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**BAHIR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT
A THESIS ON**

**FACTORS AFFECTING CONSUMERS' PREFERENCE OF TELEVISION BRANDS: THE
CASE OF BAHIR DAR CUSTOMERS.**

**A THESIS SUBMITTED TO THE SCOOLE OF GRADUATE STUDIES OF BAHIR DAR
UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR DEGREE
OF MASTER OF ART IN MARKETING MANAGEMENT**

By

MINYECHEL MULU

ADVISOR

GIRMA T. (PHD) (ASS. PROFESSOR)

June, 2021

Bahir Dar, Ethiopia



BAHIR DAR UNIVERSITY

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Approved by the board of examiners:

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Advisor	Signature	Date
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Declaration

I announce that this master's thesis on the topic entitled factors affecting consumers' preference of television brands: the case of Bahir Dar City, Ethiopia is entirely my original work and it has not been presented to any university than Bahir Dar University for any academic purpose. Moreover, all the sources of materials used for this study has been properly acknowledged.

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Date-May/2021-----

This thesis has submitted for Department examination with my approval as a University advisor.

Name of Advisor: Dr. Girma T. (Assistant Professor)

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Date -----

Acknowledgement

First and for greatest, I want to acknowledge God, Next I would be glad to encompass my deepest gratitude and appreciations to my advisor Dr. Girma T. (Ass.professor) for his unreserved effort in providing all the necessary guidance and supervision at all steps of the work. His critical comment and encouragement have contributed a lot to the successful completion of the study. Thirdly I would like to thank my family for supporting me in every stage of the moment.

Finally, I would like to encompass my sincerer indebtedness to my friends provided their time and effort for the success of the study.

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Abstract

This research has tried to study the consumer purchasing decision of various television brands. The aim of this study was to identify factors affecting consumers' preference of television brands in Bahir Dar city. The independent variable in this study were product feature, price, promotion, brand image, country of origin, pear groups, packaging after sale service and consumers TV set purchase decision was considered as dependent variable. A sample of 385 television consumers was selected using convenience sampling technique and five respondents gave incomplete responses and a computer program which is commonly called statistical package for social science (SPSS) version 23 was used to process the collected data. A semi -structured questionnaire based on likert type scale was used to collect information from the sampled respondents in the city of Bahir Dar. The data was analyzed using inferential statistics. According to the multiple regression result, the following factors were significantly influencing the consumers' brand preference decisions for television purchase and these are country of origin, price, promotion, television feature, brand image, pear groups, packaging, after sale service.

Key Words: Brand choice, Brand Preference, Brand Awareness, Model of Buying Behavior

CHAPTER ONE

INTRODUCTION

This chapter was compromise the over-all background information, statement of the problem, general and specific objectives, scope of the study, significance of the study, definition of terms, of the paper correspondingly.

1.1. Background of the Study

Consumer behavior being the technique involve when consumers select, purchase, use or dispose of products, services, ideas or experiences to fulfill their needs and desires (Solomon 2010).Consumer behavior was having significance from different views. From the views of marketing, the study of consumer behavior had central as it enhances forecast and understand consumer wants for products as well as brand preference.

According to (Arndt, Solomon et al. 2004) It efforts to understand how the decision-making process goes and how it affects their purchasing behavior. Similarly, (Al-Azzam and Fattah 2014) such as what, whether, why, when, how, where, how much, and frequencies that an individual or group of consumers makes over time about the acquisition, use, or disposition of products, services, ideas, or activities.

(Gros 2012) as to them, the attempts have implications for the organizations making them, the consumers they are trying to encouragement, and the society in which these attempts occur.

Consumers in Bahir Dar city, just like any other society, also have different behaviors which they reflect when making any decision including a decision to purchase a product. People usually make rational decisions when buying a product which costs them much money.TV sets are one of the home aspirants which consumers buy not more than twice in their lifetime. Hence, they take many things in account before deciding to spend their money to buy a TV set. The following shows how television service in Ethiopia was underway briefly.

Television service was initially publicized to Ethiopia in November 1962, on the occasion of the 1st OAU Head of States meeting and to venerate Emperor Haile Selassie's 33rd Coronation Anniversary. During this appointment, the Emperor looked on the screen and in his speech explained

that this was one of the outcomes of Ethiopia's effort to spread knowledge (Ellene, Messele and Alemayehu, 2003).

Ethiopians have a few accesses to get satellite TV, according to the 2011 audience survey not more than 6 percent by the Electoral Reform International Services (2011). This survey of 4,000 people across Ethiopia, found that only 38.5 percent of respondents had access to television. Only a fifth of those surveyed said TV was their most significant and most reliable source of information. On the other hand, more than half put their trust on radio. Most Ethiopian television viewers do not have a TV set in their own homes (Forlano, Powell et al. 2011)

Nowadays, however, the number of local TV brands is increasing so does the number of people who own TV sets. Like any other city of Ethiopia, consumers in Bahir Dar city are wide-open to a wide choice of television brands and have to contend with different companies' marketing activities and other factors while seeking to make the best choice on the television brands to buy. Though, in Bahir Dar city no study has been conducted to examine factors which affect consumers' choice of a TV brand.

The researcher, though, came across like researches conducted out of Ethiopia. A study by Bhagaban Das et al. (2008) found out that price, quality, promotion and recommendation from near and dears were major factors that influence consumers' buying decisions of a TV brand

On the other hand, Malathi's (1998) study found out durability, brand image, price and after-sales service to be the main reasons for preferring a particular TV brand.

Many television brands are standing in the market for consumers. The competition among different brands is getting much stronger than ever before. To stay strong in the ever-growing competition, knowing the factors which motivate consumers to buy and affect their purchasing decisions are important to design the marketing strategy of every company. No research so far has been done that investigate the major factors which affect consumer brand choice in Bahir Dar. Hence, this paper was attempted to analyze the main factors affecting consumers' brand preference of TV Brand in Bahir Dar city.

1.2. Statement of the problem

The thoughtful of consumer behavior improves the marketer to assure how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons. As it is found in different consumer behavior theories a consumer's buying behavior is influenced by cultural, social, personal and psychological factors. The brand preference of customers appears to be influenced largely by the feature of TV set, price, brand image, promotion, country of origin and recommendations by family and friends, promotion, packaging, and after sale service. As the different studies shows the behavior of consumers in the purchase decisions differs based on different factors like socio-economics, lifestyles, demographic factors [(i.e. age , level of income, level of education) etc.

Bahaman, D., et al. (2008) in their study on grouping consumers' buying behavior had concentrated on the consumers' buying behavior on Television brands.

Studies on the brand selection of consumers thought that all the factors being vital on brand preference for the purchase of television are, their outcomes having that the brand preference of among consumers look as if to be inclined largely by the, quality, brand image, and recommendations by family and friends,(Khan and Rohi 2013).

Also, Product's country image strongly affects consumer's brand attitude; and consumer education on brand's country of origin can change consumer brand attitudes (Magnusson, Westjohn, & Zdravkovic, 2011). Moreover, global consumers widely differ in the brand preference of products while consumers have lower perception of brand quality, they are more positive about economizing, and feel guilty about consumption; thus indicating variation in consumption across cultures (Maxwell, 2001). Brand commitment, positive word-of-mouth, and willingness to pay premium; is the result of the integration of brand confidence and brand identification with brand love; and further brand love leading to brand choice (Albert & Merunka, 2013).

There is a controversies are arising regarding the "consumer purchasing decision of a TV set", either the decisions are based on like quality, brand credibility, or on the basis of consumer attitude and intention, advertising, group influences, innovations, and brand loyalty, or the decisions are made on the ground of brand awareness.

More of, the arguments about the concept of Consumer buying Decision help in knowing and testing the impact of the dominant factors on the consumer buying decision in a no-awareness situation, where a consumer is lacking any kind of information regarding the product category or/and about the available brands in that category of low involvement products.

As studies indication that consumer behavior are directly or indirectly affected by reference groups such as family, friends, advertisers .role models, impulsive purchase, mood, situation and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision-making (Smith and Rupp 2003). On the other hand, in Bahir Dar, urbanization is expanding at a faster rate, the number and diversity of brands have increased from day to day, the TV technology industry is introducing new features and the community is testimonial social developments with increasing purchasing power. Similarly, new TV brands are being introduced, TV retailer shops are expanding, and consumers' behavior becomes changeable. Because of this and other related factors, the field has become an area of further complex and uncertainties. As a result, the TV market has been an ideal selection for intentional analysis.

1.3. Research Questions

Hence, based on the above research gap this study aims to answer the following questions;

- What is the level of awareness of consumers about available TV brands in Bahir Dar city?
- What are the important factors in consumer brand choice for the purchase of television products?
- Which factors are relatively more important in the choice of television brand?
- Which television feature is mostly selected among the consumers?
- To analyze if there exists variation across consumers' demographics of TV brand choices

1.4. Objectives of the Study

1.4.1. General objective

The general objective of this study is to investigate determinants of TV brand choice of customers in Bahir Dar city.

1.4.2. Specific objectives

- To identify the levels of awareness of customers about various TV brands
- To examine the factors which influences the customer while selecting a particular TV brand
- To analyze the variations across demographics of TV brand selections by customers in Bahir Dar city
- To identify the most significant factors for the choice of television purchase

1.4.3. Significance of the Research

Now-a day many new companies are introducing more models, types, technologies and features of television brands and at the same time, demand of consumers is increasing due to the expansion of urbanization in Bahir Dar city. Accordingly, this study would offer clear understanding of the factors that influence brand choice of television which are critical to ensure that a company's branding and marketing efforts would have matched with the needs of consumers and have significant influences for television receivers, manufacturers, marketers, academicians and researchers and all together in filling the Understanding gap on consumers' choice criteria. Consequently, marketers may shape their marketing systems and fix the selection strategy of the consumer segment market successfully. Furthermore, the study can give to the marketing awareness in overall and shape consumer behavior in particular. Moreover it gives notice connection the way for academicians who are interested to make further investigation on the area.

1.5. The scope of the study

Because of time and resources constraints, this study focused only on factors affecting consumers' buying decision of a TV brand in Bahir Dar city. Thus, the samples were taken only from inhabitants of the city-Bahir Dar. The other rationale for using Bahir Dar as a study area is with the assumption of finding many different personalities, habits, emotions and feelings of people drawn from every side of the nation. This study aims to recognize factors that determine consumer brand choice of television purchase, their relationship with the brand preference and uncertainty consumer choice for a particular television brand changes with the consumer profile.

1.6. Definition of Terms

- Brand-A brand is, a “name, term, sign, symbol, or design, or a combination of them, intended to recognize the goods and services of one seller or group and to distinguish them from those of competition” (Lehmann, Keller et al. 2008)
- Buying decision –is the supposed process that leads a consumer from finding a need, generating options, and choosing a specific product and brand. Some are minor like buying toothpaste, while other purchases are major, like buying a house (Hawrylycz, Lein et al. 2012)
- Consumer decision making – is the process by which consumers distinguish their needs, assemble information, assess alternatives and decide the purchase decision. These actions are determined by psychological and economic factors and are influenced by environmental factors such as cultural, group, and social values (Vrontis and Thrassou 2007)
- Consumers: A consumer is a person who finds a need or desire, makes a purchase, and then disposes of the product during the consumption process. (Collaborative, Kelly et al. 2018)
- Consumer Behavior: The field of consumer behavior covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2018, p. 28).

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2.1. Introduction

This chapter provides an insight to readers about theoretical review, empirical review and Conceptual framework of the study. In line with the objectives of the study, the chapter covers topics related to consumer's behavior, conceptual theories of marketing mix and related research that have done about the consumers behavior of television purchasing decision are comprehensively discoursed and reviewed.

2.2. Theoretical Review

Theories are important to have a better understanding of the tittle under study. Mothers Baugh and Hawkins (2015) noted that having a perfect understanding of consumer behavior can greatly reduce the odds of failures. As to them, marketing decisions based on explicit consumer behavior theory, assumptions, and research are more likely to be successful than those based on intuitions and thus create a competitive advantage. These researchers choose rational choice theory and the motivation theory of consumer behavior to sustenance this study area. Rational choice theory assumes that individuals are rational actors using rational information to try to actively maximize their advantage in any situation and therefore consistently trying to minimize their losses. And the motivation theory explains why and what consumers do.

2.2.1. Rational Choice Theory

Rational choice theory is based on the idea that all action is basically 'rational' in character and that people calculate the likely costs and benefits of any action before deciding what to do (Scott, 2000). Rational choice is concerned in finding the best means to given ends; more specifically, in the face of a decision-making situation, an actor considers a finite set of alternatives, ascribes consequences to them, orders these consequences according to their significance and value, and makes an optimal choice among available options (Burns and Roszkowska 2016) . According to (Scott 2000) rational choice theory approves a procedural individualist position and tries to explain all social phenomena in terms of the rational calculations made by self-interested individuals. Individuals are motivated by the rewards and costs of actions and by the profits that they can make.

Most people in Bahir Dar buy TV sets purchase not more than two times per their life time. Since it costs high amount of money, people usually consider many things while they decide to buy any TV set. They mostly look for information, consider the price, ask the available brand alternatives, check the quality, features of the TV sets etc. before they choose.

2.2.2. Motivation Theory A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes. A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive or drive is a need that is sufficiently pressing to direct the person to seek satisfaction.

For marketers, considerate motivation is to understand why consumers do what they do. Need is a premise to do something. Motivation occurs when a need is stimulated that the consumer wishes to satisfy. The two of the most popular motivation theories are theories of Sigmund Freud and Abraham Maslow (Solomon et.al, 2006).

2.2.2.1. Theories of Sigmund Freud

Sigmund Freud supposed that people are largely unconscious about the real psychological forces shaping their behavior. He saw the person as growing up and suppressing many urges. These urges are never eliminated or under perfect control; they emerge in dreams, in slips of the tongue, in neurotic and obsessive behavior, or, ultimately, in psychoses. Freud's theory suggests that a person's buying decisions are affected by unintentional motives that even the buyer may not fully understand (Solomon et.al, 2006).

(Ashman, Wolny et al. 2018) explaining how Freud's work is relevant to consumer behavior noted that consumers cannot necessarily tell us their true motivation when they choose products, even if we can devise a sensitive way to ask them directly. The Freudian perspective also raises the possibility that the ego relies on the symbolism in products to compromise between the demands of the id and the prohibitions of the superego. As to him, people channel their unacceptable desire into acceptable outlets when they use products that signify these underlying desires. This is the connection between product symbolism and motivation: The product stands for, or represents, a consumer's true goal,

which is socially unacceptable or unattainable. By acquiring the product, the person vicariously experiences the forbidden fruit.

2.2.2.2. Theories of Abraham Maslow

As to Maslow, individuals have their own choice and decision depends on their unsatisfied needs. Someone may spend much time and energy to satisfy his/her safety and the other may on gaining respect from others. This theory condenses needs into five basic categories. Maslow ordered these needs in his hierarchy, beginning with the basic psychological needs and continuing through safety, belonging and love, esteem and self-actualization). In his theory, the lowest unsatisfied need becomes the dominant, or the most powerful and significant need. The most dominant need activates an individual to act to fulfill it. (Singh and Sharma 2016)

- 1st Physiological needs refer to the need for food, water, and other biological needs. Etc.
- 2nd Safety needs are there, it includes the need associated to security and stability in environmental conditions that exclude pain, fear, or unhealthiest.
- 3rd Social need that includes love, care, attention, friendliness, and maintaining relations with other needs
- 4th Self-esteem needs being valued, respected and appreciated by others. Humans need to feel to be valued, such as being useful and necessary in the world.
- 5th In hierarchy uppermost is self-actualization or fulfillment, a sense realization of self-potentiality. The opportunity for personal development, learning, and fun/creative/challenging work. (Nagar and Sharma, 2016)

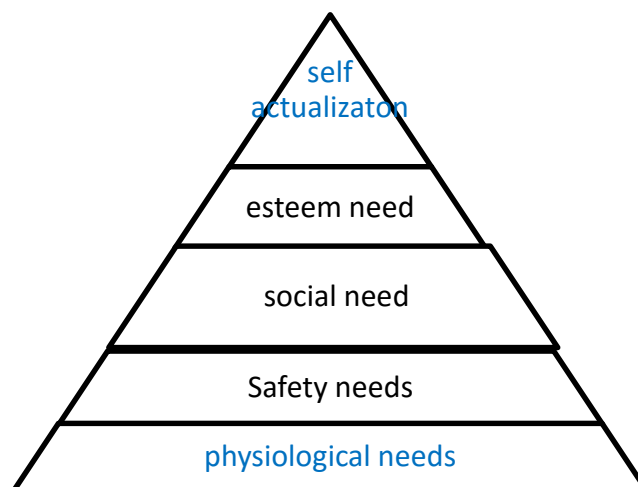


Figure 1 Abraham Maslow's Hierarchy of Needs

A person tries to satisfy the most important need first. When that need is satisfied, it stops being a motivator, and the person will then try to satisfy the next most important need. For example, starving no people (physiological need) or how they are seen or esteemed by others (social or esteem needs) nor even in whether they are breathing clean air (safety needs). But, as such important need is satisfied, the next most important need will come into play (Łatuszyńska, Wawrzyniak et al. 2013)

2.3. Consumer behavior

Consumer behavior could be defined as how individual consumers and family's or households make decisions to spend their available resources on consumption related items (Loudon and Della-Bitta, 2004). Consumer behavior embeds both mental processes and physical actions that result from choice and purchase decisions. Consumer behavior as defined by Schiffman (2007, p. 3) is "the behavior that Consumers display in searching for, purchasing, using, evaluating, and disposing of Products and services that they expect will satisfy their needs.

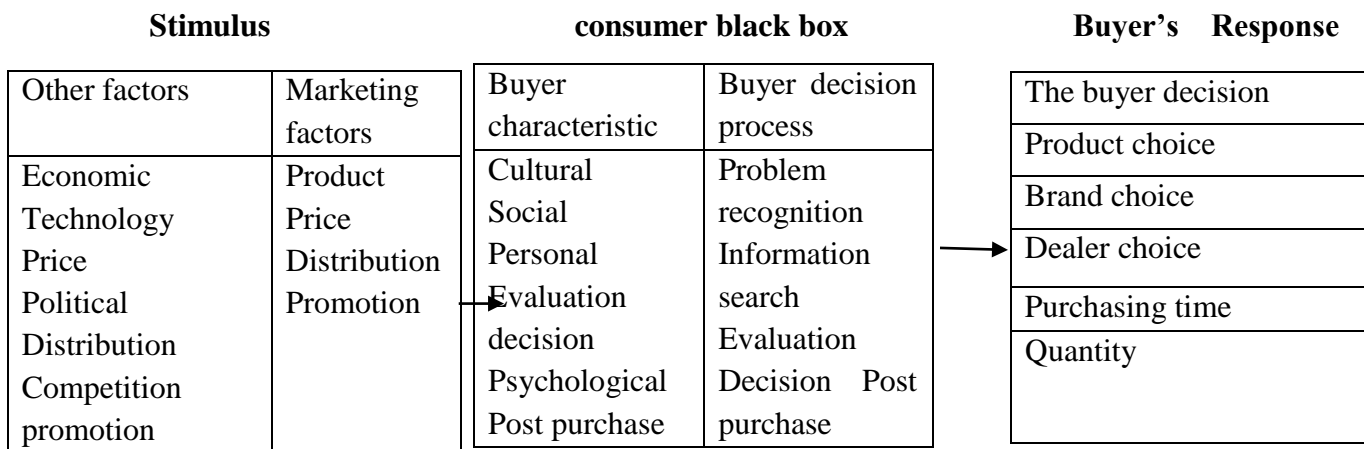
Consumer purchase decision is a complex, dynamic issue which cannot be defined easily and commonly (Engel et al., 2006). According to Peter & Donnelly (2003) consumer purchase decision is an individual's purchase and consumption decision influenced by culture, social class and reference group, and price. (Pornpitakp an 2000) define consumer purchase decision as the study of individuals, groups, or organizations and the process they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In totality, consumer purchase decision reflects on consumers' decisions with respect to their acquisition, consumption and disposition of goods, services, time and ideas (Thakur and Singh 2012) came up with a list of factors that influence consumer purchase decision. He categorized them into two categories, the market stimuli and the buyer characteristics. The market stimuli include the product, price, place and promotion, while the buyer characteristics include culture, social, personal and psychological factors. (Wright, Huston et al. 2001) further posits that buyer's decisions are characterized by the product choice; brand choice, dealer choice purchase timing and purchase amount. In this study consumer purchase decision will be measured in terms of brand choice, store choice, purchase timing and purchase amount.

Brand choice is the behavior that involves aims requiring an action, imposing upon the buyer's intention and also the attitudes about the existing brand alternatives in the buyer's evoked set that results from an arrangement of a preferential order regarding that brand (Aaker 1991)Store choice is

the best alternative of store that consumers settle on after considering important factors like pricing strategy. Purchase timing is the actual time that a consumer buys from his store choice. Purchase amount is the total amount of products a consumer purchases at one particular time.

The Marketing stimuli which influence consumer purchasing decision of a TV set. Marketing stimuli relate to the activities and inputs of retailers, in particular the components of their market mix, namely, product, price, place and promotion. Other stimuli include economic, political, and technological elements in the marketing environment. Marn et al., (2003) affirm that understanding how pricing strategies affect consumer purchase decision is very important for retailers because it allows organizations to develop appropriate strategies. With the current growth in technology, consumers have become more knowledgeable since information is easily accessible. Consumers who are more knowledgeable understand price for value and adjust decision towards a product and service provider accordingly (Huchzermeier ET a., 2002).

The model of buyer behavior the study of in what way and the reason people purchase goods and services in terms of consumer purchasing behavior, (Kotler and Armstron 2001). The term covers the decision making processes from those that precede the purchase of goods or services to the final experience of using the product or service. They try to understand the proverbial 'black box' of what happens within the consumer between his or her exposure to marketing stimuli and the actual decision to purchase.



Input.....output
Figure 2; Model of Buyer Behavior

Source: (Kotler and Armstrong 2010)

2.4. Types of Consumer Purchasing Behavior

High involvement purchase is important to the consumer such as purchases are closely to the consumer's ego and self-image and involve some financial, social or personal risk. In such case, it is worth the consumer's time and energy to consider product alternatives carefully. Low involvement purchase is not important to the consumer, financial, social and psychological risks are not nearly as great. In such cases, it may not be worth the consumer's time and effort to search for information about brands and to consider a wide range of alternatives. Kotler, (2001) also distinguished four types of purchasing behavior based on the degree of buyer involvement and the differences among brands.

2.4.1. Complex buying behavior

In complex buying behavior consumer shows high level of involvement while purchase and observe considerable differences among brands. Complex consumer buying behavior is noticeable when the product price is high, risky, low quality after sale service and so on. Its good example is buying, television or laptop. These products are expensive and variety of brands. Consumers feel uncomfortable to decide for a specific brand.

2.4.2. Dissonance-reducing buyer behavior

In dissonance reducing buying behavior consumer involvement is very high due to high price and infrequent purchase with less significance differences among brands. In this case buyer purchases the product which is easily available. After the product purchase, consumers may face dissonance post purchase behavior.

2.4.3. Habitual buying behavior

In Habitual buying behavior consumer involvement is low as well as low is no significance among brands names. The good example is a lighter or match box. They just go for it and purchase it, there is no brand loyalty. Consumers do not need information regarding brand purchase, characteristics. For such brands TV commercials, newspapers and magazines build positive attitude of consumers towards.

2.4.4 Variety-seeking buying behavior

Variety seeking buying behavior situation consumer involvement is very low but there are significance differences among brands. In this situation consumers perceive brand switching. A good

example is purchase is chips. In such case consumer purchase chips and make results are consumption. Next time they purchase another brand just to change the taste.

2.5. Major factors influencing buying behavior

Many scholars stated that factors that influence consumer behavior are internal and, external environmental factors (Khan, 2006; Peter and Olson, 1989). External factors do not affect the decision process directly, but filter through the individual determinants, to influence the decision process.

2.5.1. Cultural factor

Culture represents the behavior, beliefs, and in many cases, the way we act learned by interacting or observing other members of society. In this way much of what we do is shared behavior, passed along from one member of society to other.

Culture: Culture is the most important factor of a person's desires and behavior. The growing child acquires a set of values, perceptions, preferences, and behavior through his or her family and other key institutions. According to Schiffman and Kanuk (1997), culture has more powerful to impact consumer behavior, lifestyle, motivation and purchase decision.

In order to rise customer satisfaction the managers and marketers are trying to understand the real behavior and attitude of consumers in a given situation. The better the marketer understand the factors underlying consumer behavior, the better able they are to develop affective marketing strategies to meet consumer needs" (Assael, 1998).

Social class: Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it's very large groups, we usually find similar values, lifestyles, interests and behaviors in individuals belonging to the same social class.

Peter and Olson (1989) stated that in a social class groups and individuals are distinguished in terms of esteem and prestige and identification with each class is influenced most strongly by one's level of education and occupation. The consumers buying behavior is different according social class because they associate brand of products or services with specific social classes (Engle et'al., 1993). A consumer from the lower class will be more focused on price while a shopper from the upper class

will be more attracted to elements such as quality, innovation, features, or even the social benefit that he can obtain from the product (Schiffman and Kanuk, 1991).

2.5.2. Social Factors

The consumer's behavior is influenced by such social factors as (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Social factors are among the factors influencing consumer behavior significantly.

Reference groups are people, including opinion leaders in the social environment who are relevant to a person and who influence those individuals' cognitions (Peter and Olson, 1989). Similarly Khan (2006) defines reference group is a small group of people consisting of family ,close friends, work groups, neighbors', or any other group of people a consumer associate with and refer to while making buying decisions, helps a consumer to choose a product by building aspirations . The impact of reference groups varies across products and brands.

According, to Engle et' al (1993) purchases might be made by an individual but the buying decision is influenced by other members of the family for causes such as financial dependence of the individual and the allocation of the family income decisions. Khan (2006), the bonds in a family are more powerful than in other groups and all purchases are influenced by family members. Status is another factor that he should take care before buying something. As a manager he has more status in the society than the role of a husband or a father. There-fore, he should choose the product that shows his status in society (Kotler et al, 2008).

2.5.3. Personal factors

It includes such variables as age and economic circumstances, lifestyle, personality and self-concept. His/her own personality ultimately influences his/her decision. Some individuals may lay greater emphasis on price, others on quality, still others on status, symbol, convenience of the product, etc. (Khan, 2006).

Age and stage in the life cycle: people buy different goods and services over their lifetime. Marketers often choose life-cycle groups as their target market.

Occupation The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase harsh work clothes.

Economic Circumstances: Economic Situation Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

Lifestyle: Lifestyle of customers is another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

Personality and self-concept: each person has a distinct personality that influences his or her purchasing behavior. By personality, we mean a person's distinguishing psychological Characteristics that lead to relatively consistent and enduring responses to his or her environment.

2.5.4. Psychological Factors

A person's purchasing choices are influenced by four major psychological factors; motivation, perception, learning, and beliefs and attitudes.

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

Perception: Perception is called as the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Each human being in the world sees his/her surroundings differently. Several people have the same ideas about a specific event. Perception is how consumers understand the world around them based on information received through their

senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli (Connolly, 2010). The marketplace's perception of a brand or industry is extremely important, which is why big brands work so hard to ensure that the general perception surrounding them and their industry is as positive as possible. Perception means the adaption of reality. The process of selection, processing and interpretation of input data from the environment to make them purposeful (Brown 2006).

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

Beliefs and attitudes: Kotler defines belief as "descriptive thought that a person holds about something" and attitude as "a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea". Individuals can have specific beliefs and attitudes about specific products and services (Sarangapani, 2009). Marketers are interested in the beliefs that people formulate about specific products and services because these beliefs make up product and brand images that affect buying behavior. Consumers tend to develop a set of beliefs about a product's attributes and then, through these beliefs, form a brand image-a set of beliefs about a particular brand (Lee, 2007). Attitude of consumer also influences the consumer behavior. If consumer's attitude towards a product is favorable, then it will have positive effect on consumer behavior. The marketers discover prevailing attitude towards their product and try to make it positive, and if it is already positive, then try to maintain it (Hoyer & Deborah, 2008).

2.6. Marketing Mix

Marketing mix means the product, distribution, promotion and pricing strategies to produce and carry out exchanges and achieve the target markets. Marketing mix - interrelated actions and solutions to meet consumer needs and to achieve the company's marketing goals, a whole

(Ongkowijaya 2020) Marketing mix - a set of relevant factors and solutions that enable customers to meet the (national) needs and achieve the goals set by the company (Al Karim and Habiba 2020) According to Singh (2016), marketing is a complex range of marketing mix solution variables used in the company seeking to sell their goods and services.

2.6.1. Product

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy, (Singh 2016). The product is the first and one of the key marketing elements, (Dang 2015). Author cit. Kotler and Armstrong stated that the product: is what can be existing to the market, to get attention, to be the procurement of used or used, and can satisfy the wants or needs.

Product attributes

Packaging was considered as the leading indicator of quality and a dominant clue in selecting a brand when the consumer is completely unaware about the brands real quality and performance.

Decision makers faced with a need to choose between two equally valued alternatives tend to prefer the one that is superior on the more important attribute, (Faries 1975) In judging alternatives, consumers may combine evaluations on various attributes. The rules for combining evaluations are thus important aspects of the choice process, (Johnson and Russo 1984)

Consumers make purchases by image and perception of value, packaging, color and other attributes of a product, and packaging is widely considered as “the silent salesman”, which helps in developing strategies for better marketing results. Packaging is very important instrument in the marketing mix. Packaging has two functions: (i) to protect and contain the product; and (ii) as an interface to sell the product to the consumer. High-quality packaging involves target market research, environment changes in market, society, and the technology.

Product features/attributes have also proved as a significant importance in deciding for a brand to purchase .An important determinant of the extent to which a feature is contrasted or assimilated is the degree of feature overlap between the new feature and the brand to which it is added (Breakstone, Campanini et al. 1989) In the present case, it was expected that when a brand with superior features or brand name adds yet another (positive) feature, the new feature is assimilated

into the existing perception of superior performance and, thus, is unlikely to significantly affect the over- all evaluation of the product.

Product attribute performs a major role in determining the brands that consumers will consider and give serious attention when making a purchase decision (Kotler and Gertner 2002). In current centuries product has expanded to include all evaluative criteria, including objective or physical properties i.e. price, brand name or subjective criteria's such as quality, style, benefit or value.(Akpoymare, Adeosun et al. 2012)adds that because most product attributes provide consumer benefits, there is usually a one-to-one relationship between brands.

2.6.2. Perceived Quality

According (Shaharudin, Hassan et al. 2010) in market offering, a product is the key element that brings value to the customer. Products are more than just tangible objects but inclusive of service features, design, and performance quality brand name and packaging. A product's quality has a significant impact towards the product or service performance, thus it is linked to a customer's and satisfaction (Alhaddad 2015). Consumers are seeking reliable product that suit the purpose and able to st and the intended functions. With the increase of customer purchasing power supported by multiple and flexible financing scheme, customers find themselves surround with many options to choose. Changes in the competitive environment and increasing customers' expectation regarding product quality and customers satisfaction are driving manufacturers to place a greater amount of emphasis on understanding customer's attitude and behavior in order to maintain and grow market share and profitability.

Product quality is imitative from the difference between actual products and the alternative products that could be made available or provided by the particular industry (Cheung, Lam et al. 2015) .It can also be determined by the way customers perceive quality in the market (Wankhade and Dabade 2006).The product quality can be captured in eight dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Hazen, Cegielski et al. 2011) .Quality assessment is very critical and personal that may be viewed from different dimensions, particularly the product attributes/features and its outlook, its color and shape/design etc.

Income of the buyer may determine the degree of quality of a product; a particular brand may be viewed as of good quality by the person having low income and low buying power, while a higher income person may see it as inferior.

Perceived quality is customers' perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose (Severi and Ling 2013) Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty. This influence is very important when customers are in a condition which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets (Kirmani and Zeithaml 1993)

2.6.3. Price

The price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor. The price includes a fair assessment of the product, e.g., a good price for a good product (Išoraitė 2016). The price is the amount that the consumer must pay, that would involve exchanges, so the price of the product depends on the different elements of change. Price is one of the factors affecting the consumer, because it helps him to understand the value of the product. Also, the price can be specified as an actual or valuable, giving value, and the price of companies to identify their products or services in the role as the regulation of its marketability (Išoraitė 2016). (Alfred 2013), the price is defined as the amount of money to pay for a product or service, or the value of the exchange help customers receive a product or service for a certain amount. The price may also be defined as a monetary expression of value for the consumer agrees to pay (Sandhu, Fang et al. 2016) highlights that a very important factor in determining prices is influenced by the cost of the product, marketing strategy and costs associated with the distribution, advertising costs or price changes in the nature of the market.

Pricing is dependent on volume of marketed production, so there is always an inverse relationship: the higher the price, the sales decline. Therefore, setting your product price can be complicated and it is therefore possible to use the following measures:

(Rickels, Duschka et al. 2007) has defined company credibility as the degree to which consumers do believe that a company can deliver products and services that satisfy most their needs and wants.

(Alfred 2013) no matter how a product is, some people will be unable to pay more than a certain price. Others may be able to afford it but believe that another way of that spending sum of money would give them greater satisfaction. Conversely, simple being cheap is not enough; the product must come up to some level of expected performance. In some situations, (luxury goods), a high price may even make the product more desirable than a lower price. Price is only one of the several costs faced by consumers. According to (Alfred 2013). Certain demographic groups such as women, married couple, elderly people, and home workers are more liable to search for, and use, price information consciously.

2.6.4. Promotion

The promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process.

Sponsorship is the most important consumer sales promotion tool that includes discounts and promotions, as well as coupons, samples, refunds, bonuses, awards, contests and product demonstrations, and to say what motivates consumers to buy.

Sponsorship - is an activity that makes the target customers aware of a product or service and their advantages and is convincing to buy the product (Cingiene and Gobikas 2006). Sponsorship - this element of the marketing mix, covering decisions and actions provided for groups of people that are informed and encouraged to buy (Išoraitė 2016) Though, in order to understand what is the promotion is, it is necessary to consider the complex elements provided in the scientific literature, such as advertising, sales promotion, personal selling, public relations and direct marketing. Advertising is any form of information and the promotion of a set of ideas that helps to inform customers about new products and helps to reduce barriers between customers and organizations (Rahnama, Baker (2013)).

Sales promotions include sampling operations, free-banded issues, money-offs and games among consumers, etc. These activities will uplift the sales volumes (Valette-Florence, Guizani et al. 2011) .According to (Shi, Cheung et al. 2005), Point-of purchase materials and promotional techniques such as in-store sampling, end-aisle displays, or shelf tags touting special prices encourage consumers to consider brands that may not have initially been in their evoked set. Brand managers use sales promotion because its effects are quicker and more visible to their superiors; but excessive

sales promotion activity can hurt the brand's image and long-run profit performance (Valette-Florence, Guizani et al. 2011)

Publicity and public relations all have promotional program elements that may be of great benefit to marketers. They are integral parts of the overall promotional, which must be managed and coordinated with the other elements of the promotional mix (DiStaso, Vafeiadis et al. 2015)

Personal selling involves selling through a person-to-person communications Process (DiStaso, Vafeiadis et al. 2015). The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment.

Advertising is a 'Paid form' of communication. It is used to develop attitudes, create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003). There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides).

2.6.5. Brand Image and Country of Origin

Brand image is a unique set of associations in the mind of customers regarding what a brand stands for and the implied promises the brand makes. According to (Dictionary 2013), "the impression in the mind of customers of a brand's total personality which may be imaginary or real shortcomings and qualities is called brand image". It is developed through advertising campaigns with consistent theme over time, and is validated through the direct enables the customers to distinguish their needs that the brand fulfills and it differentiates the company from others and enhances the customer performance over the brand (Leventhal, Story et al. 2006). According to (Keller 2003), brand image is the agreed of beliefs, ideas, and impersonations that a person holds regarding an object. Moreover, (Neupane 2015) added that brand image is useful to drive loyalty, brand equity, brand performance, and purchasing habits of customers.

Brand image is essential for marketing where customers infer the quality of products by the brand image and are further encouraged the behavior of purchasing. (Payne, Ballantyne et al. 2005), defined brand image as the material property linked with the brand, such as the product name and the packing, which could make profits or sense for customers. (Payne, Ballantyne et al. 2005) planned

reducing conceptual model confirmation with the effects of brand image and brand attitude. Three means, in the model, were proposed to connect to brand right directly through the brand image and the brand attitude, and indirectly from the brand attitude through the brand image. (Dobni and Zinkhan 1990), preserved brand image as the brand concept that customers held; (Chien-Hsiung 2011) stated that most brand image was subjectively perceived image, which was interpreted from the rationality or the sensitivity of customers.

The term country of origin refers to the impact that product manufactured in some specific countries has on consumer purchasing behavior. Over the years, the phenomenon of country of origin (COO) has become known to both marketing academics and practitioners that consumers differentiate products from different origins, as this has effect on them. Among countries underdeveloped, in economically, the choice for domestic products is likely to be weaker (Cordell 1992). In many instances, consumers from the communist countries and central Europe have preference for locally made products (Ettenson 1993).

Studies have found that alternative cues, such as price and brand play a more crucial role in predicting customer acceptance of products, suggesting that country-of origin is more noticeable to those consumers with less product information (Olsen, Biswas and Granzin 1993). Nevertheless country-of-origin effects continue to be heavily investigated as an important construct in consumer behavior, particularly in ascertaining product judgments.

2.7. Empirical Studies on Factors Influencing television Brand preference

One common themes running through the research has been to identify factors affecting consumer brand preference of a TV set. There are some empirical studies in other countries about the influence of the different factors consumers on purchasing decisions of television in general and the different segments of consumers in particular. These studies showed different empirical results about the influence of these variables in different contexts.

Research in China indicates that; television consumers generally switch brands while buying a new set; and are more likely to buy a larger set, of a growing brand (Bennett, 2008). On the other hand, research in LCD television indicates; product features, operational features, promotional features; and word-of-mouth tend to influence consumer behavior (Bhardwaj & Palaparthi, 2008).

Stimulus response model of consumer behavior suggests that marketing stimuli of products and services, distribution, and communication; along with other stimuli of economic, technological, political, and cultural in sync with consumer psychology consisting motivation, perception, learning, and memory; and consumer characteristics like cultural, social, and personal factors; all leads to the buying decision process (Kotler & Keller, 2016).

Since consumer behavior of durables is mainly driven by aspects of reliability, serviceability, and energy-saving features; consumers have willingness to pay (WTP) more for durable brands of quality reputations (Seitz, Razzouk, & Wells, 2010).

Intrinsic qualities of durables, along with relationship between the quality of the product; as well as strength of brand names needs to be understood for study of durable consumer behavior (Ong, Kitchen, & Chew, 2010).

Product's country image also strongly affects consumer's brand attitude; and consumer education on brand's country of origin can change consumer brand attitudes (Magnusson, Westjohn, & Zdravkovic, 2011). Global consumers extensively differ in consumer behavior; while Indian consumers have lower perception of brand quality, they are more positive about economizing, and feel guilty about consumption; thus indicating heterogeneity in consumption across cultures (Maxwell, 2001). Literature indicates significant effect of individual and brand personality on the consumer brand preference (Banerjee, 2016). Relationship of brand trust and brand identification with brand love; and further brand love leading to brand commitment, positive word-of-mouth, and willingness to pay premium; have been reported by the literature (Albert & Merunka, 2013).

Lilly. J (2010) conducted a study entitled, "Customer Perception and Preference towards Branded Products with special references to Television Sets" with the objectives of evaluating the customers' perception of the promotional factor of purchase towards branded products and also to know whether the demographic variables of the respondent have influence on brand preference of television sets.

Bhagaban Das et al. (2008) in their study on categorizing consumers' buying behavior have focused on the consumers buying behavior on Television brands. The factors that influence their buying decision were commonly quality, advertisement, recommendation from near and dears etc.

Another study by Malathi (1998) entitled, "Consumer's Brand Choice Behaviour for Television in Salem District", stressed the major findings that consumer awareness about the brand is created

through advertisement and dealer's contact. Her study found out that durability, brand image, after-sales service were the main reasons for preferring a particular brand.

A study by Basariya and Ahmed (2018) on Consumer Preference towards Led TV revealed that the Majority of the respondents expressed their satisfaction with the present brand and features of LED TV they own.

Brose khan and Valayutham (2010) identified home appliance products which were once considered as life purchase like LCD and LED televisions, Air Conditioner, Refrigerator, Washing machine, Computers and Laptops, Induction Cookers, Mixer Grinder, Wed Grinder, Kitchen Stove and Microwave Ovens are now being exchanged by the new ones. The decision of buying some products like TV requires much effort while others do not need much information search. People take many things into account before they decide which TV brand to buy.

Study in Iran". The study focused on the household audiovisual appliances from the viewpoint of Masjedsoleyman city's buyers, Khuzestan, Iran. Results indicate that brand country of origin has a direct and significant effect on perceived quality, brand loyalty, brand association and brand awareness.

Consumers" post-purchase evaluation of products acts as feedback to their experience and serves to influence future decisions concerning suitable alternatives to buy (Loudon & Della Bitta, 1993:579).

Alfred (2013) in his study in Ghana consumers confirmed the influence of price and quality on purchases decision. Similarly, Juwaheer et'al. (2013) identified in their study that price is the most important factor for young in the selection of mobile phones in Mauritius although the other factors such as branding, pricing, mobile phone features, lifestyle have a significant influence.

Zelalem Alemenew (2020) in his study in Ethiopia conclude that Country of the Origin takes the highest unique contribution to Consumers' Buying Decision of a TV brand and flowed by Brand Image, Product Features and Price respectably. Though Promotion has a positive effect on consumers' purchase decision, it is not, however, statistically significant. While Gender, Age and Education Level have no statistically significant relationship with Consumers' Purchase Decision of a TV brand, Monthly Income of consumers found out to have a statistically significant relationship with Consumers' Purchase Decision of a TV brand.

A study by Basariya and Ahmed (2018) on Consumer Preference towards Led TV revealed that the Majority of the respondents expressed their satisfaction with the present brand and features of LED TV they own.

In many instances, consumers from the communist countries and central Europe have preference for locally made products (Ettenson 1993).

2.8. Conceptual framework

Based on the existing theories and ideas in the literature, the research formulated an inclusive research framework. This framework illustrates the interaction between the independent variables and the dependent variable. According to Haralambos and Holborn, a conceptual framework enables the researcher to find links between the existing literature and his own research goals. In respect to this particular study a conceptual framework provided to helps to show the relationship between independent and dependent variables.

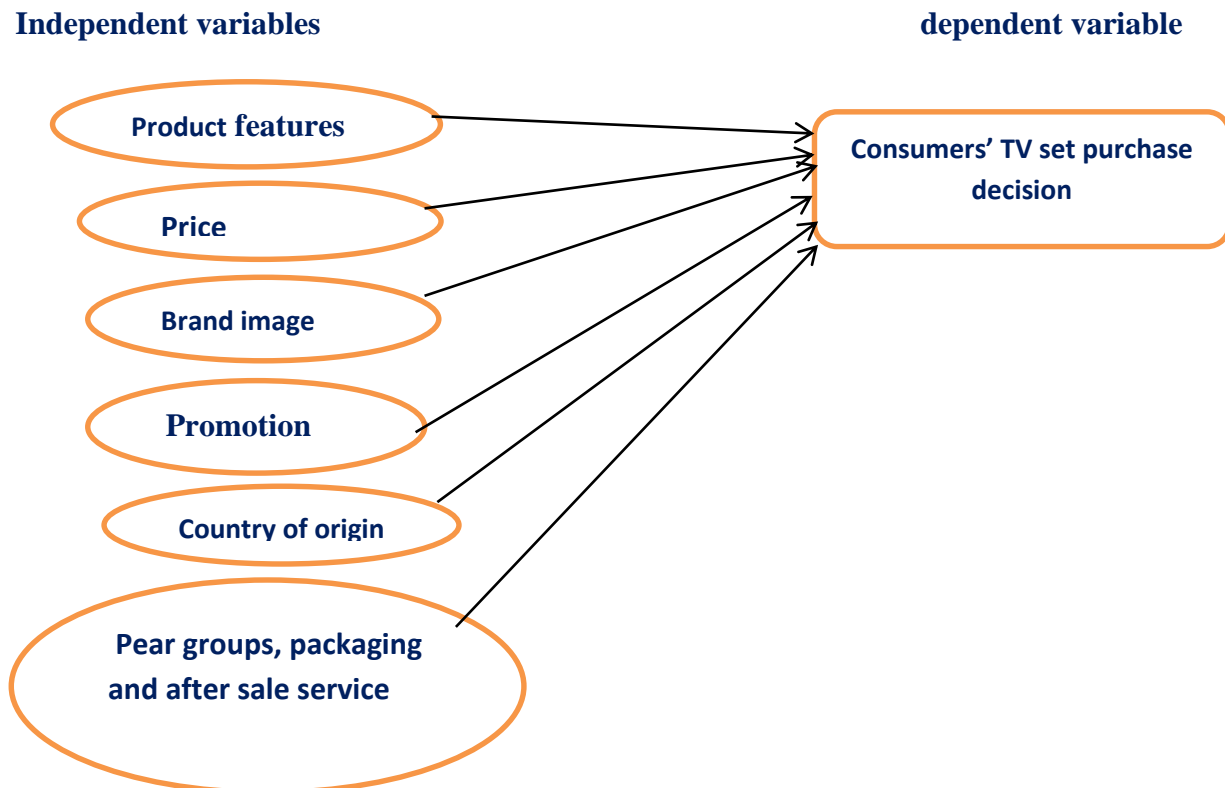


Figure 3 Conceptual framework of the study

Source: (Kotler and Armstrong 2010)

CHAPTER THREE

RESEARCH METHODOLOGY

The present investigation is consumer oriented in nature, pertaining to the preference of television brands by consumers in Bahir Dar city. This study was based on survey method using a structure questionnaire. The aim of the study was to examine the brand preference of TV brands by the consumer in Bahir Dar city. This study is based on both primary data; and secondary data the primary data was collect from TV consumers in Bahir Dar city by using structured questionnaire. The dealers were interviewed about the brand which they stock more; the fast moving brand and consumers store behavior. The secondary data is also collected for the study from various books, journal, articles, newspaper and websites.

3.1. Research Methods

As stated above, this study used quantitative data which are collected through a field survey using self-guided questionnaire. Survey is popular since it allows the collection of a large amount of data from a sizeable population in a highly economical way (Lewis and Thornhill, 2009). The emphasis here is on studying a situation or a problem in order to explain the relationships between variables. (Saunders, Lewis and Thornhill 2009, p. 140).

The use of quantitative approach for this study is decided completely applicable. Quantitative research refers to the type of research that is based on the methodological principles of positivism and neo positivism, and adheres to the standards of a strict research design developed prior to the actual research, (Adams ET'al. 2007).

The strategy for this research can be classified as positivism because of reality which is governed by natural laws and the reality is explored by empirical research and a survey study focused on the factors which influence brand preference for the purchase of television. This was consisting of designing and administrating the questionnaire, constructing the sampling strategy and analyzing the results. Lastly, the researcher is objective and independent from personality. Quantitative research is usually associated with a deductive approach as well as with positivism, where the focus is on using data to test theory, (Saunders et al 2012, p. 162).

3.2. Sources of Data

The sources of data used in this research contained both primary and secondary data. As to Malhotra (2005), primary data are created by the researcher for the specific purpose of addressing the problem at hand. Even if obtaining them can be expensive and time consuming, primary data, being the most significant was gathering through structured questionnaires. Secondary data are data that were collected for some purpose other than the problem at hand (Malhotra, 2005). Secondary data are usually collected from journals, existing reports, and statistics by government agencies and authorities. As a general rule examination of available secondary data is a prerequisite to the collection of primary data, (Malhotra2005). The secondary data helped the student researcher as specific reference and explore different construct important to this study.

3.3. Method of Data Collection

The method of data collection for this quantitative study is a survey method; a survey is used for descriptive study. Several studies in marketing research studying consumer brand favorite uses the survey method (i.e. Jamal and Al-Mari (2007). Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. Because the number of population is very large, cross sectional survey design with questionnaire technique is used to collect data at a single point in order to collect quantitative data and examine the pattern of association of variables. There are many techniques used to conduct survey. However, questionnaire is common technique for survey (Saunders, 2012).

3.4. Target Population and Sampling Design

The target population was the customers who currently own television and having responsible for in the selection and purchase of their television set. From this target population, the accessible populations for this research were Bahir Dar city television owners and television customers.

Sample Selection Method

The target populations of this research were people living in Bahir Dar city and only those who bought their TV themselves or participated in the decision making of choosing their TV brand were the target population from which the samples were taken. This was done with the belief that participants with prior experience would remember the real feeling they have had when making brand choice to buy a TV brand.

Sample Size and Sampling Techniques

The specific places in which the researcher collects the data were villages' television consumers. The current study depended on non-probability sampling; namely, convenience sampling (Saunders et al., 2012). Convenience sampling (also called haphazard or accidental sampling) refers to sampling by obtaining units or people who are most conveniently available. The population element be selected as a sample based on the easiest of access, in can be called convenience sampling (Kothari 2004). This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). It is an easy, quick, and cost-effective technique, (Churchill, 1995; Saunders et al., 2012). Thus, the non-probability techniques i.e. convenience will be used to select the sample from the targeted population. The sample size for the study is determined by using confidence interval approach.

$$SS = \frac{z^2 pq}{e^2}$$

Where SS= sample size

Z= the standardized value

P= level of variability

$$q = 1 - p,$$

e= the level of precision

$$SS = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = 385$$

The appropriate sample size for this study should be at least 385.

3.5. Development of Questionnaire

The questionnaire is containing fixed-alternative questions that require the respondent to select from a predetermined set of answers to every question to choose the response most accurate to the respondents' perspective. The questionnaire engaged five point likert scale technique. Respondents are require to rate the importance of the factors in their brand choice to purchase television ranging from (Point 1) not at all important to (Point 5) extremely important. The first section of the questionnaire contains demographic variables and personal information of the respondents. The second sections of the questionnaire were attempted to understand the factors influencing consumers purchasing decision of television which covers the independent variables. The independent variable

in this study are product feature, price, promotion, brand image, country of origin, pear groups, packaging, after sale service and consumers TV set purchase decision consider as dependent variable.

3.6. Validity and Reliability

Validity can be assessed using theoretical or empirical approaches, (Anol, 2012). Theoretical assessment of validity focuses on how well the idea of a theoretical construct is translated into or represented in an operational measure. Reliability refers to the absence of random error, enabling subsequent researchers to arrive at the same insights if they conducted the study along the same steps again (Yin, R. K. (2003). To increase the reliability of the survey, five-scale system (Likert scale) questionnaires were used. Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992). The reliability or the internal consistency of the research instrument was checked by Cronbrash’s Alpha after the data was gathered from the respondents. Cronbach’s Alpha is very useful in developing attitude scales and questionnaires as the alpha level (or reliability) indicates if the items are measuring the same construct.

Cronbach’s Alpha	Number of item
0.647	7

Case Processing Summary

		N	%
Cases	Valid	38	100.0
	Excluded	0	.0
	Total	38	100.0

3.7. Data Collection Procedure

Structured questionnaires were distributed to those among television owners and television customers able to purchase in Bahir Dar city. The student researcher has asked permission from the television owners and television buyers who were requested to fill the questionnaire by explaining the purpose of the survey.

3.8. Data Analysis Method

The data collected from respondents was analyzed using quantitative data analysis techniques. For analysis of data, the 23th version of Statistical Package for the Social Science (SPSS) was used. This

study used both descriptive and inferential statistics. Descriptive statistics enable you to describe (and compare) variables numerically. (Saunders, Lewis and Thornhill 2009, p. 444). The inferential statistics indicators used for this research was correlation and multiple regressions. While correlation is used to show the extent to which two variables are related to each other, inferential statistics allow a researcher to make inferences about whether relationships observed in a sample are likely to occur in the wider population from which that sample would be drawn. (Singh, 2007

For inferential statistics the research ANOVA one ways test analyzed was used to measure the different among group mean. Analysis of Variance (ANOVA) for consumer brand preference decision had state F value P value to show that whether the model explains significant variability of customers demography on consumer brand preference decision by six main independent variables. To determine the relationship of the variables, correlation and multiple regression analysis method was used to meet the ordinary least square (OLS) assumptions of the linear regression. The least squares method is the most widely used procedure for developing estimates of the model parameters. In a multiple regression study, there is one dependent variable and at least two independent variables. The independent variables include brand image, price, feature of TV, country of origin, promotion, other factor (recommendation, packaging, after sale service). However, the dependent is variable purchasing decision of a TV set.

$$Y_i = a + bX_i + U_i$$

$BSD = F(BSF)$(1) BSD stands for brand selection Decision
BSF is for brand selection factors.

The aim of this study was to test the relationship between those variables explaining brand selection factors with brand selection decision. Therefore, the model modified in full form as follows.

$$BSD = f(BR, P, FT, PR, C, OTF)$$
..... (2) Where,

BR -brand image, p-price, FT-feature of TV set, PR-promotion C-country of origin, OTF- other factors (recommendation, packaging, after sale service)

Therefore, Regression equation:

$$BSD = \beta_0 + \beta_1BR + \beta_2P + \beta_3FT + \beta_4PR + \beta_5C + \beta_6OTF + U_i$$
 Where,

BSD = brand Selection Decision

β_0 = Constant Term

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$ = coefficients of independent variables

U_i = error term

3.9. Ethical Consideration

Ethical concerns in research are critical. Therefore, data collected from respondents used only for the research purpose and kept confidential. The researcher did not mention the names of the respondents and their response was stated as voluntary. The researcher also tried to give proper acknowledgment or credit for all contribution to research. Participants were highly advised and encouraged to give honest and genuine answer, opinion, suggestion in the area of the study. It would be obligatory and essential not to break ethical rules. Ethical issues cannot be ignored because they relate directly to the integrity of the research (Bryman and Bell, 2007) and it is a way to do the work honestly and responsibly. The literature that to be used in this research work as an article, journals and other sources are appropriately have cited and referenced to avoid plagiarism. When respondents were contacted, they were asked their willingness to engage in the study. The responders were also ensured to maintain their utmost confidentiality of the responses they provide.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1. Introduction

The aim of this study was to analyze factors affecting consumers' preference of television brands in Bahir Dar city. To realize the purpose, data were gathered through a structured questionnaire from a total sample of 380 respondents. Statistical Package for Social Science (SPSS) software version 23.0 was used for analyzing the data. In this chapter, the results of the study are analyzed, presented and interpreted in detail. The first part of this chapter discussed data cleaning, survey response rate, and reliability of the internal consistency of the research instrument checked by Cronbach's Alpha. The second part of this chapter presents information regarding the demographic characteristics of the respondents and descriptive analysis. Finally, the correlation, regression and variance analysis (ANOVA) are discussed.

4.2. Data Cleaning

Required data are collected from respondents, and prior to data entry, the researcher carefully screened all data for accuracy. Later the data have been entered and checked for inaccuracies, the researcher made certain transformations before the data is ready to be analyzed. These transformations procedure involved identifying and coding missing values as well as computing means and new variables.

In the questionnaire, the questions about the dependent variable (purchasing decision) were put under each predictor variable's domain for the sake of clearing up. Thus, a new variable was created by collecting each item of the variable from every dependent variable.

4.3. Response Rate

Table 1 Response Rate

	Response Rate	
	Number	Percentage
Number of questionnaires disseminated	385	100
Returned questionnaires	380	98.7
Incomplete/void questionnaires	5	1.928
Total operational questionnaires	380	98.7

Source; self-survey (2021)

The sample size for this research was 385 disseminated to respondents, 380 were returned (98.7% return rate), of which only 5 questionnaires, which account 1.928% of the total, were found imperfect and excluded from the analysis. Consequently, the researcher took 380 questionnaires (98.7of the total) for investigation.

4.4. Reliability Test

To test the internal consistency of variables in the research instrument Cronbach's-Alpha coefficient were calculated. As Zikmund, Babin and Griffin (2010) state scales with coefficient alpha between 0.6 and 0.7 indicates fair reliability. Thus, for this study, a Cronbach's -Alpha score of.619 or higher is considered fair to determine reliability.

Table 2 reliability test

Variable name	Cronbach's Alpha	Number of items
Brand image	0.617	4
Price	0.498	6
Feature of a TV set	0.666	7
Country of origin	0.754	4
Promotion	0.777	4
Others	0.700	4
Purchasing decision of a TV set	0.447	6

Source; self- survey (2021)

Reliability Statistics

Cronbach's -Alpha	No. of items
0.619	7

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded	0	.0
	Total	380	100.0

4.5. Level of brand awareness of consumers

The aim of the study is to evaluate the level of consumer brand awareness of a TV set and their purchasing decision among the consumer brand preference using the mean score of each dimension. The maximum and minimum responses for all variables stated in the table below are 1 and 5 respectively but country of origin has the highest maximum value. The mean score value shows the average of all customers responses. Price has the highest mean score (3.757) with a standard deviation of .5665 which implies respondents agree more to purchase expensive TV set products.

Although Promotion and brand image has the lowest mean score average (2.6388) with the standard deviation of .79554 and it is indicative that consumers disagree to buy expensive brands of a TV set.

Table 3; the mean score of the independent variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	380	2.0	4.8	3.757	.5665
Brand image	380	1.00	5.00	3.2325	.96009
Feature of TV set	380	1.43	4.71	3.3756	.66476
Country origin	380	1.00	11.00	3.2724	1.07033
Promotion	380	1.00	4.75	2.6388	.79554
Other factors	380	1.75	4.75	3.7069	.62252
Valid N (list wise)	380				

Source; self- survey (2021)

4.6 Demographic Characteristics of Respondents

Customers' demographic features have been extensively used to differentiate how one segment of customers differs from one another (Das 2017). In terms of measuring consumer preference of a TV set, demographic characteristics, such as age, gender, income and education may have an effect on purchasing decision.

4.6.1. Results of profile data of the respondents

Sex of the respondents

Throughout *the survey*, a total of 385 respondents contributed in the research. Among these 380 respondents completely filled the questionnaire within a given time. The demographic details of the main survey sample show that the majority of the respondents were males where 219 (57.6 %) of them are male and 161 (42.4%) are female.

Table 4; sex of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	219	57.6	57.6	57.6
	Female	161	42.4	42.4	100.0
	Total	380	100.0	100.0	

Source; self- survey (2021)

Age of the respondents

The table below shows that 119 (31.3%) are in the age of 36-45 years old, followed by *the respondent* at the age 26-35 years old with 96 (25.3%), respondents between 46-55 years old are 69 (18.2%), respondents whose age are between 56-65 are 50 (13.2%), and respondents whose age are between 18-25 years old are 46 (12.1%). This shows that the plenty of the sample of the study is between 36-45 years old and youth which might signify that they are a potential marketing segment has more participated in brand preference of a TV set.

Table 5; age of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	46	12.1	12.1	12.1
26-35	96	25.3	25.3	37.4
36-45	119	31.3	31.3	68.7
46-55	69	18.2	18.2	86.8
56-65	50	13.2	13.2	100.0
Total	380	100.0	100.0	

Source; own- survey (2021)

Educational classification

The table below shows that based on the educational classification respondents have *of certificate/ diploma holders* 145 (38.2%) and degree level 112 (29.5%) the respondents have *a master's degree and above* 40 (10.5%), high school and below complete 83 (10.5%). This data indicates *that* more participants on brand preference of a TV set have *certificate/diploma* and masters and above holders are lower in number to participate in purchasing decision in TV set. This implies masters and above holders is more conservative to purchase a TV set.

Table 6; Educational classification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high school and below	83	21.8	21.8	21.8
certificate/diploma	145	38.2	38.2	60.0
Degree	112	29.5	29.5	89.5
masters and above	40	10.5	10.5	100.0
Total	380	100.0	100.0	

Source; own –survey (2021)

Monthly income in Birr

In terms of income, *the majority* of the respondents per month had 2501-5000 which accounts for 152 (40.0%), the respondents with monthly payment 5001-10000 accounts for 112 (29.5%), *those* above 10,000 are 44 (11.6%) and the respondents who earns monthly up to 2500 are 72 (18.9%). This indicates that more participants who obtained 2501 – 5000 per month *are* 152 (40.0%) and

respondents who earn above 10000 per month are 44(11.6%).Therefore, majority (40.0%) of the respondents earns Birr 2501 -5000 per month followed by 112(29.5%) who earned 5001-10000.

Table 7 Monthly incomes in Birr

ETB(birr)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 2500	72	18.9	18.9	18.9
	2501-5000	152	40.0	40.0	58.9
	5001-10000	112	29.5	29.5	88.4
	above 10000	44	11.6	11.6	100.0
	Total	380	100.0	100.0	

Source own –survey (2021)

4.7 Preference to purchase of a TV set

Based on the brand recall concept respondents were requested to name the first brand that came to their mind when they think of or hear about a TV brand. The table below shows most participants in TV purchasing decision had preference of domestic products/installed in including LED intermediate screen 63 (16.6 %) and LED large screen 64 (16.8%) MEWE, Oscar and leader flat screen TV set

Table 8; most prefer to purchase of a TV set

Nmm		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LED intermediate screen	63	16.6	16.6	16.6
	Sony medium screen	33	8.7	8.7	25.3
	LED large screen	64	16.8	16.8	42.1
	LG large screen	26	6.8	6.8	48.9
	Oscar large screen	38	10.0	10.0	58.9
	MEWE large screen	36	9.5	9.5	68.4
	LG intermediate screen	22	5.8	5.8	74.2
	Samsung large screen	13	3.4	3.4	77.6
	Konka large screen	20	5.3	5.3	82.9
	MEWE intermediate screen	31	8.2	8.2	91.1
	leader flat intermediate screen	34	8.9	8.9	100.0
	Total	380	100.0	100.0	

Source: Field survey 2021

The table below shows that the consumers least prefer TV brand primarily least preferable to purchase in the domestic market are LG intermediate screen holds the second small preferable foreign products are Samsung *intermediate* screen and among consumers of a TV set the third low preferable for consumption from foreign TV brands products are *Sony* large screen. This is due to the price of the product compare to domestic products are very high.

Table 9: Lower Preference of TV Set

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	Sony large screen	56	14.7	15.3	15.3
	LG intermediate screen	79	20.8	21.5	36.8
	Samsung intimidate screen	70	18.4	19.1	55.9
	LED intermediate screen	9	2.4	2.5	58.3
	MEWE intermediate screen	27	7.1	7.4	65.7
	LED large screen	17	4.5	4.6	70.3
	konka intermediate screen	43	11.3	11.7	82.0
	super max large screen	19	5.0	5.2	87.2
	sinsan flat large screen	20	5.3	5.4	92.6
	CRT intermediate screen	27	7.1	7.4	100.0
	Total	367	96.6	100.0	
Missin g	System	13	3.4		
Total		380	100.0		

Source: Field Survey (2021)

4.8. Descriptive analysis

One statistical tactic for identifying equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study(Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group averagely agrees or dis agree to purchase TV set with the different statement. The lower the mean, the more the respondents disagree to purchase expensive products with the statement. The higher the mean, the more the respondents agree to buy expensive products in the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample. The mean

score for (pear groups, packaging, and after sale service) was relatively high (3.7069). This indicates that respondents consider the other factor of a brand when they purchase a TV set next to price which has a mean score of 3.757. This implies that most respondents are influenced by price and the more they are aware of price their intention to choose that brand increases. The item with the lowest mean score (2.6388) refers to respondents who have distrust to brands. Next to other factor, feature of TV set country of origin and brand image are the important factors for purchasing of a TV set. This indicates that the more the mean the more the interest to purchase an expensive product.

All the six items that measure consumer brand preference different contribution to the overall mean because the value of mean score is in different in each statement.

Table 10; mean score of independent variables

Descriptive Statistics

Independent variables	N	Mean	Std. Deviation
Price	380	3.757	.5665
Brand	380	3.2325	.96009
Feature	380	3.3756	.66476
Country of origin	380	3.2724	1.07033
Promotion	380	2.6388	.79554
Other	380	3.7069	.62252
Valid N (list wise)	380		

Source; self-survey (2021)

4.8.1. Brand image

The table show that among the three statements having the second statement (A TV set with up-to-date brand name attracts me to purchase) has mean 3.29 with standard deviation 1.146. This implies the more the mean the more will be the intention to purchase higher quality product. The standard deviation is a summary measure of the differences of each observation from the mean and slightly varies among the three statements

Table 11 brand image

Descriptive Statistics

	N	Mean	Std. Deviation
I consider brand status of a TV set when I choose to purchase	380	3.21	1.176
A TV set with up-to-date brand name attracts me to purchase	380	3.29	1.146
A TV set with popular brand name initiate me to purchase the product	380	3.20	1.144
Valid N (list wise)	380		

Source; self-survey (2021)

4.8.2. Country of origin

Table 12; country of origin

Descriptive Statistics

	N	Mean	Std. Deviation
Imported TV brands are greater in terms of quality	380	3.18	1.188
I select to purchase a domestic TV brand because of my Patriotism	380	3.25	1.932
I select a TV brand because of its country of origin	380	3.30	1.195
I prefer country-of-origin as a orientation to evaluate quality of a TV set between brands.	380	3.36	1.180
Valid N (list wise)	380		

Source; self-survey (2021)

The table above shows almost all statements have partially similar response rates. This implies there's high degree positive response (agree) and the statement of the respondents "I prefer country-of-origin as an orientation to evaluate the quality of a TV set between brands" has a mean of 3.36 with standard deviation of 1.180 which is higher than other mentioned statements and the standard

deviation of the first and the last statement have almost similar observation of the statement (1.180) but other statements have a *different respondents observation* including the second statement which has a *higher deviation* (1.932) higher average mean because the standard deviation is very high which means that it is more spread out.

4.8.3 Product Features

The table below shows that among the statements the first and the second statement have the highest mean value (4.07, 4.02), this implies the respondents agreement to purchase the products depends on the feature of TV whereas the lower the mean (2.96) the more respondents disagree to buy a particular features of TV set and all other standard deviation numbers for agreement statements are slightly similar implies there is little variation the respondents observation.

Table 13 Features of a TV set

	N	Mean	St deviation
I select to buy a TV set because of its picture quality, set top box, game consoles, DVD players can easily be connected.	380	4.07	.907
I select to buy a TV set because of its sound quality, use an HDMI port for connecting to the TV for best quality video and audio output.	380	4.02	.911
I select to buy a TV set because of its outer look, SPDIF/coaxial audio out port, ideal for multichannel audio output	380	3.11	1.200
I prefer to buy a TV set because of its big screen size	380	2.96	1.181
I select to buy a TV set due to its extra services like having a USB flash drive Micromax, Vu, Intex and Noble offer great value	380	3.04	1.207
I feel purchase to pay more for a TV brand which has more features (TV has built-in Wi-Fi or supports external Wi-Fi USB dongles for connectivity.)	380	3.15	1.293
I do not prefer to change the TV brand with other just to get extra features	380	3.27	1.294
Valid N (listwise)	380		

Source; self-survey (202)

4.8.4. Price

The price factor contained six statements. Respondents were asked to express their level of agreement with the given parameters. Preference to buy a TV set that is reasonably priced and comparison of prices from different brands scored the highest mean of all with 4.14, 4.21 respectively. The lowest mean (3.18) was obtained in the statement “I do not choice to change the TV brands with alternatives just to get rebates” from alternatives they have. The remaining three statements have a relative medium mean score with small differences among them. When we see the standard deviation, the highest (1.315) and the lowest (.780) scores were obtained in fifth and first statements respectively. A low standard deviation means that most of the respondents are close to the average a high standard deviation means that the respondents are more spread out.

Table 14; price

	N	Mean	Std. Deviation
I prefer to buy a TV set that is rationally priced	380	4.14	.780
I relate prices from different brands	380	4.21	.819
I do not choose to change the TV brand with alternatives just to get rebates	380	3.18	1.195
The Price of a TV set is a replication of its quality	380	3.80	1.103
I choose to buy th e cheapest TV brand from options I have	380	3.29	1.315
I will switch to another brand if my purchase brand price is high	380	3.92	1.051
Valid N (list wise)	380		

Source; field –survey (2021)

4.8.5 Promotion

As the table below shows the statement; “The good look of the retailers’ store attracts me to purchase TV” has he higher mean score which implies promotion has higher contribution in purchasing a TV set .But the statement: “Sales Promotion incentives appeals my attention to buy a TV brand” has the lowest mean score indicates the respondents disagree Sales Promotion incentives appeals and the the first statement has the highest standard deviation and this stands for the higher average mean and higher observation difference to purchase a TV set.

Table 15; promotion

Descriptive Statistics

Descriptive Statistics

	N	Mean	Std. Deviation
Sales Promotion incentives appeals my attention to buy a TV brand	380	2.62	1.068
Sales Promotion incentives appeals my attention to buy a TV brand	380	2.64	1.001
The good look of the retailers' store attracts me to purchase TV	380	2.66	1.003
I recognize about types of TV brands through advertisement	380	2.64	1.039
Valid N (list wise)	380		

Source; self-survey (2021)

4.8.6. Other factor

Table 16. Other factors

	N	Mean	Std. Deviation
Post purchasing of TV enhances me to select the brand	380	3.94	.935
I prefer a TV brand because Packaging attracts me	380	3.92	1.000
I purchase TV brands due to personality or status	380	3.70	1.060
I prefer a TV brand because of Uniqueness that attracts me	380	3.63	1.128
I prefer a TV brand due to peer group Influences to purchase	380	3.52	1.154
I prefer a TV brand because of Stylish appearance affects me to purchase.	380	3.54	1.156
I prefer a TV brand whose size and shape attracts me to purchase	380	3.66	1.164
I prefer a TV brand whose color and resolution power attracts me to purchase (higher the resolution, the better the image quality.)	380	3.75	1.147
Valid N (list wise)	380		

Source; self-survey (2021)

The above table indicates that the first statement (Post purchasing of TV enhances me to select the brand) has the highest mean value (3.94) and the lowest mean among the statements is “I prefer a TV brand due to peer group Influences to purchase”, with mean of 3.52 and the standard deviation implies almost similar observation among each statements and the lowest standard deviation is “Post purchasing of TV enhances me to select the brand” with standard deviation of .935 which implies low observation among the respondents. In general this independent variable has relatively similar value and high mean score implies respondents have more tendencies to purchase a TV.

2 4.8.7 Purchasing decision

Table 17; purchasing decision

	N	Mean	Std. Deviation
I recognize about types of TV brands from Knowhow of other people	380	2.77	1.093
I deliberate country of the origin though the brand name is the equal	380	3.48	1.229
Feature is one of my primacies when making a brand choice of a TV set (Smart TV comes preloaded with an operating system (OS) Android, Google TV, Tisane etc. that functions similar to a smartphone OS.)	380	3.32	1.279
Price is one of my primacies when making a brand choice of a TV set	380	4.23	.818
Brand image is one of my primacies when making to purchase a brand of a TV set	380	3.37	1.183
Other factors (recommendation. packaging ,after sale service) priority to purchase a TV set	380	3.25	1.067
Valid N (list wise)	380		

Source; self-survey (2021)

The above table shows that the statement: “Price is one of my primacies when making a brand choice of a TV set” has the highest mean (4.23) among other statements of the questionnaire which implies the more agreement from the respondents and the lowest mean of the statement: “I recognize about types of TV brands from know who of other people” with mean of 2.77 indicates the more respondents disagree to this statement compared with other statements. On the other hand, there is similar observation between each statement among the respondents as the standard deviation shows.

4.9. Demographic factor affecting purchasing decision

In order to test if there is a significant difference between the gender, age, educational status, and level of income of the customers one way ANOVA is used. This helps to test there is a difference between the demographic variable in consumer preference of brand decisions. In addition it determines where the *significant* difference in keeping with *the normal*, the significance level was $p < 0.05$ set. The result is shown as follows

4.9.1 Influence of gender (ANOVA)

Table 18; ANOVA; influence of gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.201	1	.201	.602	.438
Within Groups	126.474	378	.335		
Total	126.675	379			

Source; our survey (2021)

The probability accepted for statistical significance of F-statistic in this study was set at $p < 0.05$, showing there was 5 per cent probability that the result occurred by chance. As the data shows that there is no a significant relationship between gender and purchasing decision of a TV set because the p value is greater than 0.05.

4.9.2 Influence of age

Table 19; ANOVA; influence of age

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.384	4	.846	2.573	.037
Within Groups	123.291	375	.329		
Total	126.675	379			

Source; self-survey (2021)

The mean difference is significant at the $p < 0.05$ level

The table above shows that the influence of age on purchasing decision statistical significance of F-statistic in this study was set at $p < 0.05$ which implies that age is significant at p value of 0.037 there is a positive relationship between age and the purchasing decision of a TV set. This is because of different age groups purchase different products at different price.

4.9.3 Influence of level of education

As the data below shows, level of education, at $p < 0.005$ significance implies education has a significant impact for purchasing decision of a TV set. As the level of education increases the potential to purchase expensive TV set becomes increasing and it is directly or indirectly related to the level of income.

Table 20; ANOVA; level of education

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	17.873	3	5.958	20.588	.000
Within Groups	108.802	376	.289		
Total	126.675	379			

Source; self-survey (2021)

4.9.4 Influence of Monthly income

Table 21; ANOVA; monthly income

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	58.405	16	3.650	5.126	.000
Within Groups	258.479	363	.712		
Total	316.884	379			

Source; self- survey (2021)

Further to other results of the demographic variables, the level income of the customers has impact on customer's brand preference decision of a TV set like other demographic characteristics. As shown on the above significance level of < 0.005 which is at $\alpha 0.00$ significance level, monthly income has a significant effect on purchasing decision of a TV set.

4.10. Correlation analysis

The correlation table displays the relationship between various constructs of the study. The price is negatively correlated with other independent variables which indicate that when price increase other independent factor decrease or vice versa, when the brand quality increases other factor increases which implies they are positively correlated to each other. In addition, country of origin, promotion and other factors are also positively correlated with each other or between independent variables.

Table 22; the relationship of each independent variable

	Price	brand	Feature	Country of origin	Promotion	Other factor
Price	1	-.173**	-.055**	-.062**	.014**	.065**
Brand	-.173**	1	.190**	.357**	.073**	.157**
Feature	-.055**	.190**	1	.281**	.189**	.187**
Country of origin	-.062**	.357***	.281**	1	.209**	.253**
Promotion	.014**	.073**	.189**	.189**	1	.115*
Other factor	.065	.157**	.187**	.253	.115*	1

(Source: Own survey result, 2021)

Correlation analysis deals with relationships among variables and helps to gain insight into the direction and significance of the relation between the variables. Correlation coefficient takes values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (1). Correlation Matrix with the dependent and independent variables allows the researcher to assess the strength of the association between the variables of interest. (Marczyk, Dematteo and Festinger, 2005)

Bivariate Correlation tests whether the relationship between two variables is linear (as one variable increases, the other also increases or as one variable increases, the other variable decreases). (Pedhazur, 1982).

The correlation coefficient tells about the strength and direction of the linear relationship between x and y . However, the reliability of the linear model also depends on how many observed data points are in the sample.

Degree of correlation:

1. Perfect: If the value is near ± 1 , then it said to be a perfect correlation: as one variable increases, the other variable tends to also increase (if positive) or decrease (if negative).
2. High degree: If the coefficient value lies between ± 0.50 and ± 1 , then it said to be a strong correlation.

3. Moderate degree: If the value lies between ± 0.30 and ± 0.49 , then it said to be a medium correlation.
4. Low degree: When the value lies below $\pm .29$ then it said to be a small correlation.
5. No correlation: When value is 0.

Pearson correlation analysis outcome summarized in the above Table shows feature of a TV set and country of origin have correlation of 0.281 followed by brand and country of origin with correlation of 0.357 other factor and country of origin (.253), brand and feature TV set (0.190), features of TV set and promotion (0.189), other factor and feature of TV set (.187), brand and price (-0.173) have correlation. *These, generally,* indicates that the correlation between independent variables are a positive, which implies that if independent variable increases the other also increase *and we* say positive correlation but when two independent variable have their relationship where one variable increases while the other variable decreases their relationship is said to be negative correlation.

Table 23 Table correlation analysis

		Price	Brand image	Feature of TV set	Country of origin	Promotion	Other factor
Price	Pearson Correlation	1	-.173**	-.055	-.062	.014	.065
	Sig. (2-tailed)		.001	.282	.231	.786	.206
	N	380	380	380	380	380	380
Brand image	Pearson Correlation	-.173**	1	.190**	.357**	.073	.157**
	Sig. (2-tailed)	.001		.000	.000	.153	.002
	N	380	380	380	380	380	380
Feature of TV set	Pearson Correlation	-.055	.190**	1	.281**	.189**	.187**
	Sig. (2-tailed)	.282	.000		.000	.000	.000
	N	380	380	380	380	380	380
Country of origin	Pearson Correlation	-.062	.357**	.281**	1	.209**	.253**
	Sig. (2-tailed)	.231	.000	.000		.000	.000
	N	380	380	380	380	380	380
Promotion	Pearson Correlation	.014	.073	.189**	.209**	1	.115*
	Sig. (2-tailed)	.786	.153	.000	.000		.025
	N	380	380	380	380	380	380
Other factors	Pearson Correlation	.065	.157**	.187**	.253**	.115*	1
	Sig. (2-tailed)	.206	.002	.000	.000	.025	
	N	380	380	380	380	380	380

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

* . Correlation is significant at 0.05 levels (2-tailed).

Sig (2-Tailed) implies either there is a statistically significant correlation between two variables or not. If the Sig (2-Tailed) value is greater than 0.05, the researcher can decide that there is no statistically significant correlation between the two variables. This expressed an increase or decrease one variable do not significantly tell as to increases or decreases in the 2nd variable. If the Sig (2-Tailed) value is less than or equal to .05, the researcher can decide that there is a statistically significant correlations between two variables. That means, increases or decreases in one variable do significantly relate to increases or decreases in the second variable (Pedhazur, 1982).

4.11 Model Assumption

The Multiple regression assumptions require fulfillment of constant variable, homoscedasticity, autocorrelation, Multicollinearity and normality. This section precisely defines each assumption; address how to test for each assumption, and the interpretation of results.

1: Assumption of Zero mean of error

The assumption required is that the average value of the errors is zero. It is real, if a constant term is included in the regression equation, this assumption never be violated (Brooks 2019). As a result, the assumption assumed addressed since there is a constant term in the regression model.

2: Assumption of Homoscedasticity

The assumption of homoscedasticity refers the variance of error terms are same across the values of the independent variables. A plot of standardized residuals versus predicted values can show whether points equally distributed across all values of the independent variables.

This means that researchers assume that errors spread out consistently between the variables (Keith, 2006). If the errors do not have a constant variance, they are said to be heteroscedastic. When hetroscedsticity is marked, it can lead to distortion of the finding and weaken the overall analysis and statistical power of the analysis, which result in an increased possibility error, erratic and untrustworthy F-test results, and erroneous conclusion (Osborne & Waters, 2002). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals.

By regression standardized predicted value Multiple regressions is very sensitive to outliers (very high or very low scores). Checking for extreme scores should be part of the initial data screening process. Outliers can either be deleted from the data set or, alternatively, given a score for that variable that is high, but not too different from the remaining cluster of scores (Pallant, 2005).

The presence of outliers can be detected from the Scatterplot. With large samples, it is not

uncommon to find a number of outlying residuals. If you find only a few, it may not be necessary to take any action (Pallant, 2005). As can be seen in the below plot, data scores are concentrated within the rectangular shape almost none outliers.

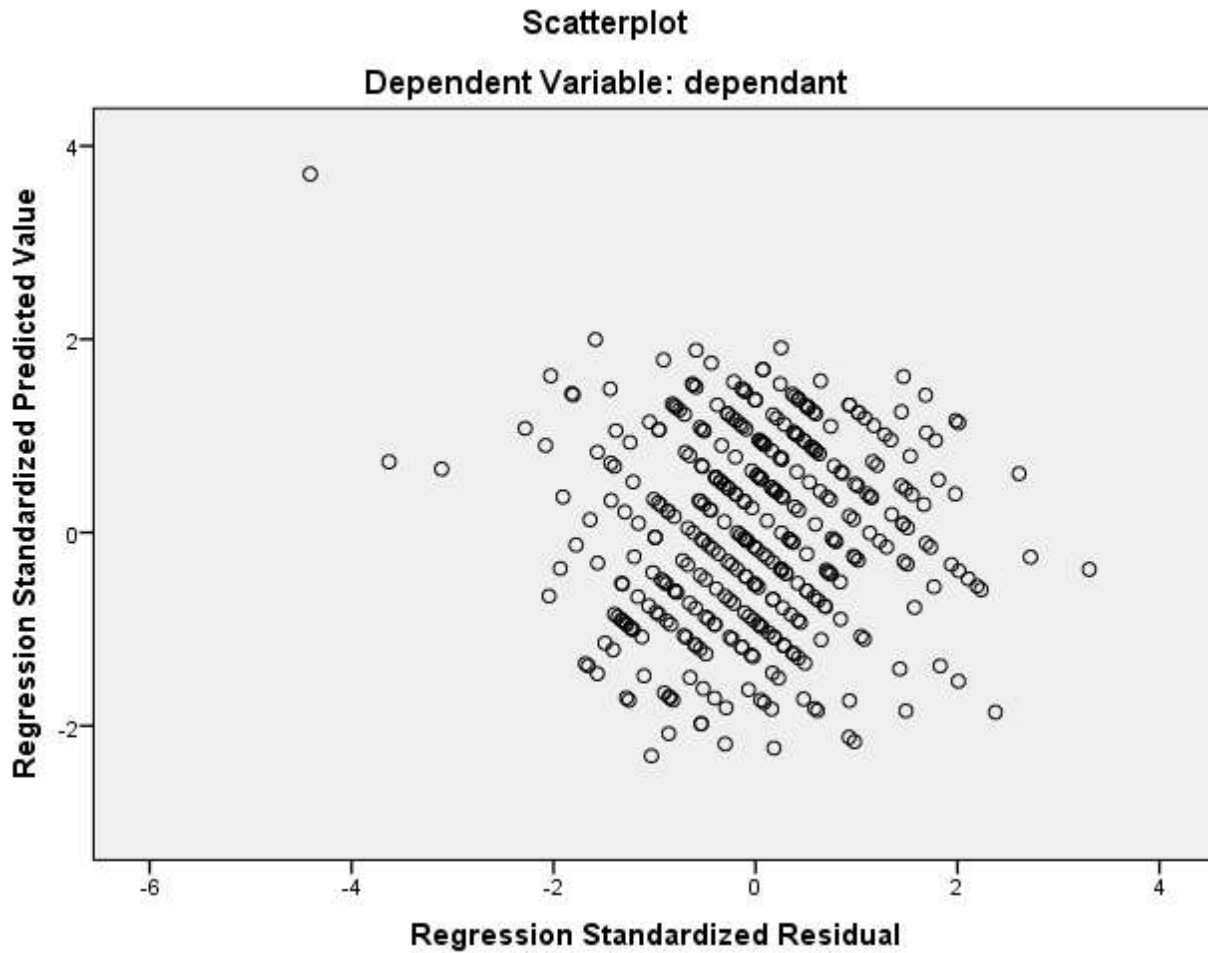


Figure 4: Scatter plot of regression standardized residual

Source: Survey Result (2021)

As regression, models should be assumed to have a constant variance of residuals (homoscedasticity), one way of doing this is to look at the plot in the above Figure, which is a scatter plot of standardized residuals against standardized predicted values. The graph should show a random array of dots that evenly dispersed around zero. In this case however, the graph shows a random dispersion around zero, and one can conclude that the assumption of homoscedasticity has been met.

3: Assumption of Autocorrelation

This assumption assumed that the errors are uncorrelated with one another. If the errors are not uncorrelated with one another, it would be stated that they are auto correlated". The consequences of ignoring autocorrelation when it is present are similar to those of ignoring heteroscedasticity. The coefficient estimates derived using OLS are still unbiased, but they are inefficient. There thus exists the possibility that the wrong inferences made about whether a variable is or is not an important determinant of variations in y . A test of this assumption is therefore required. Graphical methods may be difficult to interpret in practice hence a formal statistical test should also be applied. The simplest test is due to Durbin and Watson (Brooks, 2014)

The Durbin Watson test reports a test statistic, with a value from 0 to 4, Where:

- 2 is no autocorrelation
- 0 to < 2 is positive autocorrelation; and
- > 2 to 4 is negative autocorrelation.

In our study Durbin-Watson value is 1.805 which is near to 2 implies a test statistic positive auto correlation

R Square (R^2) –indicates the ratio of variance that can be explained in the dependent variable by the linear combination of the independent variables. In another word, R^2 is a measure of how much of the variability in the outcome is accounted for by the predictors. The values of R^2 also range from 0 to 1 (Pedhazur, 1982). In our study R^2 value is increased by 56.9 % indicates the investigation directly depends on by this amount by independent variables other 43.1% depends on by other factors.

R –Indicates the value of the multiple correlation coefficient between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that perfectly predicts the observed value (Pedhazur, 1982). The above model summary ($R = .754$) indicates that the linear combination of the six independent variables (of Brand Image, Price, Product Features, Country of the Origin , Promotion and other factor) can predict the consumer purchasing decision of a TV set.

Adjusted R Square (R^2) –The adjusted R^2 gives some idea of how well the model generalizes and its value to be the same, or very close to the value of R^2 . That means it adjusts the value of R^2 to more accurately represent the population under study (Pedhazur, 1982). The difference for the final model is small (in fact the difference between R^2 and Adjusted R^2 is $(.569 - .562 = 0.007)$ which is

about 0.7%. This shrinkage means that if the model were derived from the population rather than a sample it would account for approximately 0.7% less variance in the outcome.

Table 26 ANOVA: Model generalization

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.091	6	12.015	82.104	.000 ^b
	Residual	54.585	373	.146		
	Total	126.675	379			

a. purchasing decision; dependent

b. Predictors: (Constant), other, price, promotion, brand, feature, country

The ANOVA table shows the overall significance/ acceptability of the model from a statistical perspective (Pedhazur, 1982). To assess the statistical significance of the result it is necessary to look in the table labeled ANOVA. Our model reaches statistical significance (Sig = .000, this means $p < .0005$) which means the six predictors collectively account for a statistically significant proportion of the variance in the criterion variable.

4: Assumption of Multicollinearity

Multiple regressions assume that the independent variables are not highly correlated with each other. Multicollinearity occurs when several independent variables correlate at high levels with one another, or when one independent variable is a near linear combination of other independent variables (Keith, 2006). The more variables overlap the less able researcher can separate the effect of variables.

Bivariate Correlation tests whether the relationship between two variables is linear (as one variable increases, the other also increases or as one variable increases, the other variable decreases). (Pedhazur, 1982).

Table 24; Collinearity Statistics

		Collinearity Statistics	
Model		Tolerance	VIF
1	Brand image	.837	1.195
	Price	.959	1.043
	Feature of TV set	.882	1.134
	Country of origin	.780	1.283
	Promotion	.935	1.070
	Other factor	.907	1.103

Source; self -survey (2021)

In addition to checking the correlation matrix, it is important to check the variance inflation factor (VIF). VIF indicates whether a predictor has a strong linear relationship with other predictors in the model. After investigating the VIF values, which is much lower than 10 and tolerance values which is higher than 0.2, it shows no concern of multicollinearity (i.e. to include the above factors in the regression model), as (Field, 2013) suggest that small tolerance value (less than 0.1) and large VIF value (above 10) indicate high collinearity.

This assumptions also tested by looking at the coefficients table. This allows to formally checking that the predictors are not too highly correlated. VIF and Tolerance statistics used to assess the assumptions. For the assumption to be met we want VIF scores to be well below 10, and tolerance scores to be above 0.1; All VIF values are well below 10 and tolerance value above 0.2. Therefore, one can conclude that there are no signs of excessive multicollinearity within the model.

5: Assumption of Normality

A very important assumption in regression is that the dependent variable is normally distributed. Normality is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency of scores around in the middle combined with smaller frequencies towards the extremes (Pallant, 2005) Cited on (Kedir, 2018). Normality further checked through histogram of the standardized residuals. Q-plots and P-plots are a more exacting method to spot deviations from normality, and are relatively easy to interpret as departures from a straight line (Keith, 2006).

The Histogram show that the dependent variable normally distributed for each value of the independent variable, and bell shaped then the distribution of the residuals is approximately normal.

Additionally, the assumption test by looking at the P-P plot for the model, the dots lie closer to the diagonal line. Hence, the residuals distributed to closer to normal.

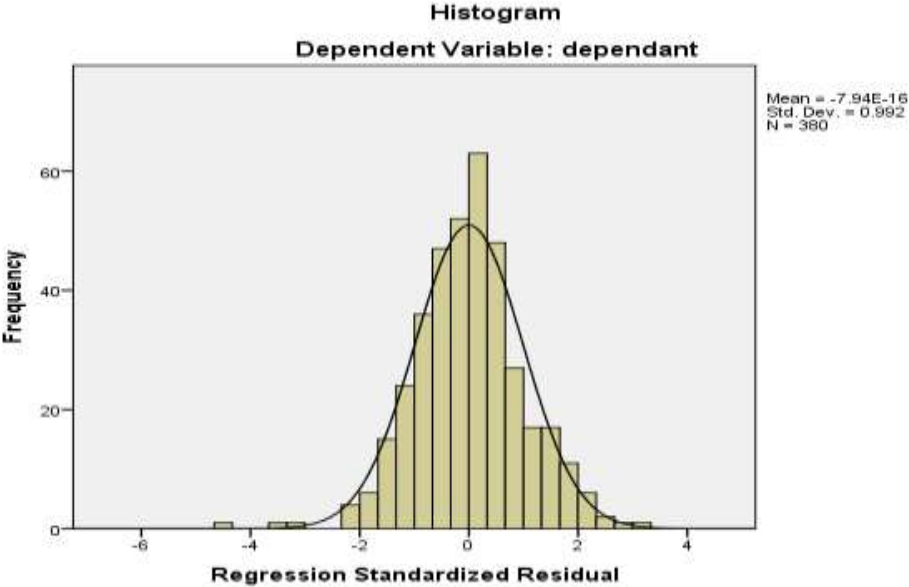


Figure 5 Normality Histogram

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). Consumers' Purchase Decision related with independent variables (Brand Image, Price, Product Features, Country of the Origin Promotion and other factor).The values of the outcome variable for each increment of the predictor(s) lie along a straight line. This means it is assumed that the relationship of the model in this research is a linear one.

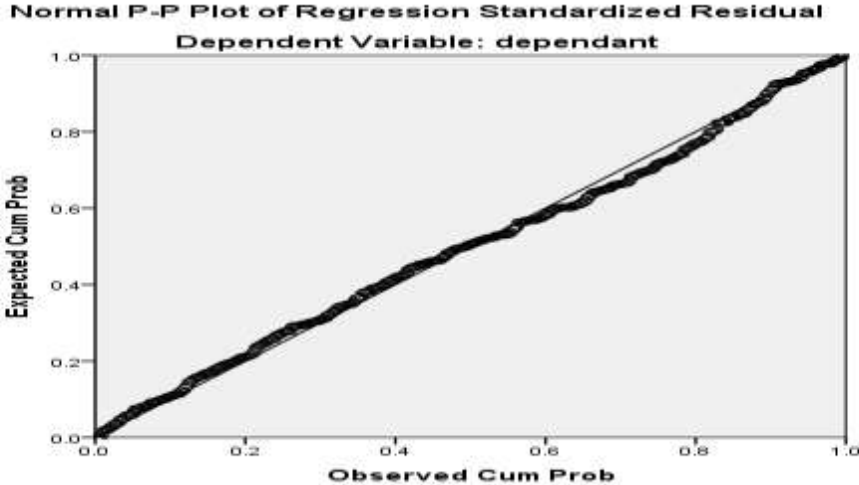


Figure 6 Linearity

Table 25; Model Summary

Model	R	R square	Adjusted Square	Std. Error of the Estimate	Sig. F Change	Durbin-Watson
1	.754	.569	.562	.38254	.000	1.805

4.11.1. Factors affecting of brand preference

The analysis consists of ANOVA, model summary, and coefficient Regression analysis. This used to examine the relationship between independent variables and dependent variables.

Table 24 The Influence of Predictor Variables on dependent variable

R	R-Square	Adjusted R-Square	Standard Error of the Estimate
.754 ^a	.569	.562	.38254

a. Predictors: (Constant), brand image, price, feature of TV set, country of origin, promotion and other factor (recommendation, after sale service, packaging),

b. Dependent Variable: purchasing decision of a TV set

The key information from the table above is the regression results with correlation (R) of 0.754, while the adjusted R² value of 0.569. This indicates that 56.9 of the variation in explanatory variables brand image, price, feature of TV set country of origin, promotion and other factor is reflected by the model. Where the remaining 43.1% were explained by other factors not included in this study. The R² results indicate the overall goodness-of-fit of the model used in this study

Table 25 Goodness of Fit -ANOVA Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	72.091	6	12.015	82.10	.000 ^b
	Residual	54.585	373	.146		
	Total	126.675	379			

The F value of 82.104, df (6.373) with $p = .000$, which is less than 0.05 level of significant reveal that the independent variables are significantly related to the dependent variable.

4.11.2. Evaluation of independent variables

Table 26 Coefficients of predictor variables in predicting the dependent variable

Model	Unstandardized coefficient		Standardized Coefficient	T	Sig
	B	Std. error	Beta		
1					
Constant	0.549	0.204		2.689	0.007
Price	0.059	0.035	0.057	1.655	0.099
Brand image	0.188	0.022	0.311	8.382	0.000
Features of a TV set	0.249	0.031	0.286	7.896	0.000
Country of origin	0.189	0.021	0.350	9.080	0.000
Promotion	0.106	0.026	0.146	4.140	0.000
Other factor	0.079	0.033	0.268	2.370	0.018

- a. Dependent Variable: consumer brand preference purchasing decision
- b. In dependent variables; price, brand image, feature of TV set, country of origin, promotion and other factor.

The regression equation will be:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + U_i$$

X = Independent variables

Y = dependent variable

β_0 = Constant Term

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$ = coefficients of independent variables

U_i = the error terms

$Y = 0.549 + 0.059x_1 + 0.188x_2 + 0.249x_3 + 0.189x_4 + 0.106x_5 + 0.079x_6 + U_i$ β value shows the relative contribution or influence of each predictor variable to the dependent variable. The coefficient table shows that the Features of a TV set factor with β value of 0.249 and p value of .000 is the most influential factor in explaining customer brand preference of a TV set. Moreover, followed by

Country of origin (β 0.189, p .000), Brand image (β 0.188, p .000), promotion, (β 0.106, p .000), other factors (β 0.079, p 0.018) and price respectively made statistically significant positive influence of predictor variable to the dependent variable.

Finally, the remaining predictor variable, price made statistically positive significant contribution in determining the dependent variable with Beta value of (0.059, p 0.099).

4.12. Summary of the Overall Outcome

As shown table 3 mean of independent variables, level of awareness of consumers is measured through means score value that shows the average of all customers' responses. Price has the highest mean score which implies respondents have more inclination to purchase expensive TV set products. But Promotion and brand image has the lowest mean score average which indicates consumers disagree to buy expensive brands of a TV set.

All independent variables have highly significant effect on purchasing decision of a TV set because p value less than 0.05 and the p value of the price 0.099 indicates significant at 9.9 % consumer brand preference so, we might have 90.1% confidence that price is a determinant variable for purchasing decision of a TV set and Country of origin has the highest contribution to purchasing decision of a TV set with β value 0.35 greater than other independent variables.

As table 30 indicates the most preferred TV set brands are domestic product such as LED intermediate and large screen, Oscar, MEWE and leading products. But imported products are less preferable by respondents and this implies domestic product highly demanded in the market.

As we have seen the demographic profile of the respondent through the use of ANOVA except gender, age, education level, level of income significant for purchasing decision of a TV set this is due to p value less than 0.05 but gender p value greater than 0.05 which is insignificant for dependent variable.

In general as regression table clearly shows, among the six predictors, multiple linear regressions (Beta coefficients) analysis revealed that, country of origin is the first most significant variable for consumers brand preference decision followed by brand image and features of TV set, other factor, promotion and price respectively .

On the other hand, price has significance at 9.9% effect on brand purchasing decision of consumers. This indicates that, the price is significant factor for purchase decisions of a TV set.

4.13. Discussion of Empirical Evidences

This study is designed and carried out in order to identify factors affecting consumer brand preference of a TV set in Bahir Dar city. According to the study findings, six factors: brand image, price, feature of TV set, country of origin, Promotion and other factor (recommendation, packaging, after sale service) were identified as critical to purchasing decision of a TV set.

Brand image is essential for marketing where customers infer the quality of products by the brand image and are further encouraged in the behavior of purchasing. (Payne, Ballantine et al. 2005),

A study by Basariya and Ahmed (2018) on consumer preference towards Led TV revealed that most of the respondents chose their TV set because of its high-quality features. This supports our assumptions which say features of a TV set affects consumers' purchasing.

Lilly. J (2010) conducted a study entitled, "Customer Perception and Preference towards Branded Products with special references to Television Sets" with the objectives of evaluating the customers' perception of the promotional factor of purchase towards branded products and also to know whether the demographic variables of the respondent have influence on brand preference of television sets.

Package design is the important factor as consumers of TV consider in their decision-making. As Solomon et. al, (2006) explain when making a brand choice decision consumers may use short cut to infer hidden dimensions of products from observable attributes.

The statistical test shows that price is significant 9.9% for brand purchasing decision ($\beta=0.059$, $p=0.099$) and therefore consumers do consider the price as one factor in setting their brand choice. This could be due to the fact that in Bahir Dar city TV market most of consumers of a TV set are domestic product users this is due to the fact the accessories of the product are easily obtained and cheap in its cost relative to external products even the accessories of foreign products are very expensive relative to our countries product with in the same quality of the product.

A case Study in Iran". The study focused on the household audiovisual appliances from the viewpoint of Masjedsoleyman city's buyers, Khuzestan, Iran. Results indicate that brand country of origin has a direct and significant effect on perceived quality, brand loyalty, brand association and brand awareness.

Khan (2006) defines reference group is a small group of people consisting of family, close friends, work groups, neighbors', or any other group of people a consumer associate with and refer to while making buying decisions, helps a consumer to choose a product by building aspirations.

A study by Basariya and Ahmed (2018) on Consumer Preference towards Led TV revealed that the Majority of the respondents expressed their satisfaction with the present brand and features of LED TV they own.

In many instances, consumers from the communist countries and central Europe have preference for locally made products (Ettenson 1993).

In general, nonetheless it seems that consumers purchase any kind of TV set, the outcomes of the study show that consumers consider a variety of factors to make brand preference decision.

CHAPTER FIVE

CONCLUSSION AND RECOMMENDATIONS

5.1. Conclusion

The major purpose of this study was to empirically investigate the factors affecting consumer brand preference of a TV set in Bahir Dar city. More specifically, in this study the brand awareness level of consumers, brand preference of consumers and the related issues have been considered.

$R = .754$ indicates that the linear combination of the six independent variables can predict the dependent variable. At the same time, the R^2 value is .569 implying our model explained 56.9 percent of the variance in purchasing decision of a TV brand while remaining 43.1 percent of the variation in purchasing decision can be endorsed to other variables.

The outcome shows all, except gender, have statistically significant relationship with Consumers' Purchase decision of a TV brand.

The regression analysis indicated that there is a positive effect of brand image, feature of TV set, package design, country of origin, and promotional activities, peer groups, after sale service depending on their order of importance from most determinant factor. From this finding, it can be seen that most of respondents believe that their preferred TV is produced per acceptable quality standard, has consistent quality and up to date brand name. The Country of origin a TV set also support that quality is the significant variable in determining consumers brand preference of a TV set ($\beta=0.350$, $p=0.000$). From the finding it is concluded that Country of origin of a TV set, regarding the brand quality is important factor in shaping their brand preference of a TV set. Brand image were found to be the second significant factor that respondents consider to make a brand preference decision when consuming a TV set. Consumers believe that being aware of a brand image would create a change in their brand selection. The statistical test also support that brand image is the significant variable in determining consumers TV set brand purchasing decision ($\beta=0.311$, $p=0.000$). Feature of a TV set was found to be the third significant predictors of consumer TV brand preference with statistical test result of $\beta=0.286$, $p=.000$. Respondents believe that the picture quality, screen size, extra service, visual appeal and more features of a TV set have influence on their purchasing decision.

Promotional activities were found be the fifth significant predictors of consumer TV brand choice with multiple regression test results of $\beta=0.246$, $p=0.000$. This indicates the various promotional

activities, which include publicity and public relation, sales promotion and personal selling, practiced by TV companies have significant influence over consumer buying decision.

Price is significant predictor of consumer TV brand preference with multiple regression test results, price ($\beta=0.057$ $p=0.099$). This implies we have 90.1% confidence price is significant for purchasing decision of consumers.

Regarding the brand awareness level, the finding of the study shows that consumers of TV set are highly aware of different brands available in Bahir Dar city and country of origin are found to be the most influential source of brand awareness. Moreover, LED intermediate flat screen, LED large flat screen MEWE, Oscar, leading are domestic TV products respectively are found to be top of mind and most preferred TV brands by majority of consumers in Bahir Dar city.

5.2. Recommendation

As it is shown the study, from all the predictor consumers consider Country of the Origin as a major issue that affects their decision to purchase a TV set. Therefore most of the respondents prefer to purchase domestic products this is not found through chance but due to their quality, durability, cost effectiveness, easily obtaining their accessories and less costly and even they get guarantees about the products. So, dealers, retailers actively involve domestic products to address to the potential customers and users' preferences by providing positive word of mouth messages about the nature and the quality of domestic products to the customers and they have to aware the product feature and purchase with reasonable price.

Brand Image is the second factor that consumers of Bahir Dar city reflect most crucial factor while deciding to buy a TV set. Consumers always consider TV status and brand quality attracts to purchase the product. Product Features has the third significant effect on purchase decision for TV brands in Bahir Dar city. It is recommended that the producers shall produce quality, build brand image products and additional features and services of the product.

In case of price it is significant to purchasing decision of a TV set therefore manufacturers should differentiate similar products and sell with reasonable and differential price to reach the products to the consumer.

In general, manufacturers shall critically emphasize on about promotion, packaging, price and receive comments after sale service regarding the nature of output and make immediate correction

about negative feedback. The companies could manufacture domestic competent products and addressing to all potential customers, retailers and others.

5.3 Direction for Future Research

The existing study was conducted to investigate factors affecting consumer brand preference of TV set in Bahir Dar city, Ethiopia. Therefore, there is scope for other researchers to study consumers brand preference decision in product categories and in the context of other regions, weredas and Zones in the country where consumers may have different perceptions, cultures and characteristics. Similarly, future researcher may use more time, resource and sample size in order to make all-round assessment in this area. Besides that, this study used the six variables that are brand image, price, and feature of TV set, promotional activities, country of origin and other factor of a particular TV brand which explain or influence only 56.9 percent of the variance in consumer TV brand preference. Therefore, future researcher may investigate other variables which have a potential to influence the variance in consumer TV brand preference.

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Appendix I
BAHIR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT
QUESTIONNAIR FOR CUSTOMERS

INTRODUCTION

I would like to give my genuine gratefulness for your compassionate cooperation in advance. I am a postgraduate student at Bahir Dar university department of marketing. As a partial fulfillment for the Master of Arts in Marketing Management, I am conducting a research study with a title factors affecting consumers' preference of television brands: the case of Bahir Dar customers

Therefore, I kindly request you to standby a few minutes of your time to answer the following requests. All the information provided was purely be used for academic purposes and your identity would be treated with extreme confidentiality. If you have any question, you may contact me on Minyechel0@gmail.com or +251 (0) 918659477.

Part I

A: Demographic Information

Dear respondent, kindly select the appropriate category and put a tick on the spaces provided

1. Gender: Male Female
2. Age: 18- 25 years 26-35 years 36-45 years 46- 55 years
56- 65 years
3. Level of education:
High School and Below Certificate/Diploma Degree
Masters and above
4. Monthly income in Birr:
Up to 2,500 2,501- 5,000 5,001- 10,000 Above 10,001
5. Have ever participated in brand choice of buying any TV brand?
Yes No

6. If you have answered “No” for question No, 5 above, this is the end of the questionnaire for you. If you say “yes” for the question no 5, proceed to the next session.

Part II

SECTION B: Factors Affecting Consumers' Buying Decision of a TV Brand

Kindly indicate (by placing a \surd mark) on the degree of your agreement or disagreement on the importance of the following factors in buying a TV brand

No's	Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Brand image					
1.1	I consider brand status of a TV set when I choose to purchase a TV					
1.2	A TV set with up-to-date brand name inspires me to purchase					
1.3	A TV set with popular brand name initiate me to purchase the product					
1.4	Brand image is one of my primacies when making choice a brand of a TV set					
2	Price	Strongly disagree	disagree	Neutral	agree	Strongly disagree
2.1	I prefer to buy a TV set that is rationally priced					
2.2	I relate prices from different brands					
2.3	I do not choice to change the TV brand with alternatives just to get rebates					

2.4	The Price of a TV set is a replication of its quality					
2.5	I choose to buy the cheapest TV brand from options I have					
2.6	I will switch to another brand if my chosen TV brand price is high					
2.7	Price is one of my primacies when making a brand choice of a TV set					
3	Feature of TV set	Strongly disagree	disagree	Neutral	Agree	Strongly disagree
3.1	I select to buy a TV set due to its picture quality, set top box, game consoles, DVD players can easily be connected.					
3.2	I select to buy a TV set because of its sound quality, use an HDMI port for connecting to the TV for best quality video and audio output.					
3.3	I select to buy a TV set because of its outer look, SPDIF/coaxial audio out port, ideal for multichannel audio output					
3.4	I prefer to buy a TV set because of its big screen size					
3.5	I select to buy a TV set due to its extra services like having a USB flash drive Micromax, Vu, Intex and Noble offer great					

	value					
3.6	I prefer to pay more for a TV brand which has more features (TV has built-in Wi-Fi or supports external Wi-Fi USB dongles for connectivity.)					
3.7	I do not prefer to change a TV brand with other just to get extra features					
3.8	Feature is one of my primacies when making a brand choice of a TV set (Smart TV comes preloaded with an operating system (OS) Android, GoogleTV, Tizen etc.that functions similar to a smartphone OS.)					
4	Country of the origin	Strongly disagree	disagree	Neutral	Agree	Strongly agree
4.1	Imported TV brands are greater in terms of quality					
4.2	I select to purchase a domestic TV brand due to my inclination to support Patriotism					
4.3	I select a TV brand because of its country of origin					
4.4	I prefer country-of-origin as an orientation to evaluate quality of a TV set between brands.					
4.5	I deliberate country of the origin though the brand name is					

	the equal					
5	Promotion	Strongly disagree	disagree	Neutral	Agree	Strongly agree
5.1	Sales Promotion incentives holds my attention to buy a TV brand					
5.2	Promotion inspires me to choose a TV brand					
5.3	The good look of the retailers' store attracts me to purchase TV					
5.4	I recognize about types of TV brands through advertisement					
5.5	I recognize about types of TV brands from Knowhow of other peopleschoice about existing TV brand.					
6	Other factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
6.1	Post purchasing situation of TV influences me to select the brand					
6.2	I prefer a TV brand because its Packaging attracts me					
6.3	I purchase TV brands due to personality or status conformity with me					
6.4	I prefer a TV brand because of its Uniqueness that attracts me					
6.5	I prefer a TV brand due to					

	peer group Influences to purchase					
6.6	I prefer a TV brand since its Stylish appearance affects me to purchase.					
6.7	I prefer a TV brand since its size and shape appears me to purchase					
6.8	I prefer a TV brand since its color and resolution power attracts me to purchase (higher the resolution, the better the image quality.)					
6.9	I prefer LED flat intermediate screen sizes TV since it inspires me to buy					
6.9.1	I prefer LED flat large screen sizes TV since It has interesting video images to buy					
6.9.2	Other factors (recommendation. packaging ,after sale service) priority to purchase a TV set					

Part III choice

1..... Which brand of a TV is the most prefer to purchase on your life time situation?

- a. LED flat screen intermediate size b. Sony flat medium size c. LED flat large screen
d. LG flat medium screen e. LG flat large screen f. MEWE g. Others, please specify _____

2.....which TV brand is the least preferred to purchase in your life time?

- a. Sony b. LG C. Samsung. d. LED intermediate screen e. MEWE
f. LED flat screen g .Konka h. Others, please specify _____

THANK YOU FOR YOUR JENUINE COOPERATIVES!!!

5. ማንኛውም አይነት ቴሌቪዥን ሲገዛ የምርጫ ውሳኔ ላይ ተሳትፈው ያውቃሉ?

አዎ ተሳትፎአለሁ [] አይ አልተሳተፍኩም []

6. በላይ በተራ ቁጥር 5 ለቀረበው ጥያቄ መልስዎ “አይ አልተሳተፍኩም” ከሆነ ለእርስዎ ይህ የመጨረሻ ጥያቄ ይሆናል ትሳትፈው ከሆነ ወደ ሚቀጥለው ጥያቄ ይሻገሩ:

ክፍል ሁለት:

የሸማቾች ቴሌቪዥን የመግዛት ውሳኔ ተፅዕኖ በሚያሳድሩ ምክንያቶች እባክዎ ከዚህ በታች በቀረቡት ሀሳቦች ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ በየዓረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች መካከል አንዱ ላይ የ “√” ምልክትን በማስቀመጥ ያመልክቱ።

ተ/ቁ	ምክንያቶች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
1	የብራንዲ መልካም ስም					
1.1	ቴሌቪዥን ለመግዛት ስወስን ቴሌቪዥኑ ያለውን መልካም ስም ግምት ውስጥ አስገባለሁ					
1.2	የቴሌቪዥኑ ስም ታዋቂ መሆን ለመግዛት ይጋብዘኛል					
1.3	የቴሌቪዥኑ ስም ተወዳጅ መሆን የመግዛት ውሳኔ ላይ ተፅዕኖ ያሳድርብኛል					
1.4	ቴሌቪዥን የመግዛት ውሳኔ ስወስን የቴሌቪዥኑ መልካም ስም ቅድሚያ ከምሰጣቸው ጉዳዮች አንዱ ነው					

2	ዋጋ	በጣም አልስማ ማም	አልስማ ማም	ገለልተ ኛ	እስማ ማለሁ	በጣም እስማማለ ሁ
2.1	ተመጣጣኝ ዋጋ ያለውን ቴሌቪዥን መግዛት እመርጣለሁ					
2.2	የተለያዩ ብራንዶችን ዋጋ አወዳድራለሁ					
2.3	ቅናሽ የማገኝ ከሆነ ልገዛው ያሰብኩትን የቴሌቪዥን ብራንድ በሌላ ለመቀየር አይገደኝም					
2.4	የአንድ ቴሌቪዥን ዋጋ የቴሌዚዥኑ ጥራት ማሳያ ነው					
2.5	ካሉኝ የቴሌቪዥን ብራንድ አማራጮች ውስጥ ዝቅተኛ ዋጋ ያለውን አማራጭ መግዛት እወዳለሁ					
2.6	የመረጥኩት ብራንድ ዋጋ ከፍተኛ ከሆነ በሌላ ብራንድ እቀይረዋለሁ					
2.7	ቴሌቪዥን የመግዛት ውሳኔ ስወስን ዋጋ ቅድሚያ ከምሰጣቸው ጉዳዮች አንዱ ነው					
3	የቴሌቪዥኑ አገልግሎቶች	በጣም አልስማ ማም	አልስማ ማም	ገለልተ ኛ	እስማ ማለሁ	በጣም እስማማለ ሁ
3.1	አንድን ቴሌቪዥን ለመግዛት የምመርጠው በምስል ጥራቱ ምክንያት ነው					
3.2	አንድን ቴሌቪዥን ለመግዛት የምመርጠው በድምፅ ጥራቱ ምክንያት ነው					

3.3	አንድን ቴሌቪዥን ለመግዛት የምመርጠው በውጫዊ ገፅታው ምክንያት ነው					
3.4	አንድን ቴሌቪዥን ለመግዛት የምመርጠው በስክሪኑ ትልቅነት ምክንያት ነው					
3.5	አንድን ቴሌቪዥን ለመግዛት የምመርጠው በሚሰጣቸው ተጨማሪ አገልግሎቶች ለምሳሌ ፍላጎት መቀበያ መኖር ምክንያት ነው					
3.6	ተጨማሪ አገልግሎቶች ያለውን የቴሌቪዥን ብራንድ ለመግዛት ስል ተጨማሪ ዋጋ ለመክፈል ዝግጁ ነኝ ብዬ አስባለሁ					
3.7	ተጨማሪ አገልግሎቶችን የማገኝ ከሆነ ልገዛው ያሰብኩትን የቴሌቪዥን ብራንድ በሌላ ለመቀየር አይገደኝም					
3.8	ቴሌቪዥን የመግዛት ውሳኔ ስወስን ቴሌቪዥኑ የሚሰጣቸው አገልግሎቶች ቅድሚያ ከምሰጣቸው ጉዳዮች አንዱ ነው					
4	የተመረተበት ሀገር	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
4.1	የውጫ ሀገር የቴሌቪዥን ብራንዶች በጥራት የበለጸገ ናቸው					
4.2	በሀገር ወዳድነቴ ምክንያት የሀገር ውስጥ ቴሌቪዥን ብራንድ መግዛትን እመርጣለሁ					
4.3	አንድን የቴሌቪዥን ብራንድ በተመረተበት ሀገር ምክንያት ምርጫዬ አደርገዋለሁ					

4.4	ከቴሌቪዥን ብራንዶች መካከል የተመረተበትን ሀገር እንደ ጥራት መለኪያ እጠቀምበታለሁ					
4.5	የብራንዶ ስም ተመሳሳይ ቢሆን እንኳ የተመረተበትን ሀገር ግምት ውስጥ አስገባለሁ					
5	ማስታወቂያ	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
5.1	የማስታወቂያ ሽያጭ (የአጭር ጊዜ ማበረታቻ) አንድን የቴሌቪዥን ብራንድ እንድንገዛ ይገፋፋኛል					
5.2	ማስታወቂያ አንድን የቴሌቪዥን ብራንድ እንድመርጥ ተፅዕኖ ያሳድርብኛል					
5.3	የቴሌቪዥን መሸጫው ሱቅ ሳቢ መሆን ውስጥ ገብቶ እንድጠይቅ ይስበኛል					
5.4	ስለቴሌቪዥን ብራንድ አይነቶች ያወኩት በማስታወቂያዎች አማካኝነት ነው					
5.5	ስለቴሌቪዥን ብራንድ አይነቶች ያወኩት በሌሎች ሰዎች ተሞክሮ አማካኝነት ነው					
6	ሌሎች ምክንያቶች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
6.1	አንድን እቃ ለመግዛትከዚህ በፊት የገዛሁት እቃ ባህሪ ይወስነኛል።					
6.2	አንድን ቴሌቪዥን ለመግዛት					

	የታሸገበትጥራት እንደመርጠው ያደርገኛል					
6.3	ቴሌቪዥን የምገዛው ማንነቴን መሰርት አድርጌ ነው።					
6.4	ቴሌቪዥን የምገዛው የተለየ እቃ ሁኖ ካገኘሁት ነው።					
6.5	ቴሌቪዥን የምገዛው በአቻ ግሬት ነው					
6.6	ቴሌቪዥን የምገዛው የተለየ ስታይል ስላለው ነው					
6.7	አንድን ቴሌቪዥን ለመግዛት የስክሪን ስፋት ና መጠን መሰረት አደርጋለሁ።					
6.8	አንድን ቴሌቪዥን የምገዛው በቀለሙ እና በምስሉ ጥራት ነው።					

ክፍል ሶስት

ትክክለኛውን መልስ ይምረጡ

1.....ከሚከተሉት የቴሌቪዥን አማራጮች በህይወትዎ ለመግዛት የመረጡት የትኛውን ነው

- ሀ) LED ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ለ) ሶኒ ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ሐ) LED ጠፍጣፋ ትልቅ ስክሪን ያለውን ነው መ) LG ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ሰ) ሲንሳን ጠፍጣፋ ስክሪን ስ) ኮንካ ጠፍጣፋ ስክሪን ቀ) ሌላ ካለ ይግለጹ
- ሠ) LG ጠፍጣፋ ስክሪን ትልቅ መጠን ያላቸውን ነው ረ) MEWE ጠፍጣፋ ስክሪን ሰ) ሲንሳን ጠፍጣፋ ስክሪን ስ) ኮንካ ጠፍጣፋ ስክሪን ቀ) ሌላ ካለ ይግለጹ

2.....የትኛው የቴሌቪዥን አይነት ለመግዛት ዝቅተኛ ግምት ይሰጡታል

- ሀ) LED ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ለ) ሶኒ ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ሐ) LED ጠፍጣፋ ስክሪን ትልቅ ስክሪን መ) LG ጠፍጣፋ ስክሪን መካከለኛ መጠን ያላቸውን ነው ሰ) ሲንሳን ጠፍጣፋ ስክሪን ትልቅ መጠን ያላቸውን ነው ረ) MEWE ጠፍጣፋ ስክሪን ሰ) ሲንሳን ጠፍጣፋ ስክሪን ስ) ኮንካ ጠፍጣፋ ስክሪን ቀ) ሌላ ካለ ይግለጹ ስለትብብርዎ ክልብ አመሰግናለሁ!!!

Appendix III

Table 1.1 Time schedule to do the proposal and thesis

No	Main activity	Duration(E.C)
1	Topic selection and concept paper preparation	Nov 01/2013- 21/03/2013
2	Literature Review	Nov 21/2013-01/04/2013
3	Writing Proposal	Dec 01/2013-30/04/2013
4	Submitting Proposal to Advisor and waiting for Feedback	Jan 10 /05/2013
5	Correcting Proposal based on Feedback	Jan 20/2013-30/06/2013
6	Finalizing Literature Review	Mar 01/2013-Mar15/2013
7	Developing submitting research instrument	Apr08/08/2013- 15/08/2013
8	Data Collection and analysis	Apr16/2013-30/ 8/2013
9	Submission of the first draft	May 15/2013
10	Submission of the final draft	Jun09/2013
11	Presentation	Jun 25/2013

Table 1.2 expected costs for the paper

No	Items	Quantity stationary	Unit price	Total price(birr)
1	Paper		4 packed	1400
2	Field note book		2	300
3	Pen (Different color)		15	150
4	Pencils		5	100
5	Fluid		3	100
6	Secretarial and other services Cost		150 pages	1500
7	Printing internet resources		200 pages	2000
8	printing of Reference materials		200pages	2000
9	printing of questionnaire papers		400 pages	4000
10	Drafts submitted to the advisor for feedback		200 pages	2000
11	Flash Disc		3	1000
12	CD-Rewritable		5	100
13	printing cost		250	2500
14	Internet cost		100hrs	3000
	Total			20,150