated with respondents may seek as much suggestions from partners, salespersons and families. The grand mean and all except one were rated as very good. 78 % the respondents preferred the category of agree and disagree for assuming their friends diaper choice is friendly and willing to buy their colleagues' choice. Others (more than 81%) are preferred the same category. This shows that consumers are positively influenced by peer pressure. Similarly, Bayarmagnai (2016) stated that peer pressures are the powerful force to influence consumers buying. This is because individuals may also have reference groups (social cliques) to which they would like to belong (Asiegbu *et al*., 2012).

4.2.3 Product Advertisement

The study requested about professionalism of the celebrities, a positive attitude towards TV advertisement, follow radio advertisement, outdoor advertisement, review magazine and newspaper, get brand features of diapers via advertisement, prefer to an advertisement which has background music, like fact full advertising message to buy diaper products and prefer to trusted medias' advertisement to buy diaper product.

The above table and appendix 3 displays product advertisement grand mean as 4.31, minimum score 4.12 and maximum 4.53. The grand mean and almost all dimensions'' mean scores were rated as very good. The respondents were very pleased about ad actors as they said the celebrities used for diaper advertisement are best performers. More than 80% of the respondents have at least agree indicating for all variables. This shows that consumers have a positive attitude towards TV advertisement, follow radio advertisement, outdoor advertisement, magazine and newspaper, get brand features of diapers via advertisement, prefer to an advertisement which has background music, like fact full advertising message to buy diaper products and prefer to trusted medias' advertisement to buy diaper

product.Likewise, Singh (2012) advertising helps to increase mass marketing while aiding the consumer to choices and preferences.

4.2.4 Product price

The sample respondents were asked to rate their opinion about their favorite diaper brand is reasonably priced, accepted increasing price for their favorite diaper brand, their favorite diaper brand offers value for money, their chosen brand offers value for money, rely on diaper price to buy diaper product, pay high price for the product image (popularity), assume high priced diaper product as having best quality and pay high to buy distinguished diaper.

In view of that, respondents' have at least agreed for all nine dimensions presented in this variable. Thus, the study found that 4.42 grand mean and it was evaluated as very good. The minimum score is 4.34 and 457 found at highest mean. Brand offers value for money and rely on price were rated as excellent. This shows that respondents are highly dependent on price and they are willing to pay high for best diaper. Interviewees are also raised similar expression and added as the price of diaper are relatively identical. Consumers are very keen for their children comfortable; so as that price is viewed with the product value that gives to their children. According to them, the price for the smallest product category rages from 85 to 95 Birr which is very small price range. Actually, Broda and John (2008) argued that price is the sum or amount of money at which a product is valued, or the value which a seller sets on his or her goods in market.

4.2.5 Consumer Preference

The study attempted to collect data from respondents about their emotional bond between them and their favourite diaper, creation of a good mood, their pleasure, and others related to consumer behaviour.Acordnglly, it was found that a grand mean of 4.36 with minimum mean 4.11 and maximum 4.56 were found. Almost all mean and the grad mean were rated as very good. It shows that consumers feel peace of mind with no worries using their favourite diaper, engage in a lot of thinking when they encounter their favourite diaper and their favourite diaper brand tries to stimulate, be part of their daily life, fits their way of life. It shows that consumer choice behavior has received great attention from marketers and their brand preferences attaché with the attributes a brand possesses and to strengthen its position and increase its market share.

Ethiopian marketers have successfully designed brand strategy, brand positioning, and gives insights to product development. It can also say that marketers have magnificently created long-term relationship with consumers. Thus, it can be agreed with Schoenfelder and Harris (2004) that stated brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes.

4.2.6 Grand Mean
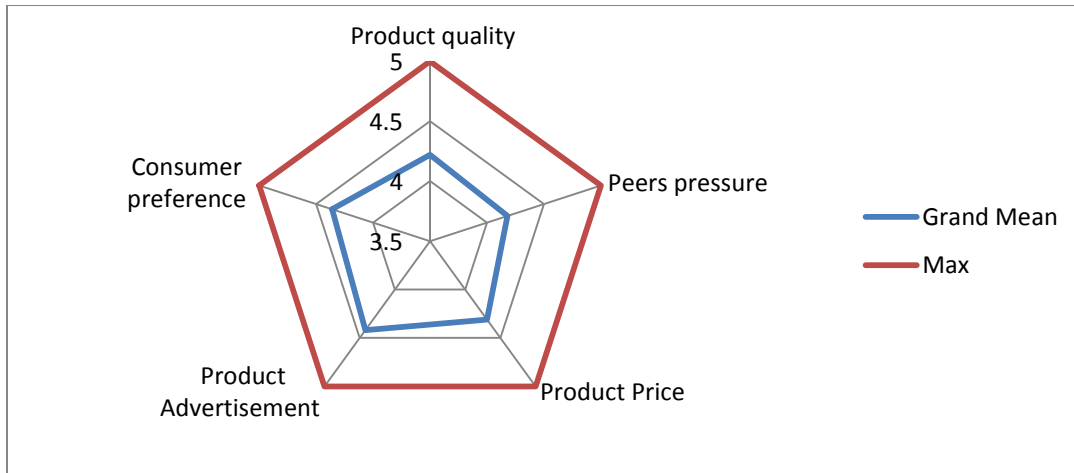
Source: Survey result, 2020

Figure 4.2 Grand Mean Computation

The above radar graph shows that the grand mean of variables as result of respondents' responses. Product advertisement (4.42) is to be the highest which shows that consumers are more attracted towards diaper advertisement. It is known that advertising has become increasingly important to business enterprises. That is why there is a lot of advertisement related to diaper products in Ethiopia. Consumer preference (4.36) is second and others product price (4.31), product quality (4.22) and peers pressure (4.18) are subsequently as per their order. This shows that these are the main determinate buying behaviours for diaper product.

4.3 Inferential Analysis

4.3.1 Correlation Analysis

Pearson's correlation coefficient (r) is used to measure the strength and direction of a linear relationship between two variables is used. It is known that Pearson's correlation coefficient

are always between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive sense; a correlation coefficient of -1 indicates that two variables are perfectly related in a negative sense. A low correlation coefficient; 0.1-0.29 suggests that the relationship between two items is weak or non-existent (John, 2007).

Table 4.5 Correlation test result

		1	2	3	4	5
Product Quality	Pearson Correlation	1	.586**	.514**	.312**	**.464****
	Sig. (2-tailed)		.000	.000	.000	**.000**
Peer Pressures	Pearson Correlation	.586**	1	.439**	.332**	**.512****
	Sig. (2-tailed)	.000		.000	.000	**.000**
Product Advertisement	Pearson Correlation	.514**	.439**	1	.337**	**.440****
	Sig. (2-tailed)	.000	.000		.000	**.000**
Product Price	Pearson Correlation	.312**	.332**	.337**	1	**.388****
	Sig. (2-tailed)	.000	.000	.000		**.000**
Consumer Preference	Pearson Correlation	.464**	.512**	.440**	.388**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	214	214	214	214	214

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

Source: Survey result, 2020

The above table shows correlation result of the study. Accordingly, it is found that the relationship between product quality (.464), peer pressures (.512), product advertisement (.440) and product price (.388) and consumer preference using Pearson Product Movement Correlation Coefficient. Hence, it is found that there are a moderate positive relationship between all variables and consumer preference. Asia *et al*., (2015) conducted a study and found that variable income, education, consumer loyalty, taste, quality, and advertisement were positively related to the choice of branded tea while price was negative related to the choice of branded tea. Aswin *et al*., (2012) determined consumer preferences to purchase a specific residential product and using property developer suggested additional factors of design, accessibility, facilities and brand also influenced the price of the product.

4.3.2 Regression Analysis

Multiple linear regression analysis was used to measure the statistical significance of the effect of each four individual independent variable on the dependent variable (consumer preference) through F and P value.

4.3.2.1   Diagnostic Tests

A) Normality Test
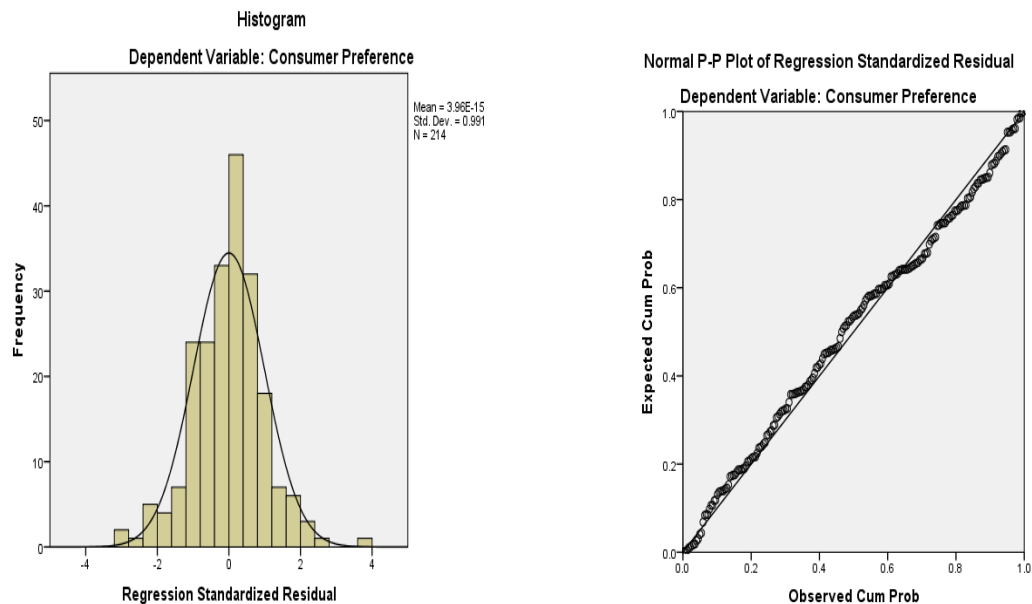
Source: Survey result, 2020
Figure 4.3 Histogram and Normal P-P Plot Regression Standardized Residual

First, normality through histogram – the study used a histogram plot indicating normality of residuals. It produced a bell-shaped curve that shows the normal distribution of the series. In this study, the figure above shows a bell-shaped distribution of the residuals. The figure shows that X-axis shows the residuals, whereas Y-axis represents the density of the data set. As a consequence, this histogram plot confirms the normality test results from the two tests in this study.

B) Heteroscedasticity

Heteroscedasticity is a violation of an important ordinary least squares (OLS) assumption that all residuals belong to a population that has a constant variance (homoscedasticity).

Table 4.6 Durbin-Watson Test

Model Summary[b]	
Model	Durbin-Watson
1	1.869[a]
a. Predictors: (Constant), Prodcut Price, Product Quality, Product Advertisement , Peer Presure	
b. Dependent Variable: Consupmer Preference	

Source: Survey result, 2020

In addition, the popular Durbin-Watson Test was employed in this study to test the presence of autocorrelation. It is assumed that the errors are uncorrelated with one another as Durbin-Waston result shows below 2 (1.8).

C) Multicollinearity

Multicollinearity refers to a situation in which there is exact (or nearly exact) linear relation among two or more of the input variables (Uma, 2003).

Table 4.7Multicollinearity diagnostics tests

coefficients[a]					
Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
Product Quality	.464	.138	.111	.571	1.750
Peer Presure	.512	.272	.225	.615	1.625
1 Product Advertisement	.440	.179	.145	.683	1.465
Prodcut Price	.388	.211	.172	.839	1.192

a. Dependent Variable: Consupmer Preference

Source: Survey result, 2020

The study used multicollinearitytest if any of the VIF results exceed 5 or 10, it is an indication that the associated regression coefficients are poorly estimated because of multicollinearity. According to the result obtained from the analysis, the above table shows that the VIF value of four factors was found less than 5 or 10. It shows there is no strong multi collinearity and

degree of association between variables. It can be concluded that no collinearity was observed on this data.

D) Residuals Statistics

Table 4.8 Residuals Statistics

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.72	4.84	4.36	.327	214
Residual	-1.336	1.727	.000	.431	214
Std. Predicted Value	-5.035	1.462	.000	1.000	214
Std. Residual	-3.072	3.972	.000	.991	214

a. Dependent Variable: Consupmer Preference
Source: Survey result, 2020
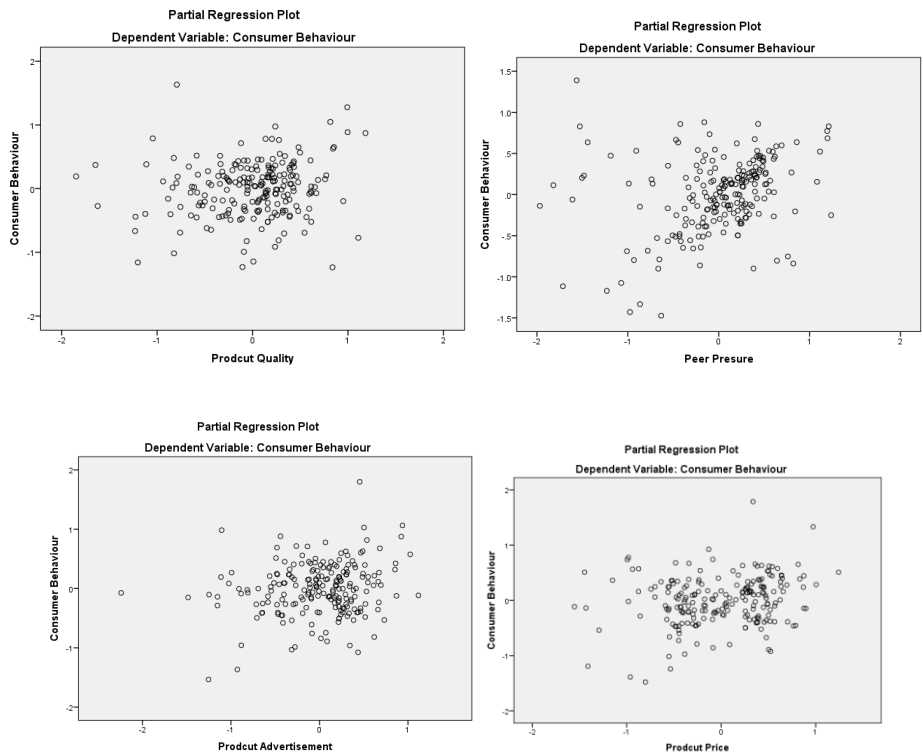
Source: Survey result, 2020
Figure 4.4 Scatter Plot

Because the dots arescattered, it indicates thedata meet the assumptionsof the errors beingnormally distributed andthe variances of theresiduals being constant. As the dots are not created a pattern, this wouldindicate the residuals are normallydistributed, the residual is notcorrelated withthe independent variables, and/or thevariances of the residuals are constant.

4.3.2.2 Regression Test Result

Table 4.9 Regression results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804[a]	.665	.653	.435

a. Predictors: (Constant), Product price, ProductQuality, Product Advertisement , Peer Pressure

b. Dependent Variable: Consumer Preference

The above table shows the result of regression analysis; this measurement is made by inferring the value of R^2 to explain the magnitude of the effect of the independent variable on the dependent variable. As shown in the result table, the overall bundle of determinant factors of the four independent variables were 66% (R2 = .665) explained the dependent variable (consumer preference). This suggests that 66% of consumer preference obviously depends on the independent variables while the remaining is determined by other unaccounted factors in this study.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	22.756	4	5.689	30.087	.000[b]
1	Residual	39.517	209	.189		
	Total	62.273	213			

a. Dependent Variable: Consumer Preference

b. Predictors: (Constant), Product price, ProdcutQaulity, Product Advertisement , Peer Pressure

As the second table shows the result F= 30.087 ; it can be concluded that the combination of determinant factor have positive effect on consumer preference is statistically significant.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.478	.284		5.208	.000
ProductQuality	.119	.059	.147	2.015	.045
1 Peer Pressure	.216	.053	.287	4.084	.000
Product Advertisement	.159	.060	.176	2.636	.009
Product price	.178	.057	.188	3.120	.002

a. Dependent Variable: Consumer Preference

Source: Survey result, 2020

The result revealed that there is a positive and significant effect between product quality (.045), peer pressure (.0001), product advertisement (.009) and product price (.002) and have a statistically significant contribution to the prediction of consumer preference. This study has similar outcome with Dejene (2019) who found that price, quality, friendliness, and variety product and service found to be statistically significant. Others stated that consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip. ICMR (2003) found that most of the studies focused on specific factors such as ethnocentricity, quality price, color scheme, country of origin and others.

4.3.2.3 Regression Mathematical Model

The equation of multiple regressions is generally built on two sets of variables, namely dependent variable and independent variables. The basic objective of using regression equation on this study is to make the researcher more effective at understanding, describing, predicting, and controlling the identified variables. The model of the study is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

In the above equation,

- Y = Consumer Preference
- X_1 = Product Quality, X_2 = Peer Pressure, X_3 = Product Advertisement and X_4 Product price
- e = Error

$$Yi = 1.478 + .119 X_1 + .216 X_1 + .159 X_1 + .178 X_1$$

Where 'a' is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero. X_1, X_2, X_3 and X_4 refer to the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

4.4 Discussion of Result

4.4.1 Product Quality

H1 : Product quality has a positive and significant effect on consumer brand preferences for diaper products

The correlation analysis is applied in this study to examine if product quality has relationship with consumer brand preferences for diaper products; and product quality has a significant relationship with consumer brand preferences for diaper products (r=0.464; significant at the 0.01 level (2-tailed); and a multiple regression test has been conducted and found that it has a significant effect on consumer brand preferences (Sig, 0.045). The finding agrees with results of previous researches conducted on consumer brand preferences. Positive association between consumer behavior and choice of high quality branded product is revealed by Golub and Binkley (2005). This is because Quality of any product play significant role in consumer decision making. As Grunert (2005) argued that consumer perception of quality as choice determinant is considered as most imperative variable. Brands also aboutsomewhat about product quality and consistency that buyers who always buy the same brand know that they will get the same features, benefits, and quality each time they buy. Branding also gives the seller several advantages (Kotler and Armstrong, 2010). As a consequence, this study found that product quality has a positive and significant effect on consumer brand preferences for diaper products.

4.4.2 Peer Pressure

H_2 :Peer pressure has a positive and significant effect on consumer brand preferences for diaper products

The correlation analysis is applied in this study to studyif peer pressure has relationship with consumer brand preferences for diaper products; and it has a significant relationship with

consumer brand preferences for diaper products (r=0.512); significant at the 0.01 level (2-tailed). A multiple regression test has been conducted to investigate its influencesconsumer brand preferences and found significant result (Sig, 0.045). The finding matches with results of previous researches conducted on consumer brand preferences. Typical group behavior results in pressure on an individual to conform and influence busying behavior. The influence of peers and referents other than family members is relatively less powerful in extended families (Bayarmagnai, 2016). Anand and Krishna (2008) found that that preference for fast moving consumer goods brands were determined by good quality, value of money and by the recommendations of social group or friends. Thus, this study found that peer pressure has a positive and significant effect on consumer brand preferences for diaper products

4.4.3 Product Advertisement

H_3 : Product advertisement has a positive and significant effect on consumer brand preferences for diaper products

The correlation analysis is applied in this study to study if product advertisement has relationship with consumer brand preferences for diaper products; and it has a significant relationship with consumer brand preferences for diaper products (r=0.440); significant at the 0.01 level (2-tailed). A multiple regression test has been conducted to investigate its influences consumer brand preferences and found significant result (Sig, 0.002). The Advertisement is also very important in determining the consumer choice in case of branded goods. In case of low involvement goods consumer do not spend much time and effort in collecting information about the product, hence consciously or unconsciously they rely on information provided by advertisement (Asia *et al*., 2015). Singh (2012) stated that advertising is more than an instrument for selling products to create distinctiveness and preference. Adeolu*et al*., (2005) investigated the impact of advertisement on consumers brand preference in different areas, positive result was found and for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each. Thus, product advertisement has a positive and significant effect on consumer brand preferences for diaper products

4.4.4 Product Price

H_4 :Product price has a positive and significant effect on consumer brand preferences for diaper products

The correlation analysis is applied in this study to study if propductoricehas relationship with consumer brand preferences for diaper products; and it has a significant relationship with consumer brand preferences for diaper products (r=0.388); significant at the 0.01 level (2-tailed). A multiple regression test has been conducted to investigate its influences consumer brand preferences and found significant result (Sig, 0.009). The finding matches with results of previous researches conducted on consumer brand preferences. Price of any product is significant element in consumer decision making or choice of a product, however it is not the one and only factor, but whenever the price of a product increases its demand decreases. Price of the substitutes also plays a significant role in choice (Asia *et al.*, 2015). The aim is to satisfy members that should be considered in pricing followed by achieving the profit, sale increase, more share in the market, survival and development of the company (Broda and John, 2008).Hence, product price has a positive and significant effect on consumer brand preferences for diaper products

Table 4.10Summary Hypothesis Tested

Hypothesis	Sig.	Status
Product quality has a positive and significant effect on consumer brand preferences for diaper products	.045	Accepted
Peer pressure has a positive and significant effect on consumer brand preferences for diaper products	.000	Accepted
Product price has a positive and significant effect on consumer brand preferences for diaper products	.009	Accepted
Product advertisement has a positive and significant effect on consumer brand preferences for diaper products	.002	Accepted

CHAPTER FIVE
5. SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. Summary of Major Findings

The overall objective of the study was to investigate the effect of accessibility of diaper on consumers' brand preference in Addis Ababa. The study collected data from active age, well-educated that have known the diaper market, often visits organized market (supermarkets) and have communicated with partner and friends. The study also relatively maintained gender distribution. Using descriptive and inferential analysis, this study found that respondents have at least agree indicating they are extremely attracted to pproduct advertisement (4.42); consumers are highly sensitive to product price (4.31) and they give value for product quality (4.22) and influenced by peers pressure (4.18). Moreover, the study found that there is a moderate relationship between product quality (.464), peer pressures (.512), product advertisement (.440) and product price (.388) and consumer preference using Pearson Product Movement Correlation Coefficient. Further, it is found that there are moderate positive relationships between all variables. Moreover, the result revealed that there is there is a positive and significant effect between product qualities (.045), peer pressure (.0001), product advertisement (.009) and product price (.002) and have a statistically significant contribution to the prediction of consumer preference.

5.2. Conclusion

Consumer choice making or buying process has various stages that include need recognition, information collection, andevaluation of substitutes, purchase and subsequent to purchase assessment. Consumer passes through various stages during every purchase. Consumers will incline to select a brand that they consider congruent with their self-perception. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices incline to converge to a certain pattern thus forming the basics of an individual social identity. In the same way, brand preference is viewed as a key step in consumer decision making, involving elements of choice.

In creating brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set, with a thought of referring to brands that a consumer would consider buying in the near future. Also, product quality, peer pressure, product advertisement and product price and have a positive effect on consumer brand preferences.

5.3. Recommendations

Thus, this study recommends the following points to be followed by marketers and other concerned bodies:

- It may be essential to study behavioral pattern of consumer leading their buying references & attitude. This is because consumer behavior is an active and dynamic aspect having the potential to magnetise businesses.

- Since the key purpose behind marketing a product is to satisfy demands and wants of the consumers, the study of consumer behaviour helps to achieve this purpose and marketers may understand what consumer's purchase and why they purchase it.

- Since quality of any product as it plays significant role in consumer decision making, marketers may provide long lasting product, smoothen, stretch and soften, eco-friendly and easily throwaway, easily manageable, spongy, easily dryable, leak protective and confortable diaper. This is because consumer perception of quality as choice determinant is considered as most imperative variable.

- Since typical group behavior results in pressure on an individual to conform and influence busying behavior, marketers may focus on social group or friends influences and their market strategy should be based on peer pressure as it has a positive and significant effect on consumer brand preferences for diaper products.

- Since consumer's values product quality with its price, marketers should focus on the management of various costs endured by customers in achieving the advantages from generating the services.

- Since advertisement is vital in determining the consumer choice in case of branded goods, marketers may exclusively active in providing appropriate information about the

product, henceforth consciously or unconsciously consumers rely on information provided by advertisement

- Since advertisement as positive effect on consumers brand preference, marketers may use celebrities used for diaper advertisement, excessively use TV, radio, outdoor and magazine and newspaper advertisement as they are significantly contributes to consumers' brand preference for diaper.

- Since consumers get brand features of diapers via advertisement, marketers may use an advertisement which has background music, disseminate fact full advertising message and use trusted medias' advertisement

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Annex

APPENDIX - 1 – English Questionnaire

SCHOOL OF GRADUATE STUDIES

SAINT MARY UNIVERSITY

DETERMINANT OF CONSUMER'S BRAND PREFERENCE: CASE OF DIAPER MARKET IN A.A

Dear Participant,

My name is Mentesinot Anteneh. I am a student of marketing management in St Marry University. First of all, I am thankful for your participation. This questionnaire is for a research project conducted by a student of Master of Arts in Marketing of Master Thesis. This survey is conducted to figure out the determinants of consumer's brand preference in diaper market in Addis Ababa.

Your valuable participation will help us to understand customers' preferences towards different diaper in Addis Ababa. Please read the given instruction carefully before completing the questions. Required Note for cell phone users: Fill the form in landscape mode Demographic Information

Please click the appropriate options under which category you will fall in and best describes you.

Best Regards,

Mentesenot Anteneh

Tel– 0919 87 9834

Part 1 – Demographic Profile of Respondents

Please click the circle in the measure on each statement.

1. Gender

   Female ⬭   Male ⬭

2. Age

   Below 30 years ⬭   31-50 Years ⬭   Above 51Years ⬭

3. Occupation

   House maid ⬭   Professional ⬭   Business Service ⬭   Self employed ⬭

4. Income level (In Ethiopian Birr per month)

   Below 15000 ⬭   15000-30000 ⬭   30000-50000 ⬭   Above 50000 ⬭

5. Education you acquire?

   High School ⬭   Undergraduate   Graduate Higher ⬭

6. What types of shop do you visit?

   Retail shop ⬭   Supermarket ⬭

7. How often do you visit a diaper shops?

   Often ⬭   . Sometimes ⬭   Rarely ⬭   Never ⬭

8. With whom you mostly visit diaper shop?

   Alone ⬭   With Partner ⬭   With Family   With Friends and Colleagues ⬭

Part II - Questions related with the study

1 This study asks your experience on diaper market in Addis Ababa; following measure which describe your intention about the consumer preference performance of diaper products. Please click the circle in the measure on each statement as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and finally 5 for strongly agree.

PQ for Product quality, PP for peers pressure, PPR for product price and PA for product advertisement and CP for consumer preference.

Variable	Code	Dimensions	1	2	3	4	5
Product quality	PQ1	I am attracted to long lasting product.					
	PQ2	I prefer to smoothen, stretch and soften diaper.					
	PQ3	I prefer easily re-adjustable diaper.					
	PQ4	I like easily manageable diaper.					
	PQ5	I like spongy diaper.					
	PQ6	I like easily dryable diaper.					
	PQ7	I am interested on high leak protective diaper.					
	PQ8	I like confortable diaper.					
Peers pressure	PP1	I trust my friend to buy diaper.					
	PP2	I feel confident on my friend to buy diaper.					
	PP3	I rely on my friend to buy best diaper.					
	PP4	My friends' advice is helpful to prefer diaper.					
	PP5	I am willing to buy my colleagues' choice.					
	PP6	My friends diaper choice is friendly.					
	PP7	I would like to be friends who buy best diaper.					
		Peer groups influence have effect on my brand preference.					
Product advertisement	PA1	Advertising undertaken by celebrities influence my brand preference for diaper.					
	PA2	Various media like TV, radio, magazine and					

		outdoor advertisement significantly contributes to my brand preference for diaper.					
	PA3	Advertising tells me which brands have the features I am looking for.					
	PA4	Advertising about quality of the product influence my brand preference.					
	PA5	The frequency of advertisement has effect on my brand preference.					
	PA6	Advertising tells me which brands have the features I am looking for.					
	PA7	During advertising using background music contributes to my brand preference.					
	PA8	Developing stories and documentaries in advertising have effect on my brand preference.					
Product price	PPR1	I am willing to pay high price for my favorite diaper brand.					
	PPR2	I do not worry about increasing price for my favorite diaper brand.					
	PPR3	I get best value for purchasing of my favorite diaper brand.					
	PPR4	The price of my favorable diaper product is reasonable.					
	PPR5	My perception of the product's value depends on diaper price.					
	PPR6	The price of my favorable diaper product tells me about the product image (popularity).					
	PPR7	I pay for my favorite dipper's value provided or perceived.					
	PPR8	I pay to buy distinguished dipper.					
Customers	CP1	I will consume my favorite diaper again.					

Preferences	CP2	I am satisfied with the value of my favorite diaper I consumed.					
	CP3	My favorite diaper is the first choice of the consumers					
	CP4	My diaper preference has helped me to develop awareness of the product.					
	CP5	My diaper preference has helped me to develop interest in using diaper.					
	CP6	My diaper preference has helped me desire to use best products.					
	CP7	My diaper preference made me purchase or use the product.					
	CP8	I am confident on my diaper preference.					

Thank you for your cooperation!

APPENDIX - 2 Amharic Questionnaire

QuestionnaireQuestionnaire

የድህረተመራቂዎችትምህርትቤት

ቅድስተማርያምሴንተሜሪዩኒቨርሲቲ

የተጠቃሜዎችየዳይፖርብራንድምርጫበአዲስአበባ

የተከበሩተሳታፊዎች፣

ስሜምንተስኖትአንተነህይባላል፡፡እኔበቅድስተማሪያምዩኒቨርስቲየግብይትአስተዳደርተማሪነኝ፡፡በመጀመሪያስለተሳትፎዎንተብብርዎ አመሰግናለሁ፡፡ይህመጠይቅየማርኬቲንግድህረምረቃትምህርትውስጥየሚካተትየምርምርፕሮጀክትነው፡፡ይህዳሰሳጥናትየተደረገው በአዲስአበባዳይፖርግብይትወይምገበያውስጥየሸማቾችየምርትየሚሳይወይየሚወስንምንእንደሆነለማወቅነው፡፡

የእርስዎጠቃሚተሳትፎየደንበኞችልዩነትወደምርጫ (ምርጫ) ምርጫዎችእንድነገባረዳናል፡፡

በድፋሚአመሰግናለሁ፡፡

ምልካምምኞት,

ምንተስኖትአንተነህ

0919 87 9834

ክፍል 1 - የመላሶቾየስነሕዝብአወቃቀርመግለጫ

እባክዎንበእያንዳንዱመግለጫላይባለውክበብውስጥምልክትያድርጉ::

1. ፆታ	ወንድ	⬭	ሴት	⬭				
2. ዕድሜ	ከ 30 ዓመትበታች	⬭	31-50 ዓመት	⬭	ከ 51አመትበላይ	⬭		
3. ሥራ								
	የቤትእመቤት	⬭	ባለሙያ	⬭	የንግድአገልግሎት	⬭	በግለተዳዳሪ	⬭
4. የገቢደረጃ (በወርበኢትዮጵያብር)								
	ከ 15000 በታች	⬭	15000-30000	⬭	30000-50000	⬭	ከ 50000 በላይ	⬭
5. ያገኙትትምህርትደረጃ?								
	ሁለተኛዲረጃትምህርትቤት	⬭	የቅድመምረቃ		ድህረምረቃ	⬭		
6. ምንዓይነትሱቅጎበኛሉ?								
	አካባቢያዊሱቅ	⬭	ሱፐርማርኬት	⬭				
7. ዳይፐሱቆችንበየስንትጊዜውይጎበኛሉ?								
	ብዙጊዜ	⬭	አልፎአልፎ	⬭	እምብዛም	⬭	በፍፁም	⬭
7. ዳይፐርሱቆችንከማንጋርይጎበኛሉ?								
	ብቻዮን	⬭	ከአጋሬጋር	⬭	ከቤተሰብጋር	⬭	ከጎደኛጋር	⬭

ክፍል II - ከጥናቱጋርየተዛመዱጥያቄዎች

ይህጥናትበአዲስአበባዳይሬርማርኬቲንግግበያላይያጋጠመውን ልምድይጠይቃል፡፡ስለዳይሬርምርቶችየሽማችትምርጫፍላጎት ዋንየሚገልፅየሚከተለውየጥናትዒንስየሚከተለዉንልኬት፡፡እባክዎንስለሁለቱምመግለጫዎችበከብላይምልክትለማድረግ 1 ከመረጡበጣምላለመስማማትወይምለመቃወም፣ 2 ላለመስማማት፣ለ 3 ለገለልተኛዋምመልስላለመስጠት፣ለ 4 ለመስማማትእናበመጨረሻም 5 በጥልቀትለመስማማትእባክዎንበኢያንዳንዱመግለጫላይያለውን(√) ምልክትያድርጉ፡፡

PQ ለምርትጥራት፣PPለአኩዮችግፊት፣ PPR ለምርትዋጋና PA ለምርትማስታወቂያእናለሽግጣችምርጫ CP ፡፡

Variable	Code	Dimensions	1	2	3	4	5
የምርትጥራት	PQ1	እኔለረጅምጊዜዘላቂምርትይማርኩኛል፡፡					
	PQ2	ለስላሳ፣ዳይሬርመለጠጥእናለማስሰስእሠርጣለሁ፡፡					
	PQ3	እኔኢኮተስማሚኢናበቀላሉመወርወርዳይሬርአሚርጣለሁ፡፡					
	PQ4	በቀላሉበቀላሉየሚተዳደርዳይሬርእወዳለሁ፡፡					
	PQ5	ስፖንጅዳይሬርእወዳለሁ፡፡					
	PQ6	በቀላሉየሚደርቅዳይሬርእወዳለሁ፡፡					
	PQ7	በከፍተኛፍሳሽመከላከያዳይሬርላይፍላጎትአለኝ፡፡					
	PQ8	ምቹየሆነዳይሬርእወዳለሁ፡፡					
እኩዮችተፅዕኖ	PP1	ፋሽንዳይperርኢንዲዘዉ ጓደኞቼአዋንታዊተፅዕኖአሳድረኛለሁ፡፡					
	PP2	የጓደኞቼምክርምርጥጣዕምዳይሬርለመግዛት					
	PP3	በጣምጥሩዳይሬርለመግዛትበጓደኞዬላይተመካለሁ፡፡					
	PP4	የጓደኞቼምክርዳይሬርንለመምረጥጠቃሚነው፡፡					
	PP5	የሥራባልደረቦቼንምርጫለመግዛትረቃደኛነኝ፡፡					
	PP6	የጓደኞቼዳይሬርምርጫወዳጃዊነው፡፡					
	PP7	ምርጥዳይሬርየሚገዙጓደኞቸመሆንእፈልጋለሁ፡፡					
የምርትማስታወቂያ	PA1	ዳይሬርለማስታወቂያነትየሚጠቀሙባቸውዝነኞችትሮፌሰሮችናቸ ው፡፡					
	PA2	ለቴሌቪዥንምርጫዬለዲፕሎማምርጫዬበፍተኛሁኔታአስተዋፅኦ ደርጋል፡፡					

	PA3	ለሬዲዮምርጫዬየሬዲዮማስታወቂያበፍተትኛደረጃአስተዋፅ γ ያበረክታል።					
	PA4	ለቤትውጭምርጫዬለዲፕሬምምርጫዬትልቅአስተዋጽአያበረከታል ።					
	PA5	የመጽሔትእናየጋዜጣማስታወቂያለዲፕርምርጫዬከፍተኛአስተዋጽ አያበረከታል።					
	PA6	ዳይdiaርየንግድምልከቶችን (የምርታዪነቶችን) በማስታወቂያበኩልአግኝቻዋለሁ					
	PA7	እነማስታወቂያላይአመርጣለሁ					
	PA8	ለዳይርማስታወቂያነትየሚጠቀሙባቸውዝነኞችናቸው።					
	PA9	ለቴሌቪዥንምርጫዬለዳይርምርጫዬበፍተትኛኔታአስተዋፅያደ ርጋል።					
የምርትዋጋ	PPR1	የእነተወዳጅዳይርምርትስምበተመጣጣኝጋነው					
	PPR2	ለምወደውዳይርየምርትስምየምርትዋጋስለመጫመሩአልጫነቅም ።					
	PPR3	የእነተወዳጅዳይርምርትለገንዘብዋጋይሰጣል።					
	PPR4	ይህየምርትስምለገንዘብዋጋይሰጣል					
	PPR5	ዳይርምርትንለመግዛትበዳይdiaርዋጋላይተመካለሁ።					
	PPR6	ለምርቱምስልከፍተኛክፍያ - ከፍተኛዋጋ።					
	PPR7	ከፍተኛዋጋያለውዳይርምርትምጥጥራትእንዳለውእገምታለሁ።					
	PPR8	ለየተያለዳይርለመግዛትከፍተኛእከፍላለሁ።					
	CP1	በእነእናበተወዳጅዳይርመካከልስሜታዊትዋይትስስርአለ					
	CP2	የምወደውዳይርበጥሩስሜትውስጥሊያስቀምጠኝይሞክራል					
	CP3	የምወደውዳይርበመጠቀምዘብዬይሰማኛል					
	CP3	በተወዳጅዳይርምርጫዬየደስብሎኛል					
	CP4	የምወደውዳይርተጠቅሜምንምጭንቀትየሌለኝየአምሮሰላምይሰ ማኛል					
	CP5	የምወደውዳይርባገኘሁጊዜበበዙአስተሳሰብውስጥእሳተፋለሁ					

	CP6	የእነተወዳጅዳይተርየምርትስምየማወቅፍላጎቴንለማነሳሳትይሞክራል					
	CP7	የእነተወዳጅዳይተርየምርትመለያየዕለትተዕለትሕይወቴአካልነው					
	CP8	ለየትያለዳይተርለመግዛትከፍተኛእከፍላለሁ።					
	CP9	የምወደውዳይተርየንግድምልክትስሜታዊመለያነው					

ለትብብርዎእናመሰግናለን!

Appendix 3 - Descriptive Statstics Results of Varibales

Product Quality

Appedix Table 1 Product quality

Dimensions	At least agree	Mean	Sd	Grand mean
I am attracted to long lasting product.	89%	4.35	.857	4.22
I prefer to smoothen, stretch and soften diaper.	84%	4.31	.908	Minimum
I prefer eco-friendly and easily throwaway diaper.	83%	4.36	.896	4.05
I am pleased to easily manageable diaper.	77%	4.11	1.001	Maximum
I am enjoying spongy diaper.	73%	4.05	1.074	4.36
I am pleased to easily dryable diaper.	85%	4.18	.872	
I am interested on high leak protective diaper.	81%	4.22	.897	

Source: Survey result, 2020

Peers Pressure

Appedix Table 2 Peers pressure

	At least agree	Mean	Sd	
I am positively influenced by my friends to buy fashionable diaper.	90%	4.43	.800	
My friends' advice to buy best flavor diaper.	87%	4.28	1.010	Grand mean
I rely on my friend to buy best diaper.	83%	4.25	.994	4.18
My friends' advice is helpful to prefer diaper.	64%	3.64	.905	Minimum
I am willing to buy my colleagues' choice.	78%	4.06	.987	3.64
My friends diaper choice is friendly.	78%	4.34	1.001	Maximum
I would like to be friends who buy best diaper.	81%	4.29	1.007	4.43

Source: Survey result, 2020

Product Advertisement

Appedix Table 3 Product advertisement

	At least agree	Mean	Sd	
The celebrities used for diaper Advertisement are professionals.	93%	4.53	.696	
I have a positive attitude towards TV advertisement to select best diaper.	86%	4.29	.999	
I always follow radio advertisement to prefer best diaper brand.	84%	4.33	.968	Grand mean 4.31 Minimum 4.12 Maximum 4.53
I keep an eye on outdoor advertisement to choose a diaper.	80%	4.12	1.002	
I review magazine and newspaper advertisement to choose a diaper.	79%	4.17	1.015	
I get brand features of diapers via advertisement	83%	4.26	1.002	
I prefer to an advertisement which has background music.	84%	4.41	.929	
I like fact full advertising message to buy diaper products.	87%	4.34	.912	
I prefer to trusted medias' advertisement to buy diaper product	85%	4.39	.976	

Source: Survey result, 2020

Product price

Appedix Table 4 Product price

	At least agree	Mean	Std. Deviation	
My favorite diaper brand is reasonably priced	91%	4.39	.772	
I do not worry about increasing price for my favorite diaper brand.	92%	4.40	.826	
My favorite diaper brand offers value for money.	91%	4.36	.774	Grand mean 4.42 Minimum 4.34 Maximum 4.57
This brand offers value for money	95%	4.57	.659	
I rely on diaper price to buy diaper product.	94%	4.55	.624	
The pay high price for the product image (popularity).	93%	4.41	.816	
I assume high priced diaper product as having best quality.	88%	4.34	.828	
I pay high to buy distinguished diaper.	89%	4.38	.727	

Source: Survey result, 2020

Appedix Table 4 Consumer preference

	At least agree	Mean	Std. Deviation	
There is an emotional bond between me and my favourite diaper	94%	4.56	.695	Grand mean 4.36 Minimum 4.11 Maximum 4.56
My favourite diaper tries to put me in a good mood	87%	4.36	.972	
I feel relaxed using my favourite diaper	87%	4.34	.855	
I am pleased with my favourite diaper	80%	4.11	1.211	
I feel peace of mind with no worries using my favourite diaper	86%	4.29	.948	
I engage in a lot of thinking when I encounter my favourite diaper	89%	4.40	.922	
My favourite diaper brand tries to stimulate my curiosity	87%	4.43	.874	
My favourite diaper brand is part of my daily life	87%	4.32	.970	
My favourite diaper brand fits my way of life	93%	4.43	.759	
My favourite diaper brand is an emotional brand	90%	4.41	.725	

Source: Survey result, 2020