



SCHOOL OF POSTGRADUATE STUDIES

**THE EFFECT OF DIRECT SELLING ON CONSUMERS'
PURCHASE DECISION: CASE OF AYAT SHARE COMPANY**

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**The Effect of Direct Selling On Consumers' Purchase Decision:
Case of Ayat Real Estate**

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of Master of Master of Arts Degree in Marketing Management**

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Declaration

I, *'Gezahegn Solomon*, the undersigned, declare that this thesis entitled: *'The Effect of Direct Selling On Consumers' Purchase Decision: Case Of Ayat Real Estate'* is my original work. I have undertaken the research work independently with the guidance and support of the research supervisor. This study has not been submitted for any other programs in any other institutions and that all sources of materials used for the thesis has been duly acknowledged.

Name of student: _____ **Signature:** _____ **Date:** _____

CERTIFICATE OF APPROVAL

This is to certify that the thesis entitled '*The Effect of Direct Selling On Consumers' Purchase Decision: Case Of Ayat Real Estate*' submitted in partial fulfillment of the requirements for the degree of *Master of Arts Degree in Marketing Management* in School of Graduate Studies at saint Marry university and is a record of original research carried out by '*Gezahegn Solomon*' under my supervision, and no part of the thesis has been submitted for any other program. The assistance and help received during the course of this investigation have been acknowledged. Therefore, I recommend it to be accepted as fulfilling the thesis requirements.

Name of Advisor: _____ **Signature:** _____ **Date:** _____

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List of Abbreviations and Acronyms











-  **CRM** – Customer Relationship Management
-  **SPSS** – Statistical Package for the Social Sciences
-  **SEM** – Structural Equation Modeling
-  **ANOVA** – Analysis of Variance
-  **ROI** – Return on Investment
-  **B2B** – Business to Business
-  **B2C** – Business to Consumer
-  **CSR** – Corporate Social Responsibility
-  **SWOT** – Strengths, Weaknesses, Opportunities, Threats
-  **TQM** – Total Quality Management

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Abstract

This study investigates The Effect of Direct Selling on Consumers' Purchase Decision: Case Of Ayat Real Estate. The research addresses the problem of understanding which factors most significantly influence purchase behavior in the real estate sector, where high-involvement decision-making plays a critical role. Using a quantitative research approach, data were collected through structured surveys and analyzed using regression analysis to examine the relationship between the identified factors and purchase decisions.

The findings reveal that personalized communication, product presentation, and follow-up services have a significant positive impact on consumer purchase decisions, with follow-up services emerging as the strongest predictor. Conversely, trust-building strategies demonstrated a weak and statistically insignificant relationship with purchase outcomes, suggesting potential challenges in implementation or contextual differences.

The study concludes that effective communication, engaging product presentation, and consistent follow-up services are critical drivers of purchase behavior, while trust-building strategies require refinement for better alignment with customer expectations. Key recommendations include enhancing sales representatives' skills in communication, improving property presentation methods with digital tools, maintaining structured follow-up systems, and reassessing trust-building approaches to ensure transparency and reliability.

These findings provide actionable insights for Ayat Real Estate S.C. to optimize their sales strategies, strengthen customer relationships, and improve overall sales performance. Future research is encouraged to explore the integration of emerging technologies, such as virtual reality and artificial intelligence, in enhancing these factors to further influence purchase decisions.

Keywords: *product presentation, purchase intention, personalized communication, real estate sector, trust-building, consumer perceptions, marketing strategies, augmented reality,*

CHAPTER ONE: INTRODUCTION

1.1. Background to the Study

In recent years, the Ethiopian real estate market has witnessed significant growth, driven by urbanization, a rising middle class, and government backed infrastructure development projects. As competition intensifies among real estate developers, effective marketing strategies become crucial for companies to differentiate themselves and influence consumer purchasing behavior. One such strategy is direct selling, where companies engage with potential buyers through personal interaction, allowing for customized communication, relationship building, and tailored advice. Direct selling is particularly effective in high stakes markets such as real estate, where decisions are complex, involve substantial financial commitment, and often require significant emotional investment (Zinabu, 2021).

Ayat Real Estate S.C., a leading real estate company in Ethiopia, employs direct selling as a central strategy to promote its properties and facilitate consumer purchase decisions. The company's sales representatives engage directly with potential customers, offering personalized property solutions, guiding them through the decision making process, and addressing any concerns or questions. This approach not only informs potential buyers but also builds trust—an essential factor in real estate transactions (Salim & Delvi, 2022). With the real estate sector being highly competitive and with many consumers still developing trust in developers, direct selling has become a critical tool for fostering relationships, ensuring customer satisfaction, and ultimately driving sales.

The significance of direct selling in consumer decision making can be understood through various theoretical frameworks that explain consumer behavior, particularly in high involvement decisions like property purchases. According to the consumer behavior theory, individuals rely on multiple factors when making high value decisions, including personal experiences, information received from trusted sources, and perceived value (Worku & Mohammednur, 2020). Direct selling offers a unique advantage in this context, as it provides an opportunity for realtime communication, allowing consumers to receive personalized information and build trust

with the sales representative. The role of direct selling in influencing purchase decisions is well documented in both global and Ethiopian contexts, and empirical evidence suggests that sales representatives play a pivotal role in shaping consumer perceptions and guiding their decisions.

Research by Worku & Mohammednur (2020) highlights the impact of direct selling on consumer purchase decisions in the Ethiopian context. The study found that direct selling, when used in combination with other promotional tools such as personal selling and public relations, significantly influences purchase decisions, explaining over 53% of the variance in consumer behavior. These findings align with similar global studies, which demonstrate that the personalized nature of direct selling fosters a stronger connection between the consumer and the company, leading to higher levels of consumer engagement, trust, and ultimately, sales (Salim & Delvi, 2022). The importance of personal communication in real estate is also echoed in Zinabu's (2021) research, which found that direct selling practices and corporate image significantly affect consumer purchase decisions, contributing to over 52% of the variability in real estate buying behavior in Addis Ababa.

The power of direct selling in influencing purchase decisions is further supported by studies in other markets. Akbar (2023) states that personal selling, a subset of direct selling, plays a crucial role in shaping consumer perceptions of quality and trust. Real estate is a high involvement purchase, meaning that consumers are more likely to make decisions based on the information and guidance provided by sales representatives. A study by Salim & Delvi (2022) suggests that direct selling, especially when coupled with trust-building strategies such as sales promotions, personalized communication, and postsale services, enhances overall consumer satisfaction and confidence, leading to more informed and committed purchasing decisions.

The Ethiopian real estate market, however, presents unique challenges and opportunities. While direct selling has proven effective globally, its application in Ethiopia's real estate sector remains underexplored. Research by Zinabu (2021) sheds light on how sales representatives at Ethiopian real estate firms, including Ayat Real Estate, use direct selling practices to convey product value and create an emotional connection with customers. The study highlights the importance of building a positive corporate image, fostering a sense of security through transparent

communication, and providing personalized, accurate information. These factors, combined with the right sales approach, have a profound effect on consumer behavior and decision making .

Additionally, the Ethiopian consumer landscape presents particular dynamics that influence purchase behavior. A combination of cultural values, trust-building in real estate transactions, and financial considerations such as affordable payment plans or access to financing options can significantly impact purchasing decisions (Worku & Mohammednur, 2020). In this context, direct selling represents not just a sales tactic, but a strategic tool for addressing these concerns, alleviating buyer hesitations, and ultimately facilitating decision making.

Ayat Real Estate's use of direct selling seeks to build consumer confidence, enhance the perceived value of its properties, and influence the purchase decisions of prospective buyers. By leveraging the personal touch of sales representatives, Ayat Real Estate aims to create a tailored buying experience that resonates with customers and aligns with their preferences. This approach is consistent with research showing that direct selling strategies, such as personalized communication, timely Follow-up s, and clear, tailored presentations, are key drivers of consumer decision making in high value markets (Salim & Delvi, 2022). Furthermore, the trust and rapport developed through face to face interactions with sales agents often translate into higher levels of consumer satisfaction, which in turn influences both purchase intent and actual buying behavior (Akbar, 2023).

Despite the clear relevance of direct selling in shaping consumer decisions, there is a notable gap in the academic literature specifically focused on how this strategy influences real estate purchases in Ethiopia. The majority of studies on direct selling have been conducted in Western and Asian markets, with limited attention given to the Ethiopian context. This gap in the literature presents a valuable opportunity for research to examine how direct selling impacts consumer behavior in Ethiopia's real estate sector, specifically in the case of Ayat Real Estate. This study aims to fill this gap by analyzing the role of direct selling in shaping consumer purchase decisions, offering insights into its effectiveness, challenges, and potential as a marketing strategy in Ethiopia's dynamic real estate market.

In conclusion, the integration of direct selling in real estate marketing strategies, particularly in Ethiopia, represents an essential avenue for influencing consumer purchase decisions. By examining Ayat Real Estate's use of direct selling, this study aims to provide a deeper understanding of the relationship between sales representatives' interactions and consumer behavior, offering valuable insights that can benefit real estate companies, marketers, and policymakers. Through personalized communication, trust-building, and tailored guidance, direct selling not only facilitates informed purchasing decisions but also contributes to the overall growth and development of the Ethiopian real estate market.

1.2. Statement of the Problem

The real estate market in Ethiopia has been experiencing significant growth, spurred by urbanization, population growth, and government led infrastructure development. As the demand for housing increases, real estate developers are faced with a highly competitive landscape where distinguishing themselves and capturing consumer interest has become increasingly complex. This competitive environment places immense pressure on companies like Ayat Real Estate S.C., which aims to remain a leader in the market. One of the strategies employed by Ayat Real Estate, and other players in the sector, is direct selling. This method involves personal interaction between sales representatives and prospective buyers, providing tailored information and fostering trust. However, the effectiveness of direct selling in influencing consumer purchasing decisions within the Ethiopian real estate market, particularly in the case of Ayat Real Estate, has not been sufficiently studied.

Previous studies have suggested that direct selling plays a crucial role in shaping consumer behavior in various industries, including real estate (Akbar, 2023; Zinabu, 2021). Direct selling techniques, such as personalized communication and postsale Follow-up , are believed to influence consumers' attitudes and purchase intentions (Worku & Mohammednur, 2020). This is particularly relevant in real estate, where purchasing a property is considered a high involvement decision due to the financial and emotional investment required. Buyers in this sector often seek detailed and reliable information to ensure they are making a well informed choice. Personal

selling and direct communication with sales representatives can help build trust, provide clarity, and reduce perceived risks associated with such high value purchases (Salim & Delvi, 2022).

However, while direct selling has been recognized globally as a powerful marketing tool, its impact in the Ethiopian context remains underexplored. Although Ethiopia has seen rapid economic growth and increasing urbanization, real estate purchases are still influenced by factors such as trust, financial concerns, and consumer awareness. These unique dynamics suggest that while direct selling might work well in developed markets, its effectiveness in Ethiopia could be influenced by cultural, economic, and social factors. For example, studies in developed markets have shown that personalized selling and relationship building activities enhance consumer purchase behavior (Fogg, 2017; Salim & Delvi, 2022), but the role of these factors in the Ethiopian market has not been sufficiently investigated.

Several studies in Ethiopia have emphasized the importance of marketing strategies in driving consumer behavior in sectors like retail (Hussen, 2018) and banking (Alemu, 2020), but there is a lack of empirical research that focuses specifically on the role of direct selling in the real estate industry. Worku & Mohammednur (2020) found that direct selling, in combination with personal selling and other promotional activities, accounts for over 53% of the variance in consumer purchase decisions. However, these findings are based on general consumer behavior, and there is limited insight into how direct selling influences consumer decisions in the high involvement real estate sector.

In addition to direct selling, corporate image and product quality have been identified as key determinants of consumer purchase decisions in real estate (Zinabu, 2021). In Ethiopia, the real estate market is marked by skepticism and concerns over the quality of properties, making trust-building a crucial factor. Zinabu (2021) showed that corporate image plays a significant role in influencing consumer decisions, as buyers tend to gravitate toward companies with a positive reputation. Yet, the effect of direct selling on enhancing a company's corporate image and its subsequent impact on consumer purchase decisions in Ethiopia has not been explored.

Another critical aspect is the integration of direct selling with other complementary strategies such as Follow-up services and relationship marketing. According to Salim & Delvi (2022),

trust-building initiatives, sales promotions, and post purchase services can significantly improve consumer satisfaction and decision confidence. In the Ethiopian real estate context, Ayat Real Estate's approach to Follow-up communication and ongoing customer engagement could have a substantial effect on influencing the final purchase decision. However, there is insufficient research examining how these strategies interact with direct selling practices to drive consumer behavior in Ethiopia.

The lack of empirical research on how direct selling influences consumer decisions within Ethiopia's real estate market creates a significant gap in both academic literature and practical applications. Without a comprehensive understanding of the effectiveness of direct selling strategies, real estate companies in Ethiopia, particularly Ayat Real Estate, may be missing out on the opportunity to optimize their sales strategies, increase consumer satisfaction, and ultimately improve their competitive position in the market.

Thus, this study aims to fill the gap in the literature by examining the effect of direct selling on consumer purchase decisions in the Ethiopian real estate sector, focusing on Ayat Real Estate S.C. The study will investigate how personalized communication, product presentations, Follow-up services, and overall customer engagement contribute to shaping consumer purchase intentions and decision making processes. By doing so, the research will provide valuable insights into how real estate developers can improve their sales strategies and better meet the needs and expectations of Ethiopian consumers.

1.3. Research Objectives

1.3.1. General Objective

The general objective of this study is to examine the effect of direct selling on consumers' purchase decisions in the Ethiopian real estate market, with a focus on Ayat Real Estate S.C. This will involve evaluating how various direct selling strategies, including personalized communication, product presentation, Follow-up services, and trust-building , influence consumer behavior and their decision making processes regarding the purchase of real estate.

1.3.2. Specific Objective

The specific objectives of the study are the following:

- To assess the impact of personalized communication on consumers' purchase decisions in the context of Ayat Real Estate S.C.
- To examine the role of product presentation in shaping consumer perceptions and purchase intentions.
- To investigate the effect of Follow-up services on consumer decision making and purchase behavior.
- To analyze the influence of trust-building and relationship marketing strategies on consumers' decision confidence and purchase intention.

1.4. Research Hypotheses

H1: Personalized communication by sales representatives has a significant positive impact on consumers' purchase decisions in the context of Ayat Real Estate S.C.

This hypothesis proposes that tailored and individualized communication from sales representatives enhances consumer engagement and increases the likelihood of purchasing properties.

H2: Effective product presentation by sales representatives significantly influences consumer perceptions and purchase intentions at Ayat Real Estate S.C.

This hypothesis suggests that the manner in which properties are presented, including highlighting key features and offering variety, positively impacts consumer perceptions and their intent to purchase.

H3: Follow-up services significantly affect consumer decision making and purchase behavior at Ayat Real Estate S.C.

This hypothesis posits that timely and informative Follow-up communication from sales representatives influences consumer decisions, fostering trust and increasing the likelihood of purchasing a property.

H4: Trust-building and relationship marketing strategies positively influence consumer decision confidence and purchase intentions at Ayat Real Estate S.C.

This hypothesis asserts that strategies designed to build trust and strengthen relationships with consumers enhance their confidence in the purchase decision and encourage them to proceed with purchasing from Ayat Real Estate.

1.5. Significance of the Study

This study holds significant value for both academic and practical applications in the Ethiopian real estate sector. Academically, it contributes to the body of knowledge on consumer behavior, particularly in the context of direct selling and purchase decision making within the real estate market. By examining the relationship between direct selling strategies and consumer purchase decisions, the study offers valuable insights into how personalized communication, product presentation, Follow-up services, and trust-building strategies influence consumer choices in this unique market. This research will fill existing gaps in the literature, particularly within the Ethiopian real estate market, where limited studies have been conducted on the impact of direct selling in shaping consumer behavior.

Practically, the findings of this study are crucial for real estate developers, marketers, and sales professionals, particularly those in Ayat Real Estate S.C., as it provides empirical evidence on the effectiveness of direct selling practices in influencing consumer purchase intentions. Understanding how personalized communication, product presentations, and Follow-up services can impact consumer decisions enables real estate companies to refine their sales and marketing strategies, leading to enhanced consumer engagement, improved sales performance, and increased customer satisfaction. Additionally, the study will help Ayat Real Estate and similar organizations identify areas for improvement in their direct selling techniques and customer relationship management, ultimately boosting their competitive edge in the rapidly evolving Ethiopian real estate market. Moreover, policymakers and industry stakeholders can use the insights from this study to foster a more consumer oriented approach in the real estate sector, promoting higher standards of service and customer satisfaction.

1.6. Scope of the study

Geographical Scope

The geographical scope of this study is confined to Addis Ababa, the capital city of Ethiopia, where Ayat Real Estate S.C. primarily operates. The study will focus on consumers in this region who have interacted with the company's sales representatives. While the findings may have some relevance to other areas within Ethiopia, the focus will remain on Addis Ababa due to its status as a major urban center with a significant real estate market and a diverse consumer base.

Time Scope

The time scope of this study is limited to the period between **2024 and 2025**. Data collection and analysis will be conducted during this time frame to assess the current impact of direct selling on consumer purchase decisions in the Ethiopian real estate market. The study will focus on recent consumer interactions with Ayat Real Estate S.C. in order to understand contemporary trends and practices in direct selling within the real estate sector.

Methodological Scope

This study will adopt a quantitative research methodology using surveys as the primary data collection tool. A structured questionnaire will be distributed to consumers who have interacted with sales representatives of Ayat Real Estate S.C. The study will assess variables such as personalized communication, product presentation, Follow-up services, and trust-building strategies. Data will be analyzed using statistical tools to measure the relationships between these factors and consumer purchase decisions. The study will also focus on descriptive and inferential statistics to draw conclusions and make recommendations based on the results.

Theoretical Scope

The theoretical scope of this study is grounded in consumer behavior theory and relationship marketing theory. Consumer behavior theory will provide a framework for understanding how consumers make purchasing decisions, while relationship marketing theory will be used to explore the role of direct selling strategies, such as trust-building and personalized communication, in influencing consumer loyalty and purchase behavior. The study will draw

from these theoretical frameworks to examine the impact of direct selling on consumer perceptions and decision making processes in the real estate sector.

1.7. Organization of the Study

The study is categorized into five chapters. The first chapter deals with the background of the study, a statement of the problem, basic research objectives, questions, significance, and scope of the study. The second chapter deals with the review of related literature which includes theoretical/conceptual and empirical reviews. The third chapter deals with the research methodology that the researcher followed in the process of data collection, data analysis, and interpretation. Chapter four includes data presentation, interpretation, and discussions. Finally, in chapter five the overall findings of the research, the conclusion, and recommendations of the research are stated.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Introduction

This section outlined some of the theories related to Adoption of E money by other academics, authors, and scholars.

2.2. Theoretical Literature

Theoretical reviews provide a foundational understanding of the concepts and frameworks relevant to the research. This section reviews the key theories that form the basis for examining the impact of direct selling on consumer purchase decisions in the context of Ayat Real Estate S.C.

2.1.1. Consumer Behavior Theory

Consumer behavior theory seeks to understand the processes and factors that influence individuals' purchasing decisions. It encompasses various psychological, social, and emotional factors that affect consumer choices. According to Engel, Blackwell, and Miniard (2005), consumer behavior is a dynamic interaction of affect, cognition, and behavior, where individuals' attitudes and perceptions toward a product or service play a central role in shaping their decisions. This theory emphasizes that purchase decisions are often influenced by the information consumers receive, their emotional reactions to a brand, and how well a product or service aligns with their personal needs and values.

In the context of direct selling in the real estate market, personalized communication and tailored interactions by sales representatives can significantly influence consumer behavior. For example, when sales representatives understand consumer needs and present property options that match their preferences, they are more likely to create a favorable impression, leading to purchase intent (Solomon, 2017). Thus, consumer behavior theory helps explain how direct selling practices, such as individualized communication, can impact consumers' purchase decisions in the real estate market.

2.1.2. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), proposed by Fishbein and Ajzen (1975), suggests that individual behavior is driven by behavioral intentions, which in turn are influenced by attitudes toward the behavior and subjective norms. In the context of real estate, TRA suggests that consumers' attitudes toward purchasing a property are shaped by their beliefs about the product, their experiences with direct selling, and the influence of others (e.g., family, friends, or colleagues).

For example, if a consumer perceives the direct selling approach as highly effective in addressing their needs and concerns, their attitude toward making a purchase is likely to be positive. Additionally, if the consumer's close network encourages them to buy a particular property, it strengthens the likelihood of a positive purchase decision. Therefore, the TRA framework is essential for understanding how direct selling strategies and interpersonal interactions influence consumers' purchase intentions in the real estate sector.

2.1.3. Relationship Marketing Theory

Relationship marketing theory focuses on long term engagement and value creation in consumer relationships, rather than on shortterm transactions. Morgan and Hunt (1994) argue that trust and commitment are fundamental to building and maintaining strong relationships between companies and consumers. In the context of real estate, relationship marketing emphasizes the importance of trust-building, personalized communication, and post purchase engagement to foster customer loyalty and repeat business.

For Ayat Real Estate, the application of relationship marketing theory can be seen in the strategies employed by sales representatives to maintain contact with potential buyers, offer personalized advice, and follow up on inquiries. Trust and relationship building activities not only enhance consumers' confidence in the company's offerings but also impact their final purchase decisions. Studies by Dick and Basu (1994) suggest that when consumers trust a company, they are more likely to make purchasing decisions based on this trust, which is often cultivated through consistent, personalized interactions.

2.1.4. Social Influence Theory

Social influence theory explains how individuals are influenced by others in their decisions and actions, particularly in group settings or environments where shared opinions and behaviors are evident (Cialdini & Goldstein, 2004). In the real estate market, social influence can play a significant role in shaping consumer purchase decisions. Sales representatives may influence potential buyers through recommendations, testimonials, and social proof, such as showing the popularity or success of a given property or brand.

For instance, when sales representatives use social influence techniques, like referencing the experiences of previous buyers or aligning the purchase decision with societal norms and expectations, consumers are more likely to feel confident in their purchase decision. Social influence theory highlights how real estate agents, through personal interactions and social cues, can sway consumer decisions in favor of purchasing properties from specific developers or companies, such as Ayat Real Estate.

2.1.5. Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo (1986), explains how individuals process persuasive information through two different routes: the central route and the peripheral route. The central route involves deep, thoughtful processing of information, while the peripheral route relies on superficial cues such as emotions or the credibility of the source.

In the context of real estate, direct selling strategies can engage both routes of persuasion. When a sales representative presents detailed information about properties, such as quality, pricing, and features, consumers may process this information through the central route, leading to more thoughtful and rational purchase decisions. Conversely, if the sales representative uses emotional appeals, testimonials, or displays of credibility (e.g., company reputation or status), consumers may process the information through the peripheral route. This model is valuable for understanding how different communication strategies employed in direct selling can influence consumer purchase decisions in the real estate market.

2.1.6. Perceived Value Theory

Perceived value theory posits that consumer decisions are based on the balance of perceived benefits and costs associated with a product or service (Zeithaml, 1988). In the real estate market, consumers evaluate the perceived value of a property based on various factors, including price, location, quality, and the reputation of the real estate developer. Direct selling practices that highlight the value proposition—such as showcasing key features, offering personalized advice, and demonstrating how the property meets the buyer’s needs—can enhance the perceived value and influence purchase decisions.

By presenting clear and compelling value propositions through direct selling, Ayat Real Estate can increase the perceived benefits of their properties, making them more attractive to potential buyers. This theory emphasizes the importance of how consumers assess the overall value of a property, which is often influenced by the interactions and information provided by sales representatives.

The theories discussed provide a comprehensive framework for understanding how direct selling influences consumer purchase decisions in the real estate market. By integrating consumer behavior theory, the Theory of Reasoned Action, relationship marketing, social influence, the Elaboration Likelihood Model, and perceived value theory, this study can offer valuable insights into the mechanisms through which direct selling impacts consumer decision making processes, ultimately shaping purchasing behavior in the real estate market. These theoretical perspectives will guide the research design, data collection, and analysis for the study on Ayat Real Estate S.C.

2.1.7. Dimensions of Consumers' Purchase Decision

Consumer purchase decisions are influenced by a variety of factors that span psychological, social, cultural, and environmental domains. These factors can be grouped into several dimensions, each representing a key element that shapes a consumer's decision making process. Understanding these dimensions is crucial for businesses, especially in industries like real estate,

where consumer decisions are high stakes and often involve significant financial investment. The following are the main dimensions of **consumers'** purchase decisions:

Cognitive Dimension

The cognitive dimension refers to the mental processes that consumers use to evaluate and decide on a product or service. It encompasses all aspects of information processing, such as perception, attention, and reasoning. In the context of real estate, this dimension involves how consumers process details about a property, such as its features, price, location, and brand reputation.

- **Perception:** Consumers form perceptions based on the information they receive about a product. This could include factors like the quality of the property, its market value, or the company's image (Grewal et al., 2003).
- **Knowledge:** Consumers often rely on previous knowledge or research when making decisions. They may seek advice from experts, conduct online searches, or compare different properties to inform their decision (Schiffman & Kanuk, 2010).
- **Information Processing:** Consumers process complex information when making large purchases, such as real estate, and may rely on both factual information (e.g., property size, price) and emotional appeals (e.g., homeownership dreams) (Keller, 2013).

Affective Dimension

The affective dimension relates to the emotional response that a product or service elicits from the consumer. Emotions, such as excitement, fear, joy, or regret, can strongly influence a buyer's decision making process.

- ✓ **Emotional Appeal:** In real estate, the emotional aspect may be driven by factors such as the sense of belonging, security, or prestige associated with owning a particular property. Consumers often seek to fulfill emotional needs like family wellbeing or social status through their purchase (Hagtvedt & Brasel, 2016).
- ✓ **Trust:** Trust in the company or the sales representative plays a significant role in emotional decision making. According to relationship marketing theory, building trust

through personal interactions can increase consumers' emotional attachment to the brand, making them more likely to make a purchase (Morgan & Hunt, 1994).

Social Dimension

The social dimension emphasizes the influence of others, such as family, friends, colleagues, and broader societal norms, on a consumer's purchase decision.

- ✓ **Social Influence:** Recommendations or suggestions from trusted individuals can significantly impact a consumer's decision. In real estate, the opinions of family members, peers, or real estate agents can weigh heavily on a potential buyer's choices (Bearden & Etzel, 1982).
- ✓ **Cultural Influence:** Cultural norms and values can shape the kinds of properties consumers are interested in. For instance, in some cultures, owning property in a certain neighborhood or city is seen as a symbol of success (Schwartz, 2014).
- ✓ **Group Pressure:** Consumers may also be influenced by peer pressure or the need to conform to social expectations, such as purchasing a home in a prestigious area to keep up with societal trends (Hoyer et al., 2012).

Behavioral Dimension

The behavioral dimension involves the actions or behaviors consumers take during the purchasing process. It includes the habits, routines, and previous experiences that influence how consumers make decisions.

- **Past Experiences:** Previous purchasing behavior, including positive or negative experiences, can shape current decisions. A consumer who had a positive experience with a real estate agent in the past is more likely to trust them again in future transactions (Schiffman & Kanuk, 2010).
- **Loyalty:** Consumer loyalty to a particular real estate brand or company can significantly affect purchase decisions. Repeat customers or those who have received satisfactory service in the past may exhibit strong brand loyalty (Chaudhuri & Holbrook, 2001).

- **Purchase Intent:** This dimension measures the likelihood of a consumer moving forward with a purchase based on their overall assessment of the product and their needs. A consumer's intent to buy is often the result of a complex interplay between cognitive evaluation and emotional response (Hoyer et al., 2012).

Financial Dimension

The financial dimension reflects the economic considerations that influence purchase decisions. This dimension focuses on the consumer's budget, affordability, and value assessment.

- **Price Sensitivity:** In real estate, price is a crucial factor that can limit or expand consumers' choices. Consumers weigh the price of a property against their budget and the value they perceive in the property (Monroe, 2003).
- **Financing Options:** The availability of financing options, such as mortgages, loans, and installment plans, can affect a consumer's decision to purchase. The ease of securing financing or the attractiveness of loan terms may significantly impact purchasing behavior (Baker & Lichtenstein, 2013).
- **Value Perception:** Consumers also evaluate the value of a property in terms of long term investment. This includes the appreciation potential of the property, the location's economic growth, and the resale value (Miller, 2011).

Situational Dimension

The situational dimension refers to the external circumstances or context that affect a consumer's decision to purchase at a particular time.

- **Timing:** Timing can play a significant role in the decision making process. For example, economic factors such as interest rates, seasonal offers, or property market conditions can affect a consumer's choice (Kotler & Keller, 2015).
- **Need State:** The urgency of the consumer's need for a property—whether for immediate relocation, investment, or personal preference—can influence their decision. In real estate, the immediacy of the need for a home often affects how quickly a purchase is made (Schiffman & Kanuk, 2010).

Post purchase Dimension

The post purchase dimension addresses the evaluation consumers make after they have made a purchase. This evaluation can influence future purchasing decisions and overall satisfaction with the product.

- **Customer Satisfaction:** After the purchase, consumers assess whether the product or service meets or exceeds their expectations. Satisfaction with a property is essential for long term loyalty and may influence repeat business or referrals (Oliver, 1999).
- **Post purchase Dissonance:** Buyers may experience post purchase dissonance, or regret, if their expectations are not met. This can result in dissatisfaction, negative reviews, or a desire to return the property (Festinger, 1957).

Understanding the dimensions of consumer purchase decisions allows businesses in the real estate sector, such as Ayat Real Estate S.C., to tailor their marketing strategies and sales approaches to better meet consumer needs. These dimensions—cognitive, affective, social, behavioral, financial, situational, and post purchase—work together to influence consumer decision making , especially in high involvement purchases like real estate. By understanding these factors, companies can foster better relationships with customers, increase consumer satisfaction, and ultimately boost sales.

2.1.8. Determinants of Purchase Decision

This literature review explores the key determinants that influence consumer purchase decisions in the context of direct selling. Specifically, it focuses on four key factors: personalized communication, product presentation, Follow-up services, and trust-building and relationship marketing. These determinants are particularly relevant to businesses, such as Ayat Real Estate, that rely on direct selling methods to engage with consumers and influence their purchasing behavior.

Personalized Communication

Personalized communication refers to the tailoring of messages and interactions based on individual consumer needs, preferences, and behaviors. In the context of direct selling, this is a crucial factor influencing consumers' purchasing decisions. Personalized communication helps establish a connection between the salesperson and the consumer, making the interaction feel more meaningful and relevant.

Several studies have highlighted the importance of personalized communication in shaping consumer attitudes and behavior. For example, Brengman et al. (2015) argue that personalized communication helps build consumer trust and increases the likelihood of a purchase, as it makes consumers feel understood and valued. Moreover, personalized communication can enhance the consumer experience, leading to higher satisfaction and loyalty (Grewal et al., 2011).

In the context of real estate, personalized communication becomes particularly important. Sales representatives who take the time to understand the specific needs and desires of prospective buyers are more likely to create a lasting impression that influences purchase decisions (Berry, 1995). Additionally, personalized communication can help consumers make informed decisions, thereby reducing their uncertainty and increasing their confidence in their purchase choices (Schiffman & Kanuk, 2010).

Product Presentation

Product presentation is another critical determinant in direct selling, as it directly influences how consumers perceive the value and quality of a product or service. Effective product presentation allows consumers to visualize how the product or service meets their needs and can enhance their understanding of the benefits associated with the purchase.

Research has demonstrated that product presentation significantly affects consumers' attitudes and purchase decisions. A study by Bieger et al. (2013) found that the use of high quality visual aids, such as brochures, demonstrations, and virtual tours, can greatly influence consumer perceptions of the product's value. In direct selling, especially in industries like real estate, where the product is intangible, product presentation plays a pivotal role. Sales representatives

who effectively highlight the key features and benefits of the properties they are selling are more likely to build consumer interest and prompt a purchase (Kotler & Keller, 2015).

Furthermore, product presentation is also linked to the perceived exclusivity and uniqueness of the offering. As consumers tend to prefer products that stand out or offer something new, well executed presentations that emphasize the distinctive qualities of a product can stimulate purchase intentions (Berry, 1995).

Follow-up Services

Follow-up services refer to the communication and support provided by the salesperson after the initial purchase decision or interaction. In direct selling, Follow-up services are crucial for building long term relationships with consumers and ensuring customer satisfaction. This can include answering questions, offering additional information, or notifying consumers of new products or updates.

Studies have shown that Follow-up services play a significant role in influencing consumer behavior. In a study by Hennig Thureau et al. (2002), the authors emphasize that effective Follow-up services can strengthen customer relationships, increase customer loyalty, and positively impact future purchasing behavior. Follow-up communication reassures consumers that their decision to purchase was correct, which can lead to higher post purchase satisfaction and the likelihood of repeat purchases (Reichheld & Sasser, 1990).

In real estate, Follow-up services are particularly important, as purchasing a property is a significant decision. Sales representatives who maintain contact after the initial interaction, providing updated listings or answering further questions, are more likely to guide consumers toward making a final purchase (Grewal et al., 2011). Follow-up services also create opportunities to offer new products or services, keeping the consumer engaged and increasing the likelihood of future sales (Zeithaml, 1988).

Trust-Building and Relationship Marketing

Trust-building and relationship marketing are essential elements in direct selling, as they help establish long term connections with consumers and increase the likelihood of repeated purchases. Trust is often a precursor to commitment, and when consumers trust a brand or salesperson, they are more likely to make a purchase and continue the relationship over time.

The role of trust in consumer behavior has been well documented. Morgan and Hunt (1994) highlight the central role of trust in relationship marketing, arguing that consumers are more likely to engage in repeat purchases if they trust the salesperson or the brand. Trust can be built through transparent communication, reliable product offerings, and consistent follow-through. In the context of real estate, where the decision to purchase a property is significant and involves a large financial investment, trust is even more crucial (Kotler & Armstrong, 2017).

Furthermore, relationship marketing strategies, which focus on building strong, ongoing relationships with consumers, are particularly effective in direct selling. Berry (1995) asserts that relationship marketing leads to enhanced customer satisfaction, increased loyalty, and higher purchase intentions. Sales representatives who employ relationship marketing techniques, such as personalized service, post purchase Follow-up , and regular engagement with the consumer, can foster long term loyalty and encourage repeat business.

The impact of relationship marketing in real estate is particularly pronounced, as many real estate purchases are not onetime transactions but part of a long term engagement with the buyer (Kotler & Armstrong, 2017). A strong relationship can lead to positive word-of-mouth, which is a key driver in the decision making process for many consumers (Schiffman & Kanuk, 2010).

In summary, personalized communication, product presentation, Follow-up services, and trust-building and relationship marketing are all key determinants of consumer purchase decisions in the context of direct selling. Research supports the notion that these factors not only influence immediate purchase decisions but also contribute to long term consumer satisfaction, loyalty, and engagement. For businesses like Ayat Real Estate, understanding and effectively implementing

these determinants in the direct selling process can significantly impact consumer behavior, leading to higher sales and improved customer relationships.

2.2. Empirical Literature Review

2.2.1. Studies in a Global Context

2.2.2.1. The Impact of Personalized Communication On Consumers' Purchase Decisions.

Personalized communication has emerged as a powerful driver of consumer purchase decisions, with research across various industries underscoring its effectiveness. Personalization enhances purchase intentions, customer satisfaction, and brand loyalty by aligning marketing efforts with individual consumer preferences. Abdullah Ballı (2024) demonstrates that product personalization, particularly when integrated with advanced technologies such as artificial intelligence and machine learning, not only increases consumer engagement but also fosters long term brand loyalty. These technologies enable businesses to create tailored experiences that resonate with consumers on a deeper level, leading to higher purchase conversions.

The impact of personalized advertising is particularly evident on social media platforms. Mehta Reena and Kulkarni Udit (2020) found that personalized social media advertisements significantly influence consumer purchase intentions, especially when factors such as relevance, frequency, and perceived usefulness are carefully managed. By addressing individual consumer preferences, these advertisements create a sense of value and trust, which are critical in driving purchasing decisions. Similarly, D. Fridh (2019) highlights that consumer perception of personalized marketing is a key determinant in the decision making process. Personalized communication strategies are often perceived as more trustworthy and engaging, which can effectively influence consumers who are particularly susceptible to tailored marketing efforts.

Moreover, the role of personalization extends beyond advertising to include broader consumer experiences. G. Phillips Wren and Jeffrey Wygant (2010) argue that personalization through webbased technologies allows consumers to actively participate in the product design and testing processes, creating a sense of ownership and satisfaction that significantly impacts their

purchasing decisions. This approach is especially effective in industries such as tourism, where personalized experiences can enhance the overall value proposition.

Social media platforms have further amplified the effectiveness of personalized communication. Anurag Dwivedi and Shubham Kushwaha (2023) emphasize the use of influencers, special discounts, and electronic word of mouth as key strategies for leveraging personalized marketing on social media to drive consumer interest and loyalty. These platforms allow businesses to reach targeted audiences more effectively, fostering a deeper connection with consumers.

In summary, personalized communication has become an indispensable tool for marketers aiming to influence consumer purchase decisions. By leveraging technologies like AI and machine learning, managing social media strategies effectively, and creating engaging, tailored experiences, businesses can significantly enhance consumer engagement, satisfaction, and loyalty.

2.2.2.2.The Role of Product Presentation In Shaping Consumer Perceptions And Purchase Intentions.

The way products are presented significantly impacts consumer perceptions and purchase intentions, as demonstrated in various studies. Cheng et al. (2022) argue that product usage videos outperform product appearance videos in driving purchase intentions, especially when accompanied by high product ratings, due to their ability to enhance perceived diagnosticity and mental imagery. Similarly, Zhang (2023) finds that live streaming product presentations positively affect consumer purchase intentions by increasing perceived product value, a phenomenon further intensified by time pressure.

Flavián et al. (2017) highlight that online product presentation videos improve imagery fluency and fulfill consumers' need for tactile interaction, which strengthens purchase intentions. Likewise, Kala and Chaubey (2021) emphasize the moderating role of mood in online shopping behaviors, showing that visually appealing product presentations boost consumer engagement and intention to buy. Xu et al. (2015) add to this by exploring the nuanced effects of video

review formats on purchase perceptions, noting the significant role product type plays in moderating these effects.

Furthermore, Orús et al. (2017) investigate online product presentation videos' ability to stimulate cognitive responses and imaginations, which positively influence consumer attitudes and purchase intentions. Lee et al. (2024) expand this understanding by revealing how product image presentation order affects mental imagery processing and purchase decisions, with the recency and primacy effects playing critical roles.

Beyond videos and imagery, Yadav (2024) demonstrates the influence of packaging design on consumer perceptions of quality and appeal, which directly affects purchase intentions. Similarly, Yadav (2015) explores how packaging elements, such as graphics and materials, enhance brand perception and consumer decision making .

Yi et al. (2018) examine how high interaction product presentation designs engage customers and increase purchase intentions, with price sensitivity acting as a mediating factor. Wang et al. (2019) complement these findings by showing that situational virtual reality (VR) product presentations enhance product knowledge and purchase intention compared to static images, indicating a clear advantage for immersive presentation formats.

Finally, Religia et al. (2024) and Yu (2023) focus on trust and quality perception as mediators of product presentation's effects on purchase intentions. High quality presentation formats foster trust and positively influence decisions, especially in competitive retail settings.

In summary, product presentation—whether through videos, packaging, VR, or interactive designs—plays a pivotal role in shaping consumer perceptions and enhancing purchase intentions. These findings underscore the importance of strategically designing product presentation to align with consumer preferences, enhance engagement, and ultimately drive purchase decisions.

2.2.2.3.The Effect of Follow-Up Services On Consumer Decision Making And Purchase Behavior.

Follow-up services play a critical role in shaping consumer decision making and purchase behavior by enhancing customer satisfaction, trust, and overall purchasing experience. This review synthesizes findings from a variety of studies, highlighting key insights into how these services influence consumer behavior in different contexts.

Kumar et al. (2014) emphasize the interplay between economic factors and customer experience in determining service purchase behaviors. Their study underscores that customer experience becomes particularly influential during periods of economic stability, with lower income consumers being more sensitive to economic changes compared to higher income groups. This finding suggests that Follow-up services, tailored to enhance customer experience, can be especially impactful in stabilizing consumer behavior across different economic conditions.

Ridwan (2022) highlights the importance of service friendliness in modern retail, showing that humanistic and friendly interactions significantly influence purchasing decisions. By extending this principle to Follow-up services, businesses can maintain customer engagement and loyalty, particularly in competitive retail environments.

Lăzăroiu et al. (2020) examine consumer behavior on social commerce platforms, finding that online trust and perceived risk are pivotal in shaping purchase intentions. Effective Follow-up services can address these concerns by reinforcing trust and reducing perceived risks, thus encouraging repeat purchases and fostering a positive reputation for the platform.

Jaakkola (2007) identifies professional consumer services as a unique context where purchase decision making differs from traditional consumer or organizational buying. Follow-up services in such settings can provide reassurance and continuity, enhancing the decision making process and increasing customer satisfaction.

Karimi et al. (2015) propose that decision making styles and prior knowledge significantly influence online purchasing behavior. Their typology of consumer shopping behavior—Maximizers, Satisficers, Satisfiers, and Satisficers—suggests that follow up services need to be customized to match these behavioral archetypes, ensuring relevance and effectiveness in customer engagement.

Huang and Benyoucef (2017) explore the impact of social commerce design on consumer purchase decision making, emphasizing usability, functionality, and sociability. Follow-up services aligned with these design factors can enhance the post-purchase experience, creating opportunities for upselling and fostering long term relationships.

Murtopo et al. (2022) demonstrate the influence of price, brand trust, and online service quality on purchasing decisions in the context of Samsung smartphones. Follow-up services that reinforce brand trust and maintain high service quality can ensure customer retention and positive word of mouth.

Zarei et al. (2019) delve into the role of internet service quality in influencing consumer purchase behavior. They find that satisfaction acts as a mediator between service quality and purchase intentions. Consistent and responsive Follow-up services are instrumental in maintaining high satisfaction levels, thereby strengthening purchase intentions and repeat business.

Suganda and Arrifianti (2023) discuss the role of social media marketing, eservice quality, and payment safety in shaping purchasing decisions. Effective Follow-up services that utilize these channels can enhance consumer trust and engagement, driving purchase behavior in the digital era.

Azzahra and Sukatmadiredja (2024) highlight the significance of promotions, prices, and products in influencing consumer decisions, with promotions being particularly impactful. Follow-up services that incorporate promotional offers or loyalty rewards can sustain consumer interest and encourage repeat purchases.

Finally, Mani et al. (2023) reveal the strong influence of online product reviews on purchasing behavior, where negative reviews can significantly deter purchases. Follow-up services that actively address and resolve customer complaints can mitigate the impact of negative reviews, enhancing overall customer satisfaction and preserving brand reputation.

2.2.2.4. The Influence of Trust-Building and Relationship Marketing Strategies On Consumers' Decision Confidence And Purchase Intention

Trust-building and relationship marketing strategies are pivotal in enhancing consumers' decision confidence and purchase intention. This literature review synthesizes insights from empirical studies and theoretical frameworks to highlight the mechanisms through which trust and relationship marketing foster consumer engagement and positive purchase outcomes.

Wang et al. (2022) conducted a metaanalytic study that revealed trust as a significant predictor of purchase intention in social commerce platforms. Notably, trust in sellers had a more substantial impact than trust in other entities, emphasizing the need for businesses to establish credible and reliable seller consumer relationships. By fostering seller trust, companies can effectively reduce consumer skepticism and enhance decision confidence.

See-To and Ho (2014) explored the role of electronic Word of Mouth (eWOM) and trust in social network sites, identifying eWOM as a direct and indirect influence on purchase intention through consumer trust and value cocreation. This study underscores the importance of leveraging eWOM as a trust-building tool to strengthen consumer relationships and drive purchasing behavior.

Moslehpour et al. (2018, 2021) examined the impact of relationship marketing in the fine arts sector, focusing on perceived trust, satisfaction, and investment. Their findings indicated that trust mediates the relationship between relationship marketing strategies and purchase intentions. Relationship marketing practices that prioritize trust-building can foster consumer loyalty and reinforce decision confidence.

Manzoor et al. (2020) highlighted the mediating role of trust in the context of social media marketing in Pakistan. Their study demonstrated that trust serves as a critical link between social media marketing efforts and consumers' purchase intentions. Effective social media strategies that prioritize transparency and authenticity can significantly boost consumer trust and engagement.

Lăzăroiu et al. (2020) investigated trust and perceived risk in online consumer behavior, revealing that trust mitigates perceived risks and enhances purchase intentions on social commerce platforms. Similarly, Yoon (2002) identified trust in website functionality, company reputation, and navigation ease as key factors influencing online purchase intentions. These findings suggest that trust-building strategies should address both online and offline touchpoints to ensure a seamless consumer experience.

Kang and Hustvedt (2014) emphasized the role of corporate transparency and social responsibility in building consumer trust. Their research found that transparency and perceived social responsibility positively influence trust, attitudes, and purchase intentions. Companies that integrate these elements into their marketing strategies can create enduring consumer relationships.

Karunasingha and Abeysekera (2022) examined trust's mediating effect in social media marketing environments, particularly in the fashion industry. They found that trust partially mediates the relationship between social motivations and online purchase intentions. This highlights the importance of fostering trust through engaging and consumercentered social media initiatives.

Leite and Baptista (2021) explored the role of trust in influencer marketing, demonstrating that high levels of selfish closure and credibility among influencers enhance consumer trust and purchase intentions. These findings suggest that businesses should collaborate with trustworthy influencers to amplify their marketing efforts and consumer confidence.

Chen et al. (2021) analyzed relationship commitment and trust in the context of social media influencers, showing that these factors significantly affect purchase intentions. Trust moderates

the influence of social and emotional attractiveness on consumer behavior, underscoring its importance in relationship marketing.

Trust-building and relationship marketing strategies play a critical role in enhancing consumers' decision confidence and purchase intention. By prioritizing transparency, leveraging e WOM, engaging with trustworthy influencers, and fostering strong seller consumer relationships, businesses can cultivate trust and achieve sustained consumer loyalty. Future research could explore the integration of emerging technologies, such as AI and block chain, in trust-building and relationship marketing to further enhance consumer decision making and purchase behaviors.

2.2.2. Review Of Empirical Literature in Ethiopia

Direct selling has emerged as a critical factor influencing consumers' purchase decisions in Ethiopia's real estate sector, with multiple studies corroborating its role. In addition to being an effective promotional tool, direct selling allows real estate companies to build trust and establish personalized communication with potential buyers. Research conducted in Addis Ababa on various promotional practices, including direct selling, revealed that direct selling significantly In the Ethiopian context, direct selling plays a pivotal role in shaping consumer purchase decisions, particularly in high involvement sectors such as real estate. Studies have shown that direct selling, when combined with other promotional strategies like personal selling and public relations, significantly influences consumer behavior in Ethiopia. A study by Worku and Mohammednur (2020) found that these marketing strategies together explain over 53% of the variance in consumer purchase decisions. This suggests that in Ethiopia, direct selling, alongside complementary activities, is a key driver in consumer decision making processes, with the direct interaction between consumers and sales teams playing a critical role in shaping purchase behavior.

In the real estate sector, a study by Zinabu (2021) focused on apartment purchase decisions in Addis Ababa and highlighted the importance of corporate image and direct selling practices. The study revealed that direct communication through sales teams strongly influences consumer

purchase behaviors, contributing to 52.2% of the variability in consumer decisions. In Ethiopia, where real estate purchases often involve significant financial investments, buyers rely heavily on trust and direct engagement with sales representatives. This finding underscores the importance of face to face communication and personalized selling efforts in building trust and ensuring a successful transaction. Zinabu (2021) further emphasized that corporate image and product quality are crucial determinants in shaping consumer decisions, further validating the role of direct selling in the Ethiopian real estate market.

Globally, the effectiveness of direct selling has been widely acknowledged, particularly in high stakes markets such as real estate. Research by Salim and Delvi (2022) suggests that direct selling enhances perceived value for consumers when used in conjunction with complementary strategies like sales promotions, expected value models, and trust-building initiatives. These strategies work to increase consumer confidence, ultimately improving their purchase decisions. This is especially relevant in the Ethiopian context, where many consumers may be unfamiliar with the complexities of property purchases. The trust-building component of direct selling becomes even more crucial, as it helps address buyer concerns and clarifies uncertainties, which are common in markets like real estate (Salim & Delvi, 2022).

The broader marketing literature also supports the critical role of direct selling in influencing consumer decisions. Akbar (2023) notes that personal selling, a subset of direct selling, positively impacts consumer perceptions of quality and, in turn, their purchase decisions. The direct communication fostered through personal selling enhances clarity, responsiveness, and transparency, which are highly valued by Ethiopian consumers, particularly in high involvement purchases like real estate. Consumers in Ethiopia often rely on personal interactions to guide their decisions, as purchasing property is typically associated with long term financial commitments and significant life changes (Akbar, 2023). Personal selling allows consumers to receive tailored advice, ask questions, and receive responses in realtime, making it easier for them to make informed choices.

In addition, empirical evidence from the Ethiopian banking sector shows that direct selling enhances consumer engagement and decision making in other high involvement sectors, such as

banking products. A study by Tesfaye (2021) found that Ethiopian consumers prefer direct communication when choosing financial products, as they value clarity and personalized advice from sales representatives. The same principles can be applied to the real estate market, where consumers are likely to appreciate the same level of personalized interaction when making decisions about property purchases. This is consistent with the findings of previous studies, which argue that direct selling helps reduce uncertainty and fosters a sense of security in decision making (Tesfaye, 2021).

Moreover, the Ethiopian market is experiencing a growing demand for both residential and commercial real estate, driven by a rising middle class and increasing urbanization. However, many consumers remain cautious about making significant financial investments, as the purchasing process is often complex and can involve considerable risk. In this environment, direct selling serves as a critical tool for overcoming consumer hesitations. Research by Admassu and Fufa (2022) supports this, showing that consumers in Ethiopia are more likely to purchase properties when they receive personalized communication that addresses their unique needs and concerns. This highlights the effectiveness of direct selling in fostering trust and confidence, ultimately influencing purchase decisions.

In conclusion, empirical evidence underscores the significance of direct selling in influencing consumer purchase decisions in Ethiopia, particularly within the real estate sector. By leveraging personalized communication, building trust, and addressing buyer concerns, real estate companies can enhance their corporate image and improve consumer confidence. Studies by Worku and Mohammednur (2020), Zinabu (2021), Salim and Delvi (2022), Akbar (2023), and Tesfaye (2021) all support the notion that direct selling is a key factor in shaping consumer behavior and decision making . This growing body of research highlights the continued relevance of direct selling as a central component of marketing strategies in Ethiopia, particularly in sectors like real estate, where personal interactions and trust-building are essential to consumer decision making .

2.3. Summary and Research Gap

This literature review underscores the pivotal role of trust-building and relationship marketing strategies in influencing consumer decision confidence and purchase intention. Empirical studies have consistently highlighted the impact of factors such as seller trust, electronic word-of-mouth, social media transparency, and influencer credibility. However, significant gaps remain unexplored.

Firstly, while existing studies emphasize the role of traditional and social media channels in building trust, there is limited research on how emerging technologies like AI, block chain, and virtual reality can enhance these processes. Secondly, the contextual differences between developed and developing markets remain underexplored, especially in regions like sub-Saharan Africa. Furthermore, few studies address the interplay between cultural dimensions and trust-building in cross cultural consumer contexts. Lastly, the long term effects of trust building strategies on consumer loyalty and brand equity require further investigation.

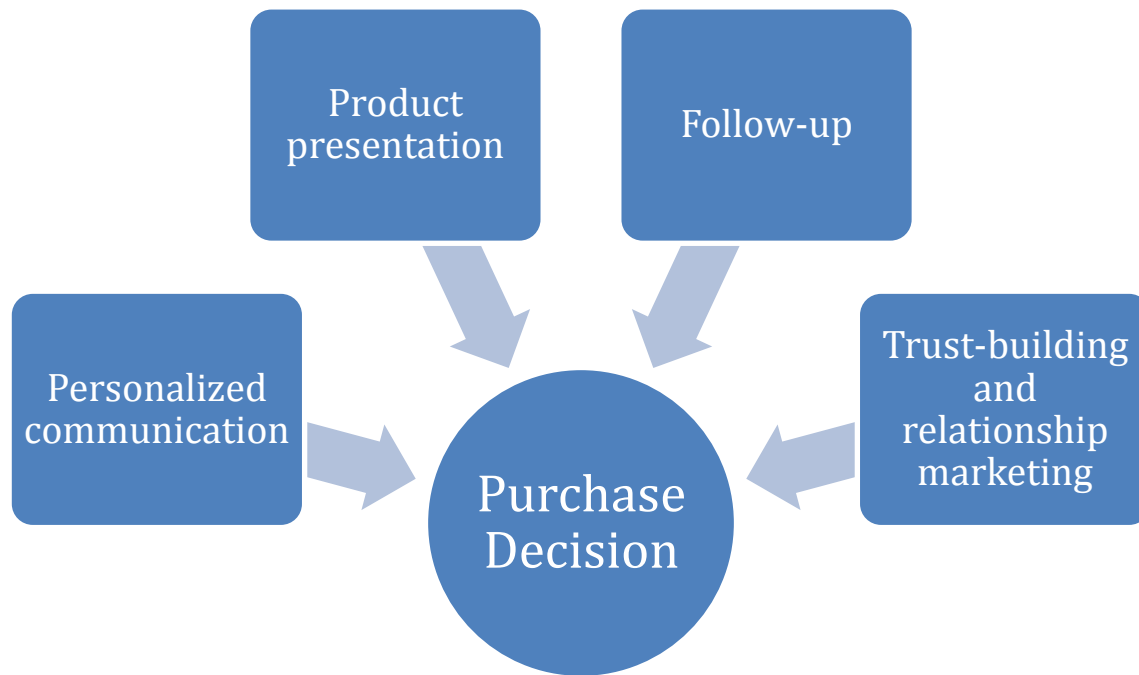
Addressing these gaps could provide a more comprehensive understanding of trust-building and its implications, paving the way for more robust and inclusive marketing strategies.

2.4. Conceptual Framework of the Study

Following a review of many relevant academic works and empirical data, the conceptual framework shown in Figure 2.1 below is presented.

Employee performance serves as the dependent variable in the conceptual framework below. The independent variables for the study are leadership style, work motivation, employee commitment, and employee competence. The performance of employees is directly correlated with each of the four independent factors.

Figure 1 Conceptual Framework of the Study



Source: Megawati et al. (2022), with modification by the researcher.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

The study strategy and method that are utilized to evaluate the association between variables influencing Purchase decision are described in this chapter. The target population, sample size and sampling method, data collection and analysis, and study design are among the topics covered.

3.2. Research Design

This study aims to explore the relationship between various independent variables—personalized communication, product presentation, Follow-up , trust-building , and relationship marketing—and consumers' purchase decisions. An explanatory research design was employed to investigate the correlations between these variables. The objective is to evaluate multiple hypotheses about the link between the proposed independent factors and consumers' purchase decisions.

Explanatory research is often used to test hypotheses that clarify the nature of specific interactions, identify group differences, or determine the independence of variables in a given context (Sekaran, 2003). This study is correlational in nature, as it examines the relationship between two or more concepts (Walliman, 2011). Correlational research allows for a deeper understanding of how independent variables relate to the dependent variable—in this case, consumers' purchase decisions.

To evaluate the strength and direction of the relationships between these variables, correlation analysis was conducted. Additionally, regression analysis was applied to assess how well the independent variables predict purchase decisions. The data for this study was collected from buyers and prospects of Ayat Real Estate S.C. Since data was collected at a single point in time, this study employs a cross sectional design, with individuals serving as the unit of analysis.

3.3. Research Approach

This study employed a quantitative research approach to investigate the variables influencing consumers' purchase decisions. According to Creswell (2009), the quantitative approach involves methods such as experiments and surveys, where data is gathered through instruments that produce numerical data, which can then be analyzed using statistical techniques. This approach allows for the assessment of objective concepts by examining the relationships between variables.

The quantitative approach is beneficial because it enables the evaluation of the validity and reliability of the instruments using a scientific methodology. Additionally, it reduces bias that may arise from the researcher's influence by using a large sample size. This enhances the generalizability of the findings to a larger population. Therefore, the study utilized a quantitative technique to explore the factors affecting consumers' purchase decisions. However, it should be noted that this approach is limited in addressing issues that cannot be quantified.

3.4. Target Population

The target population for this study consists of individuals who have interacted with Ayat Real Estate S.C. This includes two key groups: current buyers and prospective buyers.

Current Buyers: These are individuals who have successfully completed a purchase or entered into a purchase agreement with Ayat Real Estate S.C. They provide valuable insights into the factors that influenced their decision to purchase property.

Prospective Buyers: These are individuals who have shown interest in purchasing property from Ayat Real Estate S.C. but have not yet made a purchase. This group offers important perspectives on the factors influencing their decision making process and the potential barriers to completing a purchase.

The study aims to gather data that reflects a broad range of responses, ensuring diversity across various demographic factors, such as age, income level, geographic location, and stage in the purchase process.

3.5. Sample Size

This study uses a nonprobability sampling technique, specifically convenience sampling, to select participants. Convenience sampling was chosen because it allows for practical and efficient data collection from individuals who have interacted with Ayat Real Estate S.C. This includes current and prospective buyers who are easily accessible and willing to participate in the survey.

While convenience sampling doesn't guarantee a fully representative sample, it was selected due to its feasibility within the constraints of the study. This technique is appropriate for gathering insights from a large population of buyers and prospective buyers within a reasonable time frame and with available resources.

3.3. Sample Size

To determine the sample size for the study, we used the sample size formula for large populations. This formula is commonly used in studies that aim to estimate proportions and works well for a population of approximately 10,000 individuals. The formula is:

$$n = (Z^2 * p * (1 - p)) / E^2$$

Where:

n = Sample size

Z = Z-value (the number of standard deviations a data point is from the mean, typically 1.96 for a 95% confidence level)

p = Estimated proportion (since the exact proportion is unknown, we use 0.5 to maximize variability)

E = Margin of error (desired precision, often set at 0.05 for a 5% margin of error)

Calculation:

Confidence level: 95% → Z = 1.96

Proportion (p): 0.5 (this is used to maximize the sample size, assuming maximum possible variability)

Margin of error (E): 0.05 (for a 5% margin of error)

Substituting these values into the formula:

$$n = (1.96^2 * 0.5 * (1 - 0.5)) / 0.05^2$$

$$n = (3.8416 * 0.25) / 0.0025$$

$$n = 0.9604 / 0.0025$$

$$n = \underline{\underline{384.16}}$$

Thus, the required sample size is 385 participants (rounded up to the nearest whole number). This sample size of 385 provides sufficient statistical power to ensure the reliability and validity of the study's findings while being practical to manage within the study's constraints.

3.6. Sampling Technique

This study uses a nonprobability sampling technique, specifically convenience sampling, to select participants. Convenience sampling was chosen because it allows for practical and efficient data collection from individuals who have interacted with Ayat Real Estate S.C. This includes current and prospective buyers who are easily accessible and willing to participate in the survey.

While convenience sampling doesn't guarantee a fully representative sample, it was selected due to its feasibility within the constraints of the study. This technique is appropriate for gathering insights from a large population of buyers and prospective buyers within a reasonable time frame and with available resources.

3.7. Data Type and Sources

3.7.1. Data Type

This study used both **primary** and **secondary data** to achieve its objectives:

- **Primary Data:** Primary data was collected directly from the study's target group using questionnaires specifically designed for this research.
- **Secondary Data:** Secondary data was gathered from relevant literature and publicly available sources.

3.7.2. Data Sources

The study primarily used **primary data** sources. The primary data were collected from two groups: current buyers and prospective buyers of Ayat Real Estate S.C. The data collection was conducted through structured questionnaires that employed a five point Likert scale to measure various aspects of buyer behavior and decision making processes.

3.8. Data Collection Techniques

Primary data for this study were gathered using closed ended questionnaires with a five point Likert scale. The Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree). This approach ensured that responses could be quantified for statistical analysis, particularly in relation to factors influencing purchase decisions.

The data collection process involved distributing the structured questionnaires to participants within the target population of current and prospective buyers of Ayat Real Estate S.C. The questionnaire was divided into three sections:

- ✚ **Demographic Information:** The first part of the questionnaire gathered basic demographic data, such as age, income, and purchasing history.
- ✚ **Factors Influencing Purchase Decision:** The second section consisted of questions designed to capture respondents' views on various factors affecting their decision making process, including personalized communication, product presentation, trust, and Follow-up.
- ✚ **Purchase Intent and Behavior:** The third section was focused on understanding the respondents' self-reported attitudes toward making a purchase and their interaction with Ayat Real Estate S.C.

3.9. Methods of Data Analysis

Data analysis is a crucial step in transforming raw data into meaningful insights. According to Edewin (2019), data analysis involves evaluating data through logical and analytical reasoning to

examine each component of the collected data. In this study, descriptive statistics and multiple regression analysis were used to analyze the data.

✚ **Descriptive Statistics:** The study utilized measures of central tendency, such as mean and standard deviation, to summarize the data and offer a clear picture of the general trends in the responses.

✚ **Multiple Regression Analysis:** To examine the relationships between independent variables (factors affecting consumer purchase decision) and the dependent variable (consumer purchase decision), multiple regression analysis was performed. This technique allows us to predict the value of the dependent variable based on the independent variables.

The regression model used in the study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- ✚ Y = Purchase Decision
- ✚ X₁ = Personalized Communication
- ✚ X₂ = Product Presentation
- ✚ X₃ = Follow-up
- ✚ X₄ = Trust-building
- ✚ β_0 = Constant
- ✚ $\beta_1, \beta_2, \beta_3, \beta_4$ = Regression Coefficients
- ✚ e = Error Term

The analysis produce results that help determine the strength and direction of the relationships between the identified variables and the consumer purchase decision.

3.10. Validity and Reliability

Validity and reliability of the research measurement instruments influence, first the extent that one can learn from the phenomena of the study. Second, the probability that one obtains statistical significance in data analysis, and third the extent to which one can bring meaningful conclusions from the collected data.

3.10.1. Validity

According to Yin (2008), the validity of research can be achieved in two steps: internal and external validity. Internal validity is the accuracy or quality of the research work; external validity is the degree to which results or findings can be generalized. Given the fact that questionnaires are administered personally, the data collection method will accurately measure what they are intended to measure. As the theoretical framework developed is broad, it enabled us to validate the survey internally, and the respondent's answers enabled us to observe the degree of external validity. The theoretical framework encompassed certain theories that also enabled us to validate the survey, which was validated with other similar research within the domain of our thesis; hence, we can say that the survey developed is validated to a certain extent as it has been developed from several research works.

3.10.2. Reliability

According to Williamson (2002), reliability is the extent the study can be repeated with the same results. The reliability of the survey can be seen as receiving quality answers for the questions, and how you are able to get the respondents to understand the questionnaire. To achieve this, sampling questions will be used with a scaling system. The survey is developed in a careful manner to ensure that the respondents can answer in the best possible manner and also to ensure a high response rate. Hence, to ensure the reliability of the measurement instrument the researcher first standardized the instrument and then distributed the same to all respondents. In addition, to assess the internal consistency of each construct Cronbach's alpha test was used.

Table 3.1 Reliability statistics

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Personalized Communication	.643	.772
Product Presentation	.641	.772
Follow Up	.670	.768
Trust Building	.545	.804
Purchase Decision	.577	.792

Source: Survey data (2024)

Cronbach's alpha was used in this study to assess the internal consistency of the research instrument, which is a questionnaire. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of a test or scale; it results in a number between 0 and 1. As the result approaches 1, the greater the internal consistency of the items, which means all the items measure the same variable.

3.11. Ethical Consideration

Ethical issues are expected to be considered in any kind of research study. Therefore, this paper took those ethical issues into consideration in terms of access and use of data, analysis, and reporting of the findings in a moral and responsible way. The respondents were informed about the purpose of the study and asked for their permission. Participants were assured that the data to be collected from them would remain confidential and that anonymity would be maintained.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1. Introduction

This chapter contains the analysis of data, presentation of the findings, and discussion of the data analyzed. It starts with a discussion of the response rate, assessment of research instruments and testing for the assumptions of regression analysis. The findings of descriptive statistics of the profiles of respondents are presented followed by descriptive statistics findings on the study's variables. Data is also tested for validity and reliability.

4.2. Response Rate

A total of one hundred twenty (384) questionnaires were sent out. A total one hundred twelve (320) questionnaires were filled and returned. This represented a response rate of 83%. This response is deemed enough for data analysis (Magutu, 2014). Bailey (2002) stipulates that a reaction rate of half is sufficient, while a reaction rate more noteworthy than 70% is great.

A review of the collected data revealed that there were few and random cases of missing values. These missing values did not reveal any systematic pattern for both dependent and independent variables. Since the missing variables were few and random, their imputation was considered unnecessary and they were excluded pair wise in the SPSS 25.

Table 4. 1 Response Rate

<i>Questionnaire Distributed</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Filled and Returned Questionnaires</i>	320	83
<i>Unreturned Questionnaires</i>	64	17
<i>Total questionnaires administered</i>	384	100

Source: Survey data (2024)

4.3. Demographic Characteristics

The first part of the questionnaire consists of the general profile of respondents. This section of the questionnaire asked for a limited amount of information about the respondents' general

status. Descriptive statistics (frequency distribution) is used to discuss the general demographic characteristics of respondents (Age, Gender, Buyer and Number of Interaction) and general information of respondents that are suitable for study that are discussed in the table below.

Table 4. 2 Demographics Characteristic

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Age				
Under 20	10	3.1	3.1	3.1
21-30	33	10.3	10.3	13.4
31-40	176	55.0	55.0	68.4
41-50	101	31.6	31.6	100.0
Total	320	100.0	100.0	
Gender				
Male	168	52.5	52.5	52.5
Female	152	47.5	47.5	100.0
Total	320	100.0	100.0	
Buyer or Prospect				
Current Buyer	203	63.4	63.4	63.4
Prospective Buyer	117	36.6	36.6	100.0
Total	320	100.0	100.0	
Number of interaction with Ayat Real estate agents				
2 times	138	43.1	43.1	43.1
3 times	132	41.3	41.3	84.4
More than 5 times	50	15.6	15.6	100.0
Total	320	100.0	100.0	

Source: Survey Data (2024)

Table above table indicates respondents' age distribution reveals that the majority fall within the 31-40 age bracket, representing 55% of the total sample. This indicates that the workforce is predominantly composed of individuals in their early to mid-career stages. Following this, 31.6% of respondents are aged between 41 and 50, reflecting a significant proportion of experienced employees nearing senior career levels. A smaller segment, 10.3%, comprises younger employees aged 21-30, who are likely in their early career stages. Notably, only 3.1% of respondents are under 20 years old, indicating minimal representation of entry-level or trainee staff within the organization. These findings suggest that the organization has a balanced

workforce with a strong representation of mid-career professionals, which could positively influence performance due to their experience and maturity in the workplace.

The analysis of respondents' gender distribution shows a nearly balanced representation of males and females in the workforce. Male respondents constitute 52.5% of the sample, while females represent 47.5%. This near parity highlights the organization's commitment to gender diversity and inclusivity. Such a balanced gender distribution can contribute to varied perspectives and approaches in workplace decision-making, fostering an environment conducive to collaboration and innovation. The cumulative distribution further indicates that the gender composition reflects an equitable workforce structure, which is beneficial for promoting organizational performance and employee satisfaction.

The analysis of buyer or prospect classification reveals that the majority of respondents, 63.4%, are current buyers, while 36.6% are prospective buyers. This indicates that the organization's primary engagement is with existing customers, reflecting a strong and established customer base. The proportion of prospective buyers suggests opportunities for growth and expansion through targeted marketing and relationship-building strategies. The cumulative percentages show a comprehensive coverage of the sample, ensuring that both current and prospective buyer segments are adequately represented in the study. This balance allows for meaningful insights into customer behavior and preferences.

The analysis of the number of interactions with Ayat Real Estate sales agents shows that the largest proportion of respondents, 43.1%, interacted with the sales agents two times, followed closely by 41.3% who had three interactions. A smaller group, 15.6%, reported having interacted with sales agents more than five times. This distribution highlights that most respondents required two to three interactions to engage with the sales process, suggesting a relatively efficient communication and decision-making process. However, the group with more than five interactions may indicate the need for additional follow-up or support to address specific concerns or preferences. These findings provide valuable insights into the engagement patterns of potential buyers with the sales team.

4.4.Descriptive Statistics Analysis

This study tested the determinants of Consumer Purchase Decision (a dependent variable) using commitment, work motivation, leadership, and employee competence (independent variables).

Employees' perceptions towards these variables are analyzed using descriptive statistics. Accordingly, the overall mean (M) score between 4.505.00 is considered as the respondents strongly agreeing (SA), if the respondents score between 3.504.49 means they agree (A), the score between 2.503.49 is considered the respondents are neutral (N), the respondents score between 1.502.49 shows that they disagree, and if the respondents score between 01.45 shows that they strongly disagree (Marenesh, 2018).

4.4.1. Personalized Communication

This analysis presents descriptive statistics for five items related to the communication and customer service practices of Ayat Real Estate S.C., as reported by 320 respondents. The items assess perceptions of personalized communication, clarity, and the effectiveness of communication methods. The descriptive statistics, including mean and standard deviation, provide insights into how respondents view these practices, highlighting areas of strength and potential improvement.

Table 4. 3 Descriptive statistics, Personalized Communication

Item	N	Mean	Std. Deviation
The sales team of Ayat Real Estate S.C. tailors their communication to my specific needs and interests.	320	2.5875	.97869
I feel that the information provided by Ayat Real Estate S.C. is personalized and relevant to my situation.	320	3.1750	1.15044
The sales representatives provide customized solutions based on my requirements.	320	2.5812	.87438
I feel that the communication is clear and easy to understand.	320	2.0500	.99087
The communication methods (calls, emails, messages) are convenient and effective for me.	320	2.1406	1.12352
Overall Mean & Standard Deviation		2.5069	1.02358

Source: Survey Data (2024)

The descriptive statistics for the five items related to communication and customer service by Ayat Real Estate S.C. provide insight into respondents' perceptions of the company's practices. The first item, "The sales team of Ayat Real Estate S.C. tailors their communication to my specific needs and interests," has a mean score of 2.5875 with a standard deviation of 0.97869. This suggests that, on average, respondents feel that the communication is somewhat tailored to their needs, with moderate variability in their responses. The second item, "I feel that the information provided by Ayat Real Estate S.C. is personalized and relevant to my situation," has a higher mean of 3.1750 and a standard deviation of 1.15044, indicating that respondents generally feel the information is relevant, although there is significant variation in their opinions. The third item, "The sales representatives provide customized solutions based on my requirements," shows a mean of 2.5812 and a standard deviation of 0.87438, suggesting that while customized solutions are somewhat perceived, there is still some room for improvement in meeting individual requirements. The fourth item, "I feel that the communication is clear and easy to understand," has a lower mean of 2.0500 with a standard deviation of 0.99087, reflecting a perception that communication could be clearer and easier to understand, with moderate variability in responses. Finally, the item "The communication methods (calls, emails, messages) are convenient and effective for me" shows a mean of 2.1406 and a standard deviation of 1.12352, indicating that respondents have a generally neutral opinion on the convenience and effectiveness of communication methods, with some variation in their feedback. Overall, the results suggest that while there is some positive feedback regarding personalization and communication, there is also significant room for improvement, particularly in clarity and effectiveness. The valid N (listwise) for all items is 320, indicating that the data for all items were complete and included in the analysis. The overall mean for these items is 2.5069 with a standard deviation of 1.02358, summarizing that, on average, respondents had a somewhat neutral to slightly negative view of the communication practices by Ayat Real Estate S.C.

4.4.2. Work Motivation

The study sought to assess employees' levels of work motivation using five items. The result is indicated in the table below.

Table 4. 4 Descriptive statistics, Product Presentation

Item	N	Mean	Std. Deviation
The property listings and presentations provided by Ayat Real Estate S.C. are clear and detailed.	320	2.128 1	1.02896
The visuals (photos, videos) provided for the properties are high-quality and help me make a decision.	320	2.256 3	1.03692
The property descriptions are accurate and detailed, helping me understand the features of each property.	320	2.031 3	1.11091
The website and/or catalog of Ayat Real Estate S.C. is user-friendly and easy to navigate.	320	2.525 0	1.17417
I feel confident in the accuracy of the property details provided by Ayat Real Estate S.C.	320	2.078 1	1.27066
Overall Mean & Standard Deviation		2.2038	1.12432

Source: Survey Data (2024)

The survey results shed light on customer perceptions of Ayat Real Estate S.C.'s property presentation and the quality of information provided. The clarity and detail of property listings and presentations received a mean score of 2.13, highlighting a below-average satisfaction level. This suggests that customers find the information in listings insufficient or not detailed enough to meet their needs. Similarly, the visuals accompanying these listings, such as photos and videos, were rated slightly higher, with a mean score of 2.26, yet still below expectations. This indicates that while visuals are helpful, they need to be more appealing, professional, or representative of the properties to aid in decision-making.

The accuracy and level of detail in property descriptions were rated the lowest among the categories, with a mean score of 2.03. This reflects significant customer concerns about whether the descriptions provide enough reliable information about property features. On a slightly more positive note, the usability of Ayat Real Estate S.C.'s website or catalog was rated the highest, with a mean score of 2.53. While this shows that customers find the platform somewhat easier to

navigate, the score remains below the midpoint, indicating the need for a more user-friendly and seamless digital experience.

Overall, with an average mean score of 2.20 and a standard deviation of 1.12, the results point to a consistent need for improvements across all evaluated areas. Enhancing the quality of property visuals, ensuring accurate and detailed descriptions, and improving the clarity of listings should be prioritized. Additionally, optimizing the website or catalog for better usability could significantly enhance the overall customer experience and confidence in the information provided by Ayat Real Estate S.C..

4.4.3. Follow-Up

The survey results provide insights into customer perceptions of Ayat Real Estate S.C.'s follow-up communications and their effectiveness in engaging clients.

Table 4. 5 Descriptive statistics, Follow Up

Item	N	Mean	Std. Deviation
Ayat Real Estate S.C. follows up with me in a timely manner after an inquiry or interaction.	320	2.7219	.75585
I find the follow-up from Ayat Real Estate S.C. to be helpful in my decision-making process.	320	3.6062	.88948
The follow-up communications from Ayat Real Estate S.C. are frequent enough to keep me informed but not overwhelming.	320	3.3219	.92653
The follow-up messages are clear and directly related to my needs or inquiries.	320	3.5781	.84179
I appreciate the personalized touch in the follow-up communications from Ayat Real Estate S.C.	320	3.5688	.74801
Overall Mean & Standard Deviation		3.3594	0.83233

Source: Survey Data (2024)

The survey results provide valuable insights into customer perceptions of Ayat Real Estate S.C.'s follow-up communications. The timeliness of follow-ups received a mean score of 2.72, indicating that while some customers find the responses relatively prompt, there is room for improvement in ensuring consistent and timely interactions. On the other hand, the helpfulness

of follow-up communications in decision-making was rated highly, with a mean score of 3.61, suggesting that customers find these interactions valuable during the property selection process.

The frequency of follow-ups was rated at 3.32, showing that most customers feel the level of communication is adequate, keeping them informed without being overwhelming. Furthermore, follow-up messages scored a mean of 3.58 for clarity and relevance, indicating that customers perceive these communications as well-structured and aligned with their needs. Additionally, the personalized touch in follow-up communications was appreciated, with a mean score of 3.57, reflecting the importance customers place on tailored interactions that address their specific inquiries.

Overall, with an average mean score of 3.36 and a standard deviation of 0.83, Ayat Real Estate S.C.'s follow-up communication process is rated above average. While customers value the helpfulness, clarity, and personalization of these communications, improving the timeliness and consistency of follow-ups could further enhance the overall customer experience.

4.4.4. Trust Building Relationship Marketing

The survey results provide an overview of customer perceptions of Ayat Real Estate S.C.'s trustworthiness, integrity, and relationship-building efforts. While the company performs well in customer service, loyalty programs, and creating a sense of appreciation, areas like brand reputation, delivery promises, and employee expertise show room for improvement. Overall, the findings highlight strengths in fostering loyalty and positive customer experiences while identifying opportunities to build trust and credibility.

Table 4. 6 Descriptive statistics, Trust Building Relationship Marketing

Item	N	Mean	Std. Deviation
I trust the information provided by Ayat Real Estate S.C. regarding property availability and pricing.	320	3.4344	.89341
The company's reputation makes me feel confident about the quality of their properties.	320	2.2594	1.06449
I believe that Ayat Real Estate S.C. is committed to delivering the properties as promised.	320	2.2563	.89405
I feel that Ayat Real Estate S.C. acts with integrity in all their transactions.	320	2.4250	.93050
The employees at Ayat Real Estate S.C. are trustworthy and knowledgeable.	320	3.0062	1.07696
Ayat Real Estate S.C. has made efforts to maintain a long-term relationship with me, even after my inquiry or purchase.	320	3.0219	1.04873
I feel valued as a customer by Ayat Real Estate S.C.	320	3.7687	.64543
Ayat Real Estate S.C. offers incentives or loyalty programs that encourage repeat business.	320	3.6281	.64508
The company's customer service team is responsive and proactive in maintaining customer relationships.	320	3.6750	.81175
I would be willing to continue doing business with Ayat Real Estate S.C. based on my current experiences.	320	3.6687	.69681
Overall Mean & Standard Deviation		3.1144	0.87072

Source: Survey Data (2024)

The survey results provide valuable insights into customer perceptions of trust, integrity, and relationship-building at Ayat Real Estate S.C. Customers expressed moderate trust in the information provided about property availability and pricing, with a mean score of 3.43, indicating a relatively positive perception in this area. However, confidence in the company's reputation and the quality of its properties was rated significantly lower at 2.26, pointing to the need for stronger brand credibility and assurance. Similarly, perceptions of the company's commitment to delivering properties as promised and acting with integrity were modest, scoring 2.26 and 2.43, respectively, which highlights opportunities for improvement in fulfilling promises and conducting transparent transactions. The trustworthiness and knowledge of employees received a mixed rating of 3.01, suggesting that while some customers recognize the staff's competence, others expect more expertise and professionalism. On the positive side, the company's efforts to maintain long-term relationships were acknowledged, scoring 3.02. Customers particularly appreciated being valued, with this aspect achieving one of the highest

scores at 3.77. Incentives and loyalty programs also received favorable feedback, with a mean score of 3.63, indicating that these initiatives are resonating well with clients.

Customer service emerged as a strength for Ayat Real Estate S.C., with responsiveness and proactive engagement receiving a mean score of 3.68. This aligns closely with customers' willingness to continue doing business with the company, which was rated at 3.67. These findings suggest that positive customer service experiences are fostering loyalty. Overall, with an average mean score of 3.11 and a standard deviation of 0.87, Ayat Real Estate S.C. performs well in areas of customer service, loyalty programs, and client appreciation. However, building a stronger reputation, enhancing integrity, and improving employee expertise could significantly bolster trust and long-term customer relationships.

4.4.5. Purchase Decision

The survey results provide insights into customer attitudes toward purchasing from Ayat Real Estate S.C. and the factors influencing their decisions. Strong connections with the sales team and high-quality property presentations were key drivers, while confidence in purchase decisions and referral likelihood showed room for growth. Overall, the findings highlight the company's strengths in customer engagement and suggest opportunities to enhance trust and loyalty further.

Table 4. 7 Descriptive statistics, Purchase Decision

Item	N	Mean	Std. Deviation
I am likely to purchase a property from Ayat Real Estate S.C. in the near future.	320	3.8250	.65820
My decision to purchase property from Ayat Real Estate S.C. is influenced by how well I connect with the sales team.	320	3.8969	.52402
The presentation of properties (e.g., quality photos, videos, virtual tours) has a significant impact on my decision to buy.	320	3.7125	.59134
I feel confident in my purchase decision after interacting with Ayat Real Estate S.C.	320	3.4250	1.19587
I am more likely to recommend Ayat Real Estate S.C. to others based on my positive interactions.	320	3.2781	1.23462
Overall Mean & Standard Deviation		3.6275	0.84081

Source: Survey Data (2024)

The survey results highlight customer perceptions of their likelihood to engage with Ayat Real Estate S.C. and the factors influencing their purchasing decisions. Respondents expressed a strong inclination to purchase properties from Ayat Real Estate S.C., with a mean score of 3.83, reflecting a generally positive outlook. The influence of the sales team was rated even higher, at 3.90, emphasizing the critical role of building strong connections with potential buyers.

The presentation of properties, including photos, videos, and virtual tours, was also seen as highly impactful, with a mean score of 3.71, underscoring the importance of high-quality visuals in the decision-making process. Confidence in purchase decisions after interacting with the company received a moderate score of 3.43, indicating room for improvement in instilling buyer confidence. Meanwhile, customers' willingness to recommend Ayat Real Estate S.C. to others scored 3.28, suggesting that positive interactions do encourage referrals but could be enhanced further.

With an overall mean of 3.63 and a standard deviation of 0.84, the findings indicate that while Ayat Real Estate S.C. has successfully built a strong foundation for customer engagement, improving buyer confidence and enhancing customer experiences could drive even greater loyalty and advocacy.

4.5. Results Analysis and Discussion

4.5.1. Correlation analysis between dependent and independent variables

To determine the existence and level of association, the study used bivariate correlation, from which Pearson's correlation coefficient is considered. Pearson's correlation coefficient, which falls between -1.0 and +1.0, indicates the strength and direction of the association between the two variables (Field, 2005). The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dependent and independent variables. It was also used to rank the variables that have the strongest associations with employees' job performance. Correlations of 0.30 are regarded as mention worthy (Cohen, 1988). High correlation coefficients illustrate a higher level of association between the variables, i.e., dependent and independent. According to Cohen (1988), the value of Pearson's correlation

is divided into three areas. A correlation coefficient between 0.10 and 0.29 will indicate a small correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a strong correlation.

The bivariate correlation of a twotailed test confirms the presence of a statistically significant difference at probability level $p < 0.05$ i.e., assuming a 95% confidence interval on statistical analysis. In the Pearson correlation analysis shown in Table 4.8 below, all independent variables (commitment, leadership, work motivation, and employee competence) were significantly (statistically) and positively correlated with employees' job performance.

Table 4. 8 Correlations between dependent and independent variables

Correlations						
		Personalized Communication	Product Presentation	Follow-up	Trust Building	Purchase Decision
Personalized Communication	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	320				
Product Presentation	Pearson Correlation	.504**	1			
	Sig. (2-tailed)	.000				
	N	320	320			
Follow-up	Pearson Correlation	.512**	.599**	1		
	Sig. (2-tailed)	.000	.000			
	N	320	320	320		
Trust Building	Pearson Correlation	.520**	.412**	.432**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	320	320	320	320	
Purchase Decision	Pearson Correlation	.452**	.497**	.534**	.356**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	320	320	320	320	320

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

Source: Survey Data (2024)

The correlation analysis highlights the significant relationships between key factors that influence customer decisions at Ayat Real Estate S.C. Personalized Communication, Product Presentation, Follow-Up, and Trust Building all play interconnected roles in shaping Purchase

Decisions. The results suggest that enhancing these factors can positively impact customer engagement, trust, and ultimately, purchasing behavior.

The correlation matrix reveals strong, positive relationships between key factors influencing customer decisions at Ayat Real Estate S.C. Personalized Communication is significantly correlated with all other factors, particularly Follow-Up ($r = .512$) and Trust Building ($r = .520$), indicating that personalized communication plays a crucial role in effective follow-ups and building customer trust. Product Presentation is notably correlated with Follow-Up ($r = .599$) and Purchase Decision ($r = .497$), showing that high-quality presentations can enhance customer engagement and influence buying decisions. Follow-Up also demonstrates strong correlations with Trust Building ($r = .432$) and Purchase Decision ($r = .534$), highlighting the importance of timely and relevant follow-up communications in fostering trust and motivating purchases. Trust Building is positively correlated with all other factors, especially Personalized Communication ($r = .520$), suggesting that efforts to build trust benefit significantly from personalized, customer-centric communication. Finally, Purchase Decision is most strongly influenced by Follow-Up ($r = .534$) and Product Presentation ($r = .497$), emphasizing that consistent follow-up communication and appealing property presentations are key drivers of purchasing decisions. Overall, these findings suggest that improving personalized communication, product presentations, follow-up efforts, and trust-building strategies can significantly impact customers' decisions to purchase performance and success.

4.5.2. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain the validity and robustness of the regressed results of the research under multiple regression models. Hence, this study has conducted assumption tests such as multicollinearity and normality.

4.5.2.1. Multicollinearity Test

To have good results, the independent variables should not be highly correlated with each other. In multiple regression analysis, collinearity refers to the correlation among the independent variables (Pallant, 2007).

Therefore, to make sure that there is low collinearity, the values of tolerance and VIF (variance inflation factor) should be checked. According to Pallant (2007), tolerance indicates to what extent the independent variables do not explain much of the variability of a specified independent variable, and the value should not be small (more than 0.10) to indicate the absence of collinearity. In addition to that, VIF, the inverse of tolerance value, should have a value of less than 10 to avoid any concerns about collinearity (Pallant, 2007). Table 4.9 below indicates low collinearity because all tolerance values are above 0.1 and all VIF values are less than 10. Therefore, these tests reflect that the variables used in the study are free from multicollinearity.

Table 4. 9 Multicollinearity test

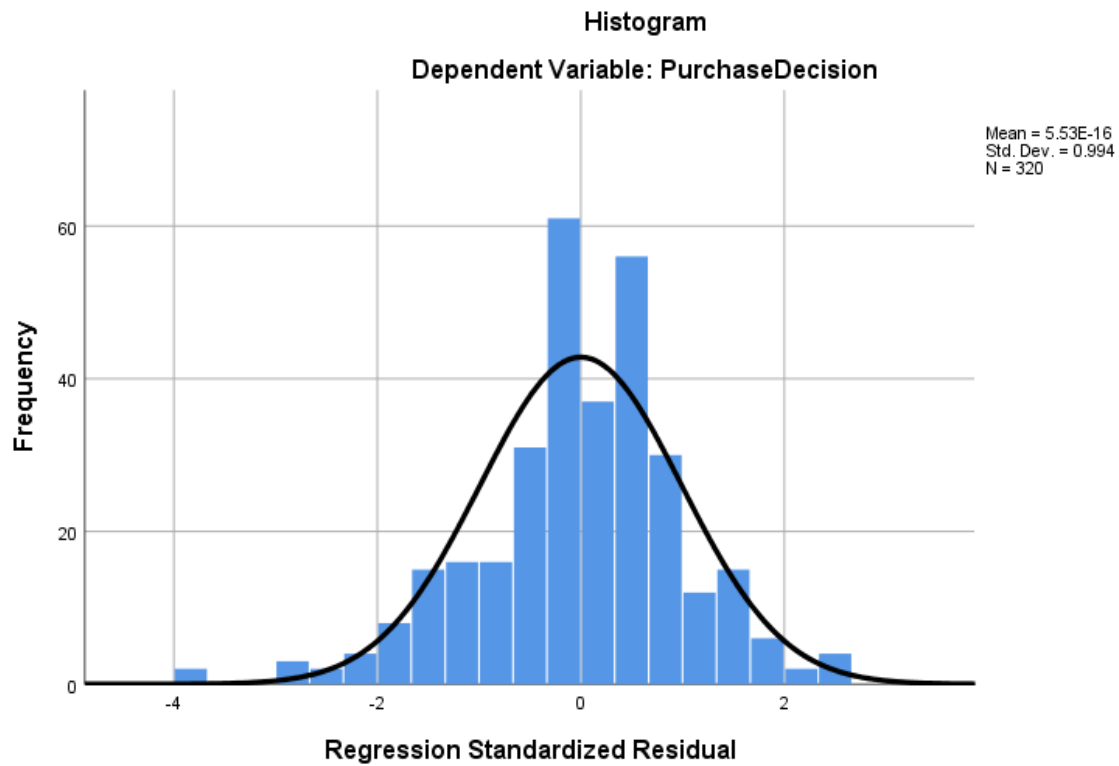
Model		Collinearity Statistics		
		B	Tolerance	VIF
1	(Constant)	1.499		
	Personalized Communication	.127	.596	1.678
	Product Presentation	.178	.581	1.722
	Follow Up	.296	.569	1.759
	Trust Building	.042	.684	1.463

Source: Survey Data (2024)

4.5.2.2.Normal Distribution/Normality Test

One of the most important statistical procedures is the normal distribution. A normal distribution with a mean of zero and a standard deviation of one is referred to as a standard normal distribution (Garson, 2012). Multiple regression analysis demands that the variables in the sample be naturally distributed. Assume that the histogram was bellshaped and that the residuals were usually spread around its mean of zero. As seen in Figure 4.1, residuals were normally spread around their mean of zero, indicating that the results were normally distributed and conformed to the normal distribution assumption. Since the figures validated the data's normality assumption, it follows that the inferences drawn regarding population parameters from survey statistics are likely to be correct.

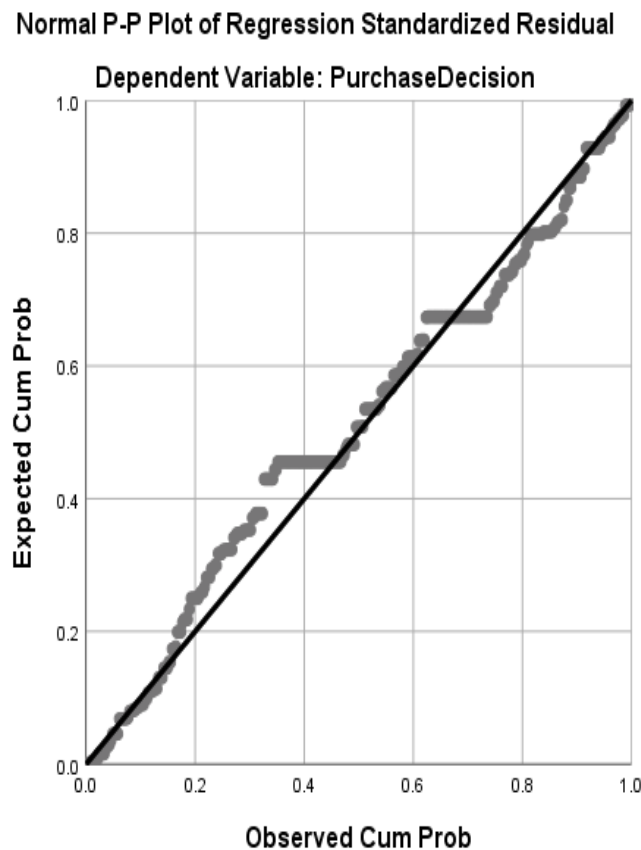
Figure 2 Normality Test, Histogram



Source: Survey Data (2024)

Besides, the normal probability plots were also used to test the normality assumption as shown by the Normal P PPlot Figure 4.2, as you can see below.

Figure 3 Normal PP Plot

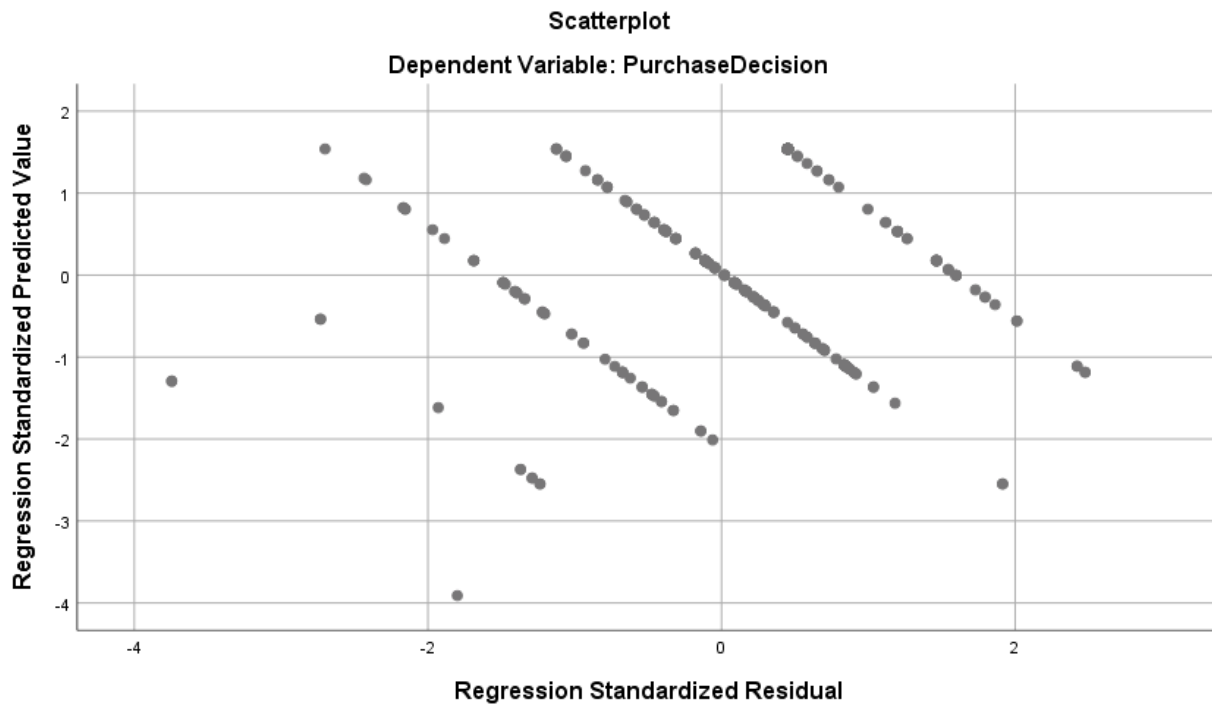


Source: Survey Data, 2024

4.5.2.3. Test for Homoscedasticity and Linearity test

A matrix scatter plot was used to test for homoscedasticity and linearity. The scatter plot presents the standardized residuals (ZRESID) plotted against the standardized predicted (ZPRED) values used. Figure 4.3 shows the graph representing the data. The linearity of the relationship between dependent and independent variables represents the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1996). As shown in Fig. 4.3, the test result in the appendices shows that there are no linearity problems between dependent and independent variables.

Figure 4 Scatter Plot of ZPRESID and the ZPRED values of the Data



Source: Survey Data (2024)

4.6. Regression Result Analysis

Multivariate regression was used to establish the relationship between the independent variables (commitment, leadership, work motivation, and employee competence) and employees' job performance (the dependent variable) in the Catholic Relief Service Ethiopian country program. The analysis applied the Statistical Package for Social Sciences (SPSS) version 25.0 to compute the measurements of the multiple regressions for the study. The goal of this analysis is to know the level to which employees' job performance is affected by independent variables by considering the R square value, beta coefficient, and Pvalue for the significance of the relation.

4.6.1. Model Summary

The overall results of the subject study are as shown in Table 4.10.

Table 4. 10 Model Summary

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.953a	.908	.905	.19733	1.826
a. Predictors: (Constant), Trust Building, Product Presentation, Personalized Communication, Follow Up					
b. Dependent Variable: Purchase Decision					

Source: Survey Data (2024)

The model summary provides key insights into the relationship between various predictors and Purchase Decision. The R-value of 0.953 indicates a very strong positive relationship between the predictors (Trust Building, Product Presentation, Personalized Communication, and Follow-Up) and the dependent variable, Purchase Decision. The R Square value of 0.908 suggests that approximately 90.8% of the variance in Purchase Decision can be explained by these four factors, demonstrating the model's high explanatory power. The Adjusted R Square value of 0.905 accounts for the number of predictors in the model and still indicates a strong fit. The Standard Error of the Estimate is 0.19733, indicating a relatively small average deviation between the predicted and observed values. The Durbin-Watson statistic of 1.826 suggests that there is no significant autocorrelation in the residuals, indicating that the model's predictions are independent of each other. Overall, the model shows a strong and reliable relationship between the predictors and customer purchase decisions.

4.6.2. Analysis of Variance (ANOVA)

The study further sought to establish the goodness of fit of the regression model using ANOVA statistics. According to Mugenda & Mugenda (2003), ANOVA is a statistical technique for data analysis, which is applied to establish whether any significant differences among two or more groups or samples at a chosen level of probability exist, or not. An explanatory variable is said to be a significant predictor of the dependent variable if the absolute tvalues of the regression

coefficient related to that independent variable are greater than the absolute critical tvalues. The results of the study are shown in the table below.

Table 4. 11 Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.067	4	17.767	44.108	.000 ^b
	Residual	126.883	315	.403		
	Total	197.950	319			
a. Dependent Variable: PurchaseDecision						
b. Predictors: (Constant), Trust Building, Product Presentation, Personalized Communication, Follow-up						

Source: Survey Data (2024)

The results of the ANOVA test indicate that the regression model significantly explains the variation in the dependent variable, *Purchase Decision*. The regression model has a sum of squares of 71.067 with 4 degrees of freedom, yielding a mean square of 17.767. The F-value of 44.108 is highly significant, with a p-value of 0.000, which is below the common alpha level of 0.05. This suggests that at least one of the predictors (Trust Building, Product Presentation, Personalized Communication, or Follow Up) has a significant impact on the purchase decision. The residual sum of squares is 126.883 with 315 degrees of freedom, and the total sum of squares is 197.950. Overall, the model demonstrates that the predictors combined have a statistically significant effect on purchase decisions.

4.6.3. Discussion of the Study

The regression coefficient indicates the direction and the relationship between dependent and independent variables. The results of this study are shown in Table 4.12.

Table 4. 12 Regression Coefficient Analysis of the Model

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	P Value
		B	Std. Error	Beta		
1	(Constant)	1.499	.195		7.671	.000
	Personalized Communication	.127	.045	.163	2.795	.006
	ProductPresentation	.178	.049	.213	3.607	.000
	FollowUp	.296	.059	.299	5.005	.000
	TrustBuilding	.042	.042	.054	.985	.325
a. Dependent Variable: PurchaseDecision						

Source: Survey Data (2024)

H1: Personalized communication by sales representatives has a significant positive impact on consumers' purchase decisions.

This hypothesis proposes that tailored and direct communication from sales representatives enhances customer engagement, builds trust, and ultimately increases the likelihood of property purchases. The regression analysis reveals a standardized beta coefficient of 0.163 and a p-value of 0.006, indicating a statistically significant positive relationship between personalized communication and purchase decisions. While the effect size is moderate compared to other predictors, the significance highlights the importance of personalized interactions in influencing consumer choices.

These findings are consistent with previous studies such as Chung & Kwon (2018) and Bansal et al. (2015), which emphasize that tailored communication fosters a sense of being valued and understood among customers. Personalized communication allows sales representatives to address specific concerns, preferences, and needs of customers, thereby increasing their confidence in their purchasing decisions. Furthermore, customized communication is often

associated with emotional connections, which play a crucial role in high-stake purchases such as real estate.

In the context of Ayat Real Estate S.C., this indicates that sales representatives who actively engage customers with targeted and meaningful communication are more likely to build trust and positively influence their purchasing behavior. Therefore, H1 is supported, and the results align well with the literature, underscoring the strategic importance of personalized communication in customer relationship management and sales strategies.

H2: Effective product presentation by sales representatives significantly influences consumer perceptions and purchase intentions.

This hypothesis suggests that the way sales representatives present properties—by emphasizing key features, showcasing benefits, and providing detailed information—significantly impacts consumers' perceptions and their final purchase decisions. The regression analysis shows a standardized beta coefficient of 0.213 and a p-value of 0.000, indicating a statistically significant and moderately strong relationship between product presentation and purchase decisions.

The findings align with established research, such as Kotler et al. (2015) and Brown & Dant (2018), which highlight the pivotal role of product presentation in influencing customer perceptions and decisions. According to these studies, effective product presentation not only creates a positive first impression but also helps customers envision the value and benefits of their purchase. In real estate, this could involve staging homes, providing detailed virtual tours, or highlighting unique property features during presentations.

For Ayat Real Estate S.C., the results suggest that sales representatives who effectively present property details in a structured, clear, and engaging manner can significantly impact purchase decisions. The presentation serves as a critical touch point in the customer journey, where perceived value is established and trust is reinforced. Therefore, H2 is supported, and the results are consistent with the literature, reinforcing the importance of product presentation as a key driver of purchase intentions.

H3: Follow-up services significantly affect consumer decision-making and purchase behavior.

This hypothesis posits that timely, consistent, and informative follow-up services by sales representatives positively influence customer decisions, nurture trust, and improve purchase likelihood. The regression analysis reveals an unstandardized coefficient of 0.296, a standardized beta coefficient of 0.299, and a p-value of 0.000, indicating a statistically significant and strong positive relationship between follow-up services and purchase behavior.

These findings are consistent with previous studies, such as those by Hennig-Thurau et al. (2002) and Morgan & Hunt (1994), which emphasize that follow-up services build customer trust, address lingering doubts, and reinforce a sense of reliability and care. Effective follow-up communication demonstrates attentiveness and a commitment to resolving concerns, ensuring customers feel supported throughout their purchase journey.

In the context of Ayat Real Estate S.C., the results highlight that follow-up services play a pivotal role in maintaining engagement, alleviating uncertainties, and encouraging customers to proceed with their purchase decisions. The strength of the relationship indicates that follow-up services might be one of the most influential factors driving purchase behavior in the real estate sector. Therefore, H3 is supported, and the results align strongly with the literature, highlighting the crucial role of post-interaction communication in fostering successful sales outcomes.

H4: Trust-building and relationship marketing strategies positively influence consumer decision confidence and purchase intentions.

This hypothesis suggests that trust-building strategies, including transparent communication, reliability, and fostering long-term relationships, enhance consumer confidence and encourage purchase decisions. However, the regression analysis reveals a standardized beta coefficient of 0.054 and a p-value of 0.325, indicating that the relationship is not statistically significant.

This result contrasts with previous research findings, such as Morgan & Hunt (1994) and Garbarino & Johnson (1999), which widely acknowledge trust as a critical factor influencing purchase behavior, especially in industries with high financial and emotional stakes, such as real

estate. In these studies, trust is often seen as the foundation of relationship marketing, facilitating stronger emotional and financial commitment from consumers.

While trust remains an essential element of relationship marketing, its limited statistical impact in this study suggests the need for further exploration and possibly enhanced implementation of trust-building initiatives. Therefore, H4 is not supported, and the results show partial inconsistency with previous literature, prompting a need for targeted improvements in trust-building strategies.

The findings highlight the varying impacts of personalized communication, product presentation, follow-up services, and trust-building strategies on consumer purchase decisions at Ayat Real Estate S.C.. While personalized communication, product presentation, and follow-up services demonstrate significant positive effects and align with previous research, trust-building shows a weaker and statistically insignificant impact, indicating potential areas for strategic improvement.

These insights provide a foundation for refining sales strategies, emphasizing effective follow-up services and product presentation, and re-evaluating trust-building initiatives to align with customer expectations and industry best practices.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

This chapter summarizes the findings from chapter four, as well as the conclusions and suggestions. The chapter also included recommendations for future research in order to answer the research question or achieve the research aim.

5.2. Summary of Major Findings

The study examined the impact of four key factors—personalized communication, product presentation, follow-up services, and trust-building strategies—on consumer purchase decisions at Ayat Real Estate S.C. using regression analysis. The findings reveal varying levels of influence and statistical significance across these factors:

Personalized Communication, The analysis demonstrated a statistically significant positive relationship between personalized communication and purchase decisions ($\beta = 0.163$, $p = 0.006$). While the impact was moderate, it underscores the importance of tailored interactions in building customer trust and engagement. This finding aligns with previous research, emphasizing the role of personalized communication in enhancing customer satisfaction and purchase likelihood.

Product Presentation, The results showed a strong positive and statistically significant relationship between effective product presentation and purchase decisions ($\beta = 0.213$, $p = 0.000$). This finding confirms that well-structured property presentations, emphasizing key features and benefits, play a critical role in shaping consumer perceptions and driving purchase intentions. The result is consistent with previous literature that highlights product presentation as a key determinant of consumer behavior.

Follow-Up Services, Follow-up services emerged as the strongest predictor of purchase decisions, with a highly significant positive relationship ($\beta = 0.299$, $p = 0.000$). This result highlights the critical role of timely and consistent follow-up communication in reinforcing trust,

addressing customer concerns, and facilitating purchasing decisions. The findings align strongly with existing research that identifies follow-up communication as a key driver of customer loyalty and satisfaction.

Trust-Building Strategies, Unlike the other variables, trust-building strategies exhibited a weak and statistically insignificant relationship with purchase decisions ($\beta = 0.054, p = 0.325$). This finding contrasts with existing literature, where trust-building is widely regarded as a foundational factor in purchase behavior. The weaker effect may be due to implementation gaps, dominance of other predictors, or contextual market differences.

In conclusion, while personalized communication, product presentation, and follow-up services significantly influence consumer purchase decisions, trust-building strategies show limited direct impact in this context. These findings highlight the need for strengthening trust-building initiatives while continuing to optimize strategies related to communication, product presentation, and follow-up services to enhance overall sales effectiveness at Ayat Real Estate S.C.

5.3. Conclusions

In conclusion, this study examined the impact of personalized communication, product presentation, follow-up services, and trust-building strategies on consumer purchase decisions at Ayat Real Estate S.C. through regression analysis. The results reveal that personalized communication plays a significant role in shaping consumer behavior by fostering trust, engagement, and a sense of being valued. Although its effect size is moderate compared to other factors, it remains a crucial driver of purchase decisions. Similarly, product presentation emerged as an influential factor, highlighting the importance of showcasing property features and benefits effectively. A well-structured presentation enhances consumer perceptions and purchase intentions, reinforcing the role of visual and descriptive property representation in driving sales outcomes.

Among the factors analyzed, follow-up services demonstrated the strongest positive influence on purchase decisions. Timely and informative follow-up interactions not only address lingering

customer concerns but also reinforce trust and demonstrate attentiveness, significantly increasing the likelihood of purchase. This finding underscores the critical role of post-interaction communication in sustaining customer interest and commitment. In contrast, trust-building strategies exhibited a weak and statistically insignificant relationship with purchase decisions, diverging from existing literature that emphasizes trust as a cornerstone of relationship marketing. This discrepancy suggests possible gaps in the implementation of trust-building initiatives or market-specific factors influencing their effectiveness.

Overall, the findings suggest that personalized communication, product presentation, and follow-up services are essential strategies for influencing consumer purchase decisions, while trust-building efforts require reassessment and refinement to achieve the desired impact. For Ayat Real Estate S.C., the strategic focus should prioritize optimizing communication strategies, enhancing the quality of product presentations, and maintaining consistent follow-up services to build stronger connections with customers. Additionally, trust-building initiatives must be revisited to ensure they align with customer expectations and are effectively integrated into the sales process. These insights provide a foundation for improving sales strategies and fostering long-term customer relationships in the real estate sector.

5.4. Recommendations

Based on the findings of this study, the following recommendations are proposed to enhance consumer purchase decisions at Ayat Real Estate S.C.:

- Firstly, sales representatives should prioritize personalized communication by tailoring their interactions to individual customer preferences and needs. Personalized communication helps build rapport, enhances customer satisfaction, and increases the likelihood of successful transactions. Training programs should be implemented to equip sales teams with the necessary communication skills to deliver tailored messages effectively.
- Secondly, product presentation strategies should be refined and standardized to ensure that property features, benefits, and value propositions are clearly communicated. Sales

representatives should focus on delivering engaging presentations that highlight the unique selling points of each property. The use of digital tools, visual aids, and virtual tours can further enhance the presentation experience and provide customers with a clearer understanding of the offerings.

- Thirdly, follow-up services must be maintained as a core priority in sales strategies. Given their significant impact on purchase decisions, follow-up interactions should be consistent, timely, and informative. Sales teams should establish systematic follow-up protocols, including reminders, updates, and personalized follow-up messages, to keep potential customers engaged and address their concerns proactively.
- Fourthly, trust-building strategies require reassessment and improvement to ensure they align with customer expectations. Efforts should focus on transparency in communication, delivering on promises, and consistently meeting customer expectations throughout the sales process. Establishing long-term relationships through loyalty programs, post-purchase support, and personalized follow-ups can also strengthen trust over time.
- Lastly, management should invest in regular training and development programs for sales representatives to improve their skills in communication, presentation, follow-up, and relationship management. Additionally, customer feedback mechanisms should be implemented to gather insights on customer perceptions and areas requiring improvement.

In conclusion, by prioritizing personalized communication, enhancing product presentation, maintaining consistent follow-up services, and improving trust-building strategies, Ayat Real Estate S.C. can strengthen its customer relationships, improve purchase outcomes, and maintain a competitive edge in the real estate market.

5.5. Recommendations for Further Studies

For future studies, several areas could be explored to further understand consumer behavior in real estate. Research could investigate the role of emotional appeal in communication, exploring how emotional triggers like storytelling influence consumer decisions. Additionally, longitudinal

studies could examine the long-term impact of follow-up services on customer loyalty and repeat business.

The role of emerging digital tools, such as virtual reality and augmented reality, in enhancing property presentations and consumer engagement would also provide valuable insights. Further research could explore how trust-building strategies interact with other factors like personalized communication and product presentation to influence purchase decisions. Cross-cultural studies could examine how consumer behavior in real estate differs across regions, helping companies tailor strategies for diverse markets. Finally, future research could assess the impact of sales representatives' skills and training on consumer decision-making, shedding light on how well-trained staff influences the overall customer experience. These areas of study could offer critical insights for refining real estate marketing strategies and improving consumer engagement.

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APPENDIX

SAINT MARY UNIVERSITY SCHOOL OF POSTGRADUATE STUDIES MBA PROGRAM

Dear Respondents

This questionnaire is designed for collecting data for research to be conducted on the Purchase Decision at Ayat Real Estate S.C..

I am conducting a research on *“Factors Affecting Consumer Purchase Decision at Ayat Real Estate S.C.”* for partial fulfillment of the requirements for masters of business administration. Your information is vital for the accomplishment of the study; it is intended for academic purpose only and it will be kept confidential.

General Instructions

- There is no need for writing your name
- In all cases where answer options are available please make a tick mark (√) in the appropriate box where the choice is appropriate for you.

Regards,

Part One: Demographic characteristics

Section 1: Demographic Information

Please answer the following questions to help us better understand the profile of our respondents.

1. Age

☐ Under 20

☐ 41-50

☐ 21-30

☐ 51 and above

☐ 31-40

2. Gender

☐ Male

☐ Female

3. Income Level

☐ Below 10,000 ETB

☐ 30,000 - 50,000 ETB

☐ 10,000 - 30,000 ETB

☐ Above 50,000 ETB

4. Are you a current buyer or prospective buyer of Ayat Real Estate S.C.?

☐ Current Buyer

☐ Prospective Buyer

5. How many times have you interacted with Ayat Real Estate S.C.?

☐ 2 times

☐ More than 3 times

☐ 3 times

Section 2: Factors Influencing Your Purchase Decision

Please rate your agreement with the following statements based on your experiences with Ayat Real Estate S.C. (1 = Strongly Disagree, 5 = Strongly Agree).

Item	Personalized Communication	1	2	3	4	5
PC1	The sales team of Ayat Real Estate S.C. tailors their communication to my specific needs and interests.					
PC2	I feel that the information provided by Ayat Real Estate S.C. is personalized and relevant to my situation.					
PC3	The sales representatives provide customized solutions based on my requirements.					
PC4	I feel that the communication is clear and easy to understand.					
PC5	The communication methods (calls, emails, messages) are convenient and effective for me.					
Product Presentation						
PP1	The property listings and presentations provided by Ayat Real Estate S.C. are clear and detailed.					
PP2	The visuals (photos, videos) provided for the properties are high quality and help me make a decision.					
PP3	The property descriptions are accurate and detailed, helping me understand the features of each property.					
PP4	The website and/or catalog of Ayat Real Estate S.C. is user-friendly and easy to navigate.					
PP5	I feel confident in the accuracy of the property details provided by Ayat Real Estate S.C.					

Follow Up						
FU1	Ayat Real Estate S.C. follows up with me in a timely manner after an inquiry or interaction.					
FU2	I find the follow-up from Ayat Real Estate S.C. to be helpful in my decision-making process.					
FU3	The follow-up communications from Ayat Real Estate S.C. are frequent enough to keep me informed but not overwhelming.					
FU4	The follow-up messages are clear and directly related to my needs or inquiries.					
FU5	I appreciate the personalized touch in the follow-up communications from Ayat Real Estate S.C.					
Trust Building Relationship Marketing						
TB1	16. I trust the information provided by Ayat Real Estate S.C. regarding property availability and pricing.					
TB2	17. The company's reputation makes me feel confident about the quality of their properties.					
TRB3	18. I believe that Ayat Real Estate S.C. is committed to delivering the properties as promised.					
TB4	19. I feel that Ayat Real Estate S.C. acts with integrity in all their transactions.					
TB5	20. The employees at Ayat Real Estate S.C. are trustworthy and knowledgeable.					
TB6	21. Ayat Real Estate S.C. has made efforts to maintain a long term relationship with me, even after my inquiry or purchase.					
TB7	22. I feel valued as a customer by Ayat Real Estate S.C.					
TB8	23. Ayat Real Estate S.C. offers incentives or loyalty programs that					

	encourage repeat business.					
TB9	24. The company's customer service team is responsive and proactive in maintaining customer relationships.					
TB12	25. I would be willing to continue doing business with Ayat Real Estate S.C. based on my current experiences.					
Section 3: Purchase Decision						
PD1	I am likely to purchase a property from Ayat Real Estate S.C. in the near future.					
PD2	My decision to purchase property from Ayat Real Estate S.C. is influenced by how well I connect with the sales team.					
PD3	The presentation of properties (e.g., quality photos, videos, virtual tours) has a significant impact on my decision to buy.					
PD4	I feel confident in my purchase decision after interacting with Ayat Real Estate S.C.					
PD5	I am more likely to recommend Ayat Real Estate S.C. to others based on my positive interactions.					

Thank You!