



**FACTORS AFFECTING CUSTOMERS PURCHASE
DECISION FOR HEALTHSUPPLEMENT PRODUCTS,
A CASE OF HAWASSA CITY**

ALEMAYEHU TESFA BERHANU

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DECISION OF HEALTHSUPPLEMENT PRODUCTS:
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ALEMAYEHU TESFA BERHANU

ID. No - GPMAMW/0004/14

**THE THESIS SUBMITTED TO HAWASSA UNIVERSITY SCHOOL OF
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PRINCIPAL ADVISER: DR HAILEMARIAM

CO- ADVISOR: ALEMAYEHU .H

**HAWASSA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
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STATEMENT OF DECLARATION

I, the undersigned, declare that this research is my original work, prepared under the guidance of Dr. Hailemariam M and co adviser Mr. Alemayhu H. All sources of materials used for this research have been duly acknowledged. I further confirm that the research has not been submitted either in part or in full to any higher learning institutions for the purpose of earning any degree.

Alemayehu Tesfa

Name

Signature

Date

DECLARATION OF THE FINAL THESIS

I hereby declare that all the corrections and recommendation suggested by the Board of Examiners are incorporated into the final Thesis entitled “**Factors Affecting Customers Purchase Decision for Health Supplement Products, A Case of Hawassa City**” by Alemayehu Tesfa Berhanu

Name of the Designate

Signature

Date

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ADVISORS' APPROVAL SHEET

This is to certify that the title entitled, “**Factors Affecting Customers Purchase Decision for Health Supplement Products, A Case of Hawassa City**” submitted in partial fulfillment of the requirements for the degree of Master of Business Administration in Marketing, the graduate program of the school of management and accounting and has been carried out by Alemayehu Tesfa. ID No - GPMAMW/0004/14, under our supervision. Therefore, we recommended that the student has fulfilled the requirements and hence hereby can submit the thesis to the school of Management and Accounting.

Dr Hailemariam M _____

Name of Principal Advisor

Signature

Date

Mr Alemayhu H _____

Name of Principal Co-Advisor

Signature

Date

HAWASSA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
EXAMINERS' APPROVAL SHEET

We, the undersigned, members of the Board of Examiners of the final open defense by Alemayehu Tesfa have read and evaluated his thesis entitled “**Factors Affecting Customers Purchase Decision for Health Supplement Products, A Case of Hawassa City**”, and examined the candidate. This is, therefore, to certify that the thesis has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Marketing.

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Final approval and acceptance of the thesis is contingent upon the submission of the final copy of the thesis to the School of Graduate Studies (SGS) through the School Graduate Committee (DGC/SGC) of the candidate’s department.

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Date: _____

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of variance
CAGR	Compound Annual Growth Rate
DSHEA	Dietary Supplement Health and Education
ETB	Ethiopian Birr
EFDA	Ethiopia Food & Drug Authority
GDP	Growth Domestic Product
PBC	Perceived behavioral control
PLB	Private Label Product
SPSS	Statistical package for the Social Science
USD	United states' dollar
WHO	World Health Organization
WOM	Word –of- Mouth

ABSTRACT

This study was aimed to assess factors affecting customers' purchasing decision for health supplement products in Hawassa city. To achieve the objective, the study has tried to consider about seven determinant factors of purchasing decision namely product price, quality, Promotion, sources of information, availability of product, brand popularity, and customer level of perception. Based on this, data was collected from customers using questionnaire and unstructured interview. Hence, 240 respondents were participated in the study using convenience sampling technique. Both descriptive and inferential statistics methods were applied to analyses the collected data. The result of the study reveals that purchasing decision of customers affected by all of the identified determinant factors such as, price, quality, product promotion, sources of information, available product, brand availability, and perception and customer's awareness. Consequently, the major findings of the study implied that, price and brand have more impact on the purchasing decision of customers engaged in lower monthly income than customers engaged in middle and higher monthly income. The study also showed that, product availability affect customer purchasing decision regarding by distance. Accordingly, most customers decided to purchase products where locally available than far apart from their surrounding area. The other determinant factor that the finding implied was sources of information; in this regard majority of customers' purchasing decision was affected by the sources of information. Regarding, the perception of customers educated customers have better product understanding than less educated customers. In general, the results of correlation analysis revealed that all of the identified determinant factors affect customer purchasing decision which indicates at a statistical measures $p < 0.05$. Furthermore, multiple regressions also identify which determinant variable more affect customer purchasing decision. Thus, Price of product highly and positively affect customer purchasing decision followed by product quality, perception of customer, sources of information, availability of products, brand popularity and sales promotion. Based on the findings the study recommends that product distributors should consider price, quality of products, availability of products, and provide alternative brands of health supplement products.

Keywords: Purchasing Decision, Price, Quality, Promotion, Product Availability, Source of Information, Brand and Perception.

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Thomas, (2004), point out “Health dietary supplement use is extensive and continues to grow worldwide.” Previously available mainly in pharmacies, multivitamin and mineral supplements are now ubiquitous in the marketplace, found in large discount stores, supermarkets, specialty stores and on the internet (Radimer, 2005). Health dietary supplements are those products which help us to full fill our daily requirement of nutrients which otherwise not full filled by our routinediet.

There are more than 50,000 dietary supplements that are available including vitamins, minerals, fiber, fatty acids, or amino acids. Basic objectives of consuming these supplements are to maintain good health but with this over or improper consumption may be hazardous to health. According to U.S. National Institutes of Health office of dietary supplements, (as cited Mishra, 2023, para. 3). discuss basic Types of Health Supplements are Multivitamins, Non-vitamin Supplements, Herbs, Amino Acids, Tablets, Juices, Chocolates, Health Drinks, Health drugs, Protein Bars, Dairy Products.

In the fierce competition of today’s market individuals have exposed to different window of information and varieties of products; many great deal of choices and options available in the market place impulse their purchase decision (Miller,2001). These health and dietary supplementary products comes under nutraceutical and pharmaceutical industry. Nutraceutical term coined by Dr Stephen DeFelice from Nutrition and Pharmaceutical in 1989.

According to DeFelice, nutraceutical can be defined as, a food (or part of a food) that provides medical or health benefits, including the prevention and/or treatment of a disease. One more definition says that nutraceuticals are those functional food which helps in the prevention and/or treatment of disease(s) and/or disorder(s) (except anemia). (Kalra,2003). The global market for Dietary Supplements is estimated at USD 155.2 billion in 2022; it is projected to grow at a CAGR of 7.3% to reach USD 220.8 billion by 2027. Increasing customer health awareness and rising disposable income across regions are factors that have encouraged people to shift to nutraceuticals such as health supplements. (Edward, 2022).

Customers have become increasingly aware and conscious of their dietary habits. Lifestyle changes, along with a better understanding of fitness and health, have encouraged people to consume multivitamins and minerals in the form of capsules and tablets. Increasing health awareness has also led consumers to shift to customized dietary supplements that are specific to their biological requirements. Customers have become increasingly inclined toward a healthy lifestyle and additional nutrition. With changing preferences due to increased health awareness, customers are increasingly seeking dietary supplements in their daily lifestyles. (Emine, 2020).

Customer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting customer behavior are demographics, customer Knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside of the individual that affect individual customer's decision- making process. These factors include organizational promotion practice, price of the products, product quality, brand, and culture, reference group, family and household (Schiffman,2012).

Several studies have been made to explain customer behavior and their buying decision of products. Some of them are Customer buying decision process toward product (Qazzafi, 2019), an examination of the factors affecting customer's purchase decision in the Malaysian retail market (Hanaysha, 2018). According to Neslin (2002) customer purchasing decision more affected by demographic and socio-economic characteristics. However, attitude and behavioral characteristic are also highlighted as important determinates of store brand proneness than demographic and socio-economic characteristic.

Customer previous knowledge and experience have greater extent to process the brand, but it depends on the weight of customer prior knowledge and cognitive ability (Miller, 2001). And other researchers proved that perceptions of quality and products are influencing individuals buying behavior prior to demographic, psychological, shopping behavior (Eliot & Percy, 2007). Whereas familiarity with store brand, extrinsic cues (such as price and package), perceived quality variation, perceived risk, and perceived value for money, income and family size are example of factors influencing own-label proneness (Guilkey & Stewart, 2010).

Additional study also showed the difference perception of customers in the marketing stimuli results different in action of purchasing behavior (Giles, 2009). In premises of the above reviewed concept this research have been attempted to asses various variables that affect customer purchasing decision of health supplement products with special reference to pharmacies and drugstores in Hawassa city.

1.2. Statement of the Problem

The researcher working for Pharmaceuticals Company as area sales promoter and the serious concern for pharmaceuticals and nutrition companies is ensuring the long-term profitability and revenue. Even though there are a number of studies conducted on purchasing decision but in terms of the independent variables, contents and the study area this study is different and includes product quality, product price, source of information, sales promotion, brand, product availability and customer perception as an independent variables and customer purchasing decision of health supplement products as dependent variables.

Also, the other statement of the problem is as (Kotler,2005) mention in his book customers are different regarding their interpretation and purchasing decision since they are subjected to different factors that affect their purchasing decision, so this study assessed these factors that affects customers purchasing decision for health supplement products

The study of customer behavior provides critical information to marketing managers in developing marketing strategies and tactics. To effectively market a product or service, marketing managers must clearly understand customers' needs and wants. The study of customer behavior thus provides strategic information about what customers need and want and how marketing programs should be designed to precipitate an exchange (Nickels & Mchugh, 2000).

The starting point for understanding buyer is the stimulus response model. Marketing and environmental Stimuli enter the buyer's consciousness. The buyer's charter and decision-making lead to the certain purchase decisions. The marketers taste is to understand what happens in the buyer's purchase decision. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors (Schiffman, 2012). Customer food purchase behavior is changing significantly across the world and customers are now getting more and more attracted towards good taste, convenience and health enhancing properties of food (Aftam, & Jabir, 2015).

The customers are now becoming more conscious of the relationship between diet and health and hence are becoming more motivated to take care of their health by way of consuming healthier food. Increased health consciousness and changes in lifestyle, coupled with awareness about the benefits associated with health and wellness food have led to significant changes in customer behavior towards healthy food consumption in the recent years (Crofton, Markey & Scannell, 2013). Besides, various factors such as rise in disposable income, change in family structure, urbanization and increase in customer awareness have also affected the health and wellness food consumption (Yun & Pysarchik, 2010).

Customers are increasingly becoming aware of the significance of food safety and its implication to their health conditions (Kraus, 2015), identified the key characteristics of functional foods along with the various motives of the consumers behind their consumption. Moreover, the customers have also started assessing the country of origin of foods in their purchase decisions (Sadiq, 2001).

In today's age there is a growing concern that the potential of chronic diseases causes due to poor dietary practices in both developed and developing countries. Even though there are many research and evidence connecting nutrition deficiency to possibility of greater risk of chronic illnesses, the role of dietary supplements in disease prevention and health promotion activities are recognized by many health professionals (McGinnis & Ernst, 2001).

Due to an increase in the aging population worldwide there is further encouragement in using health related dietary supplements in improving health condition. Despite the clear evidence for problems arising due to poor dietary practices, there are signs of people from all around the world becoming more health conscious as reflected by the increase in country's expenditure for health related and medical products. For example, the health expenditure in Thailand has seen a continuous increase in the expenditure for health since 2002 to 2015, increasing from around 50 USD per capita to around 200 USD per capita in 2015 (WHO, 2017).

This shift suggests a trend toward a healthier lifestyle with some degree because of increase in disposable income, improved level of education and improvement in the standard of living as Thailand's GDP has seen an average growth rate of around 3.9% as of 2015.

In the aggressive competition of today's market individuals have exposed to different window of information and varieties of products; many great deal of choices and options available in the market place impulse their purchase decision.

However, the interpretation and decision making are different among individuals and also influenced by internal customer behavior (perception, attitude, and motivation) and external factors (family roles, peer influence and group influence) (Kotler, 2005). Therefore, this study tried to see what factors drive people to keep purchasing health supplement products and also it sought to find out factors affecting customers purchase decision for health supplement products.

According to Eliot, & Percy (2007) there are several factors that influence customers purchasing decision, such as, price of the product, quality, brand, customer perception, promotion, advertisement, and relatives' information. Previously several studies such as willingness to pay for healthy food products have been conducted across the globe. With increasing health consciousness and awareness about the health and wellness attributes of food products in Ethiopia, it becomes important to understand if the customers are willing to pay the additional amount of money for purchasing health and wellness food products. Customers' responses to their willingness to pay additional amounts of money for buying different types of health and wellness food products have been recorded and analyzed in this study.

Those customers, who expressed their willingness to pay (WTP) additional amounts for buying their choice of products, were also asked to indicate the additional percentage of the current prices they would be willing to pay as an extra. Further, a set of factors viz. socio-demographic attributes, psychographic variables, and product and market-related attributes, that are more likely to impact the WTP for health and wellness food products have been identified.

Also, there are a number of studies conducted on different areas of pharmaceutical and nutrition markets like Consumption of nutritional supplements among adolescents: usage and perceived benefits (O'Dea, 2003). With the topic factors affecting customers purchase behaviors for health supplement products different published and unpublished research results has been reviewed so as to reduce similarities. Besides though considerable literature exists on the factors influencing customer attitude and behavioral intention towards consuming dietary supplements such as, (Kitcharoen & Vongurai, 2020), in Ethiopia the case is not yet well examined. Therefore, the main purpose of this study is to investigate factors affecting customers purchase decision for health supplement product.

To the best of author's knowledge, there is no study on factors affecting customers purchase behaviors for health supplement in Hawassa city and for the matter of fact the researcher couldn't get even in Ethiopia. Thus, the purpose of this research is to assess the factors affecting customers purchase decision for health supplements products in Hawassa city the capital of Sidama region. For the purpose of this research health supplement products is defined as a product that is used to supplement a diet and to support or maintain, enhance and improve the healthy functions of the human body and that come in pill, powder or liquid form and also can available without a prescription. Its scope includes vitamins, minerals, fish oil, cod liver oil, omega oil, dairy and herbal products.

1.3. Research Questions

Based on the identified problem statement

- I. What are the major factors affecting customers purchasing decision of health supplement products in the study area?
- II. How do the factors affecting customer purchasing decision of health supplement products?
- III. To what extent does the factor affect customer purchase decision of health supplement products in the study area?

1.4. Objective of the Study

1.4.1. General Objective

The main objective of this study is to identify the factors affecting customer purchase decision for health supplement products in Hawassa city.

1.5. Specific Objectives

To assess the major factors affecting customer purchasing decision to identify how the factors affect customer purchasing decision

To examine the effect of each factor on consumer purchasing decision

1.6. Research Hypothesis

H₁ : Sources of information has significant effect on purchasing decision of customers of health supplement products

H₂ : Price has significant effect on purchasing decision of customers of health supplement products

H₃ : Quality has significant effect on purchasing decision of customers of health supplement products

H₄ : Brand popularity has significant effect on purchasing decision of customers of health supplement products

H₅ : Availability of the product has significant effect on customer purchasing decision of health supplement products

H₆ : Customers level of awareness has significant effect on purchasing decision of health supplement products

H₇ : Quality of product has significant effect on customer purchasing decision of health supplement products

1.7. Significance of the Study

The researcher finding and recommendation are important for management of the of health supplement products manufacturers, suppliers, importers and distributors, government as well as customers of health supplement products and it draws attention to some of the points where corrective actions are necessary and enables them to make such correction. This research would help the stockholders understand what influences health supplement products customer's buying decision by allowing them to identify the driving forces behind purchasing. Furthermore, this study would serve as an input and basis for other researches, academicians, consultants and some associations who are interested to conduct further researches on related fields.

1.8. Scope of the Study

This research is delimited to assess variables that affect customers purchasing decision such as, price, quality, and promotion, sources of information, brand, and availability of product and customers level of perception. This study is descriptive type of research conducted in Hawassa city by using data collected from customers of health supplement products in private pharmacies and drug stores by using self-administered questionnaire and unstructured interview as a data collection method. The respondents filled the questionnaire based on their prior experience of health supplement products selection either for themselves or for others. The study is conducted from September 15, 2023 to February 29, 2024.

1.9. Limitation of the Study

The primary limitation of this study is absence of sufficient related studies that were conducted on factors affecting customers purchasing decision of health supplement products either in Hawassa or even in Ethiopia. In addition to that getting an abundant recent literatures and related studies was some of the major limitation encountered.

1.10. Definition of key Terms

- **Health supplement products**- For the purpose of this research, health supplement products are defined as a product that is used to supplement a diet and to support or maintain, enhance and improve the healthy functions of the human body and that come in pill, powder or liquid form and also can be available with & without a prescription.
- Its scope includes vitamins, minerals, fish oil, cod liver oil, omega oil, iron & calcium and herbal products, (HSA,2023).
- **Purchase decision** – is the thought process that leads a customer from identifying a need, generating options, and choosing a specific product or brand. (IGI,2020) and for this study it excludes commercial purchases.
- **Price** – is the amount of money paid by a customer to purchase a particular product, good or service, irrespective of its value. (Jerry, 2023).
- **Brand**- is a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization. (Tanya, 2015).
- **Product availability**- is a retailer's ability to meet customer demand at a given item. (NetSuite,2022).
- **Customer awareness**- refers to two key concepts: How knowledgeable potential customers are about your brand, services or products. How conscious customers are of their needs or wants in relation to your company's offerings. (Indeed,2022).
- **Product Quality**- refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. (Indeed,2023).

1.11. Organization of the Study

This thesis is organized as follows: Chapter one includes background, statement of the problem, objective of the study (general and specific objectives), the study question, significance of the study, scope of the study, limitation of the study and the research organization. Chapter two is the literature review. It starts with the introduction which includes the overview and health supplement product consumption trend in different countries. Theoretical review, empirical review, summary of literature and conceptual framework are all included in this chapter. Chapter three is the methodology part; how the study will go to be conducted.

CHAPTER TWO

2 REVIEWS OF RELATED LITERATURE

2.1. Introduction

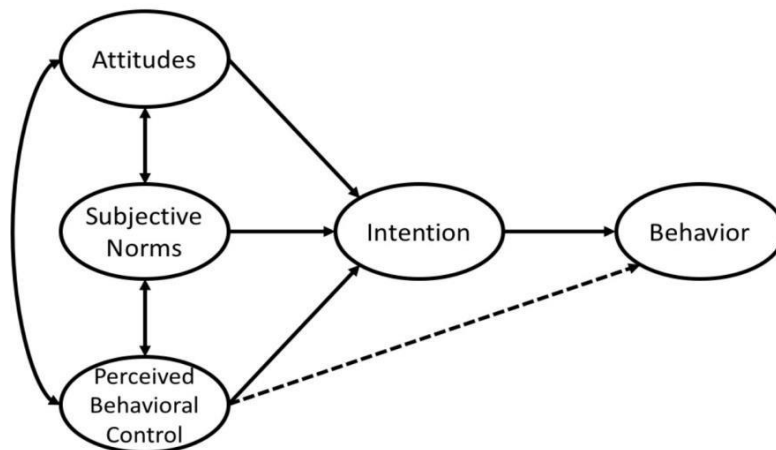
This chapter presents what other scholars have written about the issues of health supplement products market behaviors and influencing variables of customer purchasing decision and methodology they used as well as their findings and recommendations. Therefore, this research proposal will try to indicate some of the theoretical and empirical related literatures which defined and elaborate the theories about each dependent and independent variable.

2.2. Theoretical Review of Customer Behavior

2.2.1. Theory of Planned Behavior

According to the theory of planned behavior (Ajzen, 1991), behaviors are influenced by intentions, which are determined by three factors: attitudes, subjective norms, and perceived behavioral control. It is also possible for external factors to directly force or prevent behaviors, regardless of the intention, depending on the degree to which a behavior is actually controlled by the individual, and the degree to which perceived behavioral control is an accurate measure of actual behavioral control. This relationship is shown with a dashed line in next figure.

Fig 2.1 The Theory of Planned Behavior model.



Source- Ajzen (2005)

The theory of planned behavior model shows that attitudes, subjective norms and perceived behavioral controls lead to customers intention and then intention results in customers behaviors, whereas sometimes perceived behavioral controls can directly results in customers behavior, attitudes and perceived controls influences each other.

Utility theory

Utility theory is an economic hypothesis that postulates the fact that customers make purchase decisions based in the degree of utility or satisfaction they obtain from a given item. This means that the higher the utility level the higher the item will be prioritized in the customer's budget. Though the first systematic account of utilitarianism was developed by Jeremy Bentham (1748–1832), the core insight motivating the theory occurred much earlier. That insight is that morally appropriate behavior will not harm others, but instead increase happiness or 'utility.'

The Theory of Buyer Behavior

The fundamental architecture of the model is outlined in figure below, with the exogenous variables not appearing in the first publication of the work (Howard & Sheth, 1969), but in subsequent publications (Howard & Sheth, 1973). The authors interest was in constructing a comprehensive model that could be used to analyses a wide range of purchasing scenarios, and as such the term 'buyer' was preferred over 'consumer' so as to not exclude commercial purchases(Loudon & Della ,1993).

2.3. Concept and Theory of Customer Buying Behavior

2.3.1. Concept of customer buying behavior

It is very important to understand that the buying behavior of a customer is integral to social environment, the competing products in the marketplace and the brand marketing strategy imposed by the manufacturer. (Elliot, 2007) share this view; they defined customer behavior as “the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and service so as to satisfy their needs and desires”. According to (Armstrong, 2000), Customer behavior is the study of how individual customers, group or organizations select, buy, use and dispose ideas, goods, and service to satisfy their needsand wants. It refers to the actions of the customers in the marketplace and the underlying motives for those actions. Kotler (2005), also define Customer behavior is an understanding of what a customer needs and what exactly influences his buying behavior.

A buyer goes through some series of stages in arriving at a decision to buy a product or service. Customer behavior can also be described as how a customer distinguishes products and services, their reasons for purchasing and consuming a product. While this evolution has been continuous, it is only since the 1950's that the notion of customer behavior has responded to the conception and growth of modern marketing to encompass the more holistic range of activities that impact upon the customer decision (Blackwell, Miniard, 2001). This is evident in contemporary definitions of customer behavior:

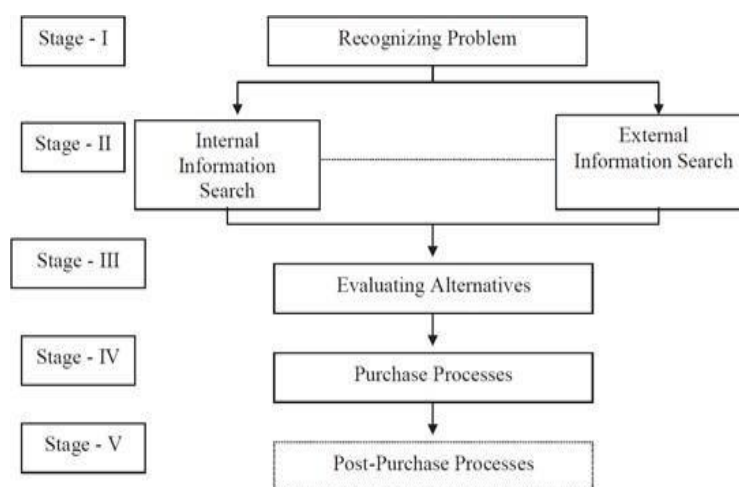
2.3.2. Theoretical Approaches to The Study of Customer Behavior

A number of different approaches have been adopted in the study of decision making, drawing on differing traditions of psychology. Writers suggest different typological classifications of these works with five major approaches emerging. Each of these five approaches posit alternate models of man and emphasize the need to examine quite different variables (Foxall, 1990); they will briefly be introduced in turn. Economic Man, Psychodynamic, Behaviorist, Cognitive, Humanistic

2.3.3. Customer decision Making Process

According to Elliot (2007) before a customer purchases a specific product or service, there are five stages of decision making process they go through. These are that first a need is recognized in the mind of the customer, followed by information search, then analyzing alternatives between products. Afterwards the customer makes a decision either to purchase and use the product and then comes the post purchase behavior; this will decide whether the product was able to satisfy the customer's need. The idea was indicated by figure as follow:

Figure 2.2: Customer Decision Making Process



Source- Elliot, & Percy, (2007)

Kotler (2005), that customers go through a five-stage decision-making process in any purchases made. It is a process by which a customer makes a decision on what to buy, what quantity to buy, at what price with respect to the factors affecting customer's attitude during the procedure. The individual stages are summarized in the diagram below followed by brief explanations. This model is very paramount for everyone who makes marketing decisions. The model shows that customers go through five essential stages in every purchase. However, in more frequent purchases, customers sometimes skip some of the stages. For example, someone who is buying a favorite drink would recognize the need for thirst and go straight to the purchase decision, skipping information search and evaluation. However, the model is very important when it comes to understanding any purchase involving some detail considerations (Elliot, 2007).

2.3.4. Customer Behavior and Marketing Implication

The basic belief of marketing-oriented company is that the customer is the hub around which the business revolves. Therefore, understanding what makes people in general buy and what makes your customer in particular buy is a vital part of business success. Market itself means customer, around whom all marketing strategies are formulated and implemented. In order to meet competition at the market place, the marketing managers are using various methods to add value to the final product which will reach the hands of the customers. It means in ever changing marketing environment, there is a growing concern or awareness among marketers to go for a careful study of the customer behavior around which all marketing activities are made (Schiffman, 2012).

2.3.5. Factors Affecting Customer Purchasing Decision

There are a number of factors that influence a customer and their lifestyle. These factors help to form the attitude and needs of the customer. The needs of a customer are triggered by culture, social class and reference groups and also internal factors which include motivation, demographic and former experience. Also marketing activities such as advertisement, quality of a brand, price strategy also has a significant impact on the consumer buying behavior (Schiffman, 2012).

2.3.5.1 Price of the Product

Price is the amount of money a customer sacrifices to obtain the product. Price is classified into two parts that is objective price and perceive price. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product.

Customer perception with respect to price is different and has a positive and a negative influence on the buying behavior. Several studies have shown that pricing is more critical and relevant to customer buying behavior (Huo et al., 2021). According to (Hoch & Banerji ,2005) economic recession have impact on PLB (private label brand) buying behavior when income decreases customers become price consciousness and shifttheirpreferences to private label brandsrather than choosing national brands. Zeithaml, (1998) “Customers who prefer to buy more PLBs than national brand are price conscious.” p , 2 4) . h e also mentioned PLB buyers are price seekers-those who look for low price, as a result, for some customers having inexpensive product means achieving high value. On the contrary, some customers might associate low price with low quality. Those customers who think price is an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality (Bao, 2011). Moreover, customers relate price and quality with self-esteem. The increase in quality content and the higher price has a positive relation with our self-esteem. If the economic situation is good for all, majority want to eat high quality food (forum, 2011).

2.3.5.2 Perceived Quality

Perceived quality is the customer’s opinion of a brand’s ability to meet his expectations. It is howthe quality of a brand is seen by the customer. Perceived quality can also be defined as the customer’s perception of the superiority of a brand which enables them to differentiate a brand from another. When a customer’s conception of a brand is high quality, he purchases the brand because of the quality image that the brand has. Perceived quality is both a pre- and post-purchase construct because a previous product experience is not needed to assess quality. Perceived quality has a positive effect on customer’s buying intention because it helps the customer to reduce risk as a result of the high quality of thebrand image. This leads to repurchase of the brand resulting in brand loyalty (Busari & Olannye,2002).

2.3.5.3 Promotion

A sales promotion consists of techniques that are aimed at increasing sales in the short run, meaning that they are mostly used for a short period of time. It offers control, and the costs can be much lower than of advertising. The main characteristics of sales promotions are that they offer better value for money and they try to cause responses immediately (Richard, 2004). This tool has the ability to attract and keep loyal customers and is an excellent what to persuade them build viable link with the organization and involves all motifs applied by the producer to persuade tradewith members of a channel (Giles, 2009).

Guilkey and Stewart (2010) Sales promotion has a strong ability to add value and to bring forward future sales. For sales personnel promotional tools are used primarily for motivating staff or supporting them in their selling roles. Promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion is used to ensure that customers are aware of the products that the organization is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the customers (Elliot, 2007). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Kotler, 2005).

2.3.5.4 Source of information

The buying behavior is the whole of the action of receiving goods or services for the history of the market. For this reason, the consumer market is defined as the consumer market for the purpose of individual consumption. In recent years, the development of internet technologies, new media usage rates and increase in time, large-scale changes in social life, increase of competitive environment, strengthening customer relations, effective participation of people in social life, increase in production it made it difficult for them to decide which way to buy. However, he takes action to buy people or services with a positive or negative decision by personalizing everything.

This decision can sometimes be made consciously and sometimes unconsciously. As a result of the purchase, the individual is satisfied with the goods or serviceshe / she bought or may not be satisfied. This process can be expressed as the consumer's purchasing process. In this process, the consumer enters information, determines the problem and the need. It also analyzes the products of other competitors that sell the goods and services it has set for purchase. After all these processes, goods or services are purchased. (Hansan, 2019).

Information marketing communications or word of mouth activities should be integrated to deliver a consistent message and achieve the strategic positioning. To be able to plan a marketing communication it is important to analyse the possible interaction a customer may have with a brand and its products or service. (Abdul,2019). Advertising is a means of marketing communication, which publicizes attributes of a brand to customers. A brand has a high probability of being strong when advertising, promotion and packing support a constant positioning strategy over time.

Advertising is the structured and composed communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media such as TV commercials, campaign, coupons, or in the form of newspaper ads sales letters, publicity, event sponsorships, telemarketing calls, or even e-mails to positively influence a purchase decision. (Anas, Ayu & Ajeng, 2013)

2.3.5.5. Brand Awareness

Brand awareness is the ability of a customer to recognize and recall a brand in a given situation. Brand awareness is seen as an important factor because it has a great effect on the attitude of a customer when purchasing a product. Brand awareness is still an important factor to influence purchase decision even when customers are familiarizing and willing to purchase a product. When customers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness (Voorhees, James and Clay 2006).

Awareness of a brand is in most cases the main reason why a customer buys a certain product and it is also a vital element of brand equity. Brand awareness is classified into brand recognition (consumers' ability to confirm prior exposure to the brand when given the brand as cue), brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues) and top of mind (this is referred to as the first brand that a customer can recall amongst a given class of product) Brand awareness is essential in buying decision-making as it is important that customers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set (Richard., 2007).

A strong brand enjoys benefits such as reduced competitive advantage, premium price, greater customer loyalty, profitability; reduce the perceived risk of customers who are not so sure of their decision. A good experience of a customer with a brand helps to increased perceived qualities, contingent attributes and eventually leads to brand loyalty.

Marketers can create awareness among their target customers through repetitive advertising and publicity (Giles, 1997).

2.3.5.6 Friends and Family influences

Reference groups include groups or people whom one can look up for guidance and ask for opinion. These are important source of influencing the brand purchases. Reference group include friends and family who influence ones buying decisions due to special skills, knowledge, personality.

If a friend had a bad experience with a product, it is more likely that one will refrain from buying it (Swaminathan et al., 2001).

2.3.5.7 Perceived Value

Perceived value defined in terms of four attributes. That is value is low price, value is whatever I want in the product, value is quality I get from the product and value is what I get when I give. These attributes were summarized and eventually the concept of perceived value is defined as the customer's overall assessment of the utility of the product based on "what is given" and "what is received". However, these two factors are different among each individual consumer (Anselmsson, &persson, 2007).

There is a relationship between perceived value, price, quality and risk. Customer may use price as an indicator of quality, this create price-quality relationship. If price used in the role has a positive relation with perceived value and intention (Elliot, & Percy, 2007). And also, the difference in price among products creates perceived value (Kanagal). As the price of the product increases (within the price range set by individual customer), perception of value increases to some extent. On the contrary perception of value will decrease if the price is beyond the price range set by the customer (Richareds, 2005). Customers consider the product quality and the price before their final decision of purchasing. If the product is unacceptable to pay for, the perceive value is less. For some customers price is an indicator of quality as the result they might think it is risky to buy PLBs products. This might persuade customers to give less value for the PLB product whereas they can give higher value for national brands (Kotler, 2005).

2.3.5.8 The Influence of Promotion on Customer Buying Behavior

It is also a key ingredient in marketing campaign and consists of a diverse collection of incentive tools mostly short term and designed to stimulate quicker or greater purchase of particular products or services by customer or the trader (Kotler, 2003). According to Churchill and Peter (1995), sales promotion is designed to produce quick results that will not only boost sales in the immediate future but will translate to loyal customers in the long run.

Customers have become more and more sophisticated as well as marketers in their bid to persuade the customers and increase market share in the products and services they offer. This persuasion comes in the form of discounts, free gifts, bonuses, free air time among other sales promotional activities. Adcock et al. (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors.

Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples. The additional benefit whether in cash or in kind offered to customers through sales promotion is highly likely to influence their purchase behavior or decision (Ngolanya, et al. 2006). After considering the possible options, the customer makes a purchase decision and the customer's choice depends in part on the reason for the purchase.

The customer may act quickly, especially if sales promotional tools are used or the customer may postpone making any purchase. (Kotler, 2003). Whenever the customer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Albari, ,2020). The firms and its sales team provide customers with the market information whenever they engage customers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing customers with samples of the products for them to test them in small quantities as well as provide customers with most needed information concerning the product (Ngolanya et al; 2006). According to Rajneesh (2022), "purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customer's mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need" (p,114).

The use of some of these promotional tools helps in determining the use that customers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The customer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Sales promotion is therefore used to draw customers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya, et al, 2006).

Shakya. (2019) proposed that, “in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low risk trials” (p, 36). According to them, customers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed.

They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the customer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

2.3.5.9 Attitude of Customer

Attitude is considered as key concept on customer behavior that was defined a set of beliefs, experience and feelings forming that was defined as set of beliefs, experience and feelings forming a predisposition to act in a given direction (Chandon, 2011). Attitude in other research is defined as “the customer total evolution of the product” (Rao, 2010). Fishbein and Ajzen (as cited by Chandon, 2011, para, 7) denoted that attitude has an influence on purchase intention and customer behavior because it has basic psychological function. Attitude is expressed by the evaluation of a product/brand in two directions which is favorable or unfavorable. Attitude towards PLBs is defined as a predisposition to respond in favorable or unfavorable manner due to product evaluation, purchase evaluation and self-evaluation associated with private label grocery products (Burton, 1998) cited by (Chandon, 2011).

Also, there is a belief that attitude towards PLBs has a positive and a negative influence on customers depends on the past experience (Gigi, 2020). Customers those who prone to PLBs are focus on minimizing cost disregards of other factors, being low price are a key factor to perceive a positive attitude towards PLBs. In recent years private labels are growing in the retailing industries and customers are increasing and start to concern about the quality. For this reason, several researchers mention the balancing of price and quality has a relation for creating customers positive attitude. Furthermore, if satisfaction from the last purchase is derived, customers will frequently shop the product and become familiar with it. Once familiarity is achieved, the perception of risk reduces; consequently, positive attitude towards PLBs is generated. Customers who have a positive attitude towards the brand have a positive impact on PLBs products.

A positive attitude towards the private label leads to purchase intention, that is the more favorable the customers are towards the brand the more it has impact on purchasing power (Hidayat., Hema &.Diwasasri, 2013). Therefore, it is important to mention that attitudes are formed not only as a result of prior direct experience with the products, but also attitude are formed and be influenced by extrinsic factors such as WOM or from other sources such as advertising. Many customer researchers make use of the model of Multi Attribute Attitude Model by Fishbein; in which three models are included: Attitude toward –object model, Attitude toward behavioral model and the theory of Reasoned Action. It is considered necessary to discuss two types of attitudes in this study which are attitude toward object model and attitude toward behavioral model. Attitude toward object model measures customer’s attitude toward a service, product, and price or towards an organization such as brand.

2.3.5.10. Intention of Customer

Purchase intention is a planned behavior that a customer willing to buy certain product (Ajzen, 1992). There is a relationship between brand image and purchase intention. Advertisement is the major factor to increase brand image on customer, for that reason some companies use different kind of advertisement stimuli to capture purchase intention. Customers who are influenced by advertisement shift their interests to the other brand which advertises the products (Hashim & Muhammed, 2013). Moreover, customers who purchase the brand frequently resist switching to another brand (Chandon, 2011) mentioned that customer intend to purchase the PLB because they think they have the right price –quality relation.

Customers who are satisfied with the product will have a positive attitude towards the brand and later have impact on purchase intention if the customers have a positive attitude towards the brand it will increase purchase intention and actual purchase (Byounggho & Yong, 2005).

2.3.5.11. Customer Buying Decision

Customer buying decision is a series of choices made by customer before making a purchase after they have the willing to buy. Pride and Ferrell (2012), stated that “to understand customer buying decision, the marketer should understand the consumption process and the utility of products in customers’ perceptions”. (p,22) They also declared that when purchasing products unconsciously, customer gets through several steps in the making of purchase decision, purchase, and post- purchase evaluation.

The first step decision is problem recognition where the customers are able to differentiate between their needs and wants. Marketers usually use advertising, sales person, and packaging to stimulate recognition of the needs or wants. The second step is information search where the customer seeks the information from their memory about the products, seeking the information from outside sources, such as from friends, relatives, government reports, publication, sales person, website, packaging label, and display, or by repetition. The third is evaluation of alternatives where the customer will establish criteria which consist of characteristic that are important for them.

Customer buying process can be influenced by circumstances, time, and location. Furthermore, situational factor that can influence on customer buying process consists of five categories; the first one is physical surrounding like location, store ambience, or weather. Second is social surrounding like characteristics and interactions with others. Third is the time dimension. Time playing an important role as the buyer considers the durability of the product or the frequency of product use. Forth is the reason why customer buy certain products. The last is customer’s condition or feeling might affected to customer buying decision process.

2.3.5.12. Health Supplement Products

According to the National Institute of Health (2005), the United States Dietary Supplement Health and Education Act of 1994 (United States DSHEA) defined dietary supplements as “any product (other than tobacco) that is intended to supplement the diet that contains one or more of the following ingredients: a vitamin, a mineral, an herb or other botanical, an amino acid, a supplement used by man to supplement the diet by increasing the total dietary intake, or a concentrate, metabolite, constituent, extract, or combination of any ingredient described above. It can be in the form of capsule, powder, soft gel, gel cap, tablet, liquid, or other form that can be ingested by human”. Dietary supplements are neither considered as drugs nor conventional food (National Institutes of Health, 2005). It is considered as a nutraceutical (Lockwood, 2007).

2.3.5.13. Consumption of Health Supplement Products

The consumption of health supplement has increase dramatically in today’s world. This is mainly due to the increasing health awareness among customers, aging population, and marketing effort of the health supplements companies (Euromonitor International, 2009). Miller and Russell (2004), as well as (Ayranci, Son a, and Son b 2005) had identified variety of reason for people totake health supplements.

One of the reasons is to decrease their susceptibility to health problems such as stress, heart attacks, colds, osteoporosis, and cancer and so on. Other reasons for consumption of health supplement include for energy enhancement, promote weight loss, retarding of aging, and enhance athletic performance. Customer behavior, being an aspect of human behavior in general, is thus studied by many social sciences such as economics, psychology, sociology, anthropology or management (Galalae & Voicu, 2013; Nicholson & Xiao, 2011; Wells, 2014). McMahon et al. (2010) reviewed how the meaning of wellness and well-being is perceived and understood across various disciplines and its effects on the customers’ choices for healthy foods.

There are several research evidences on understanding the customers’ behavior in the form of purchase intention and attitude towards healthy food products (Chung, Stoel, Xu, & Ren, 2012; Granzin, Olsen, & Painter, 1998; Krystallis, Fotopoulos, & Zotos, 2006; Quah & Tan, 2009). Most of these studies have focused on functional foods and organic food products, since these are the two most common and popular types of health and wellness food categories.

Chakrabarti and Baisya (2009) investigated customer purchase behavior for organic foods by constructing a model based on variables like customer innovativeness, the related perceived risk and personal influence and the demographic characteristics and time of adoption. Badrie, Reid- Foster, Benny-Olliviera, and Roberts (2007) analyzed the perception, opinions, choices and motives of the exercise enthusiasts in West Indies, regarding improvement of health through the consumption of functional foods, using primary survey of 120 respondents through structured questionnaire. Annunziata and Vecchio (2011) analyzed customer attitudes and the factors that influences the customers' attitudes towards functional foods in Italy, based on a primary survey of 400 households, which revealed three groups of customers on the basis of demographic characteristics with different confidence levels, satisfaction and health perception of functional food.

Chase et al. (2009) studied the purchase behavior of the Canadian customers with regard to innovative functional food products, based on socio-demographic profiles of the customers. Kareklas, Carlson, and Muehling (2014) provided a theoretical assessment on the factors influencing customer purchase behavior for organic food products. Kapoor and Munjal (2017) segmented Indian Women customers using cluster analysis based on their health orientation and perception towards functional foods.

Azam, Othman, Musa, Fatah, and Awal (2012) analyzed the factors affecting purchase intentions of the customers for organic food products using primary customer survey of 250 respondents in Malaysia. Chen and Lobo (2012) investigated the factors affecting customers' organic food purchase intentions in urban China by developing a conceptual model based on Theory of Planned Behavior, Customer Decision-Making Process and Hierarchy of Effects Model, based on a survey of 960 respondents. Customer food purchase behavior is changing significantly across the world and customers are now getting more and more attracted towards good taste, convenience and health enhancing properties of food (Tabassum, Aftam, & Jabir, 2015; Bruhn, 2008; Silva & Conti, 2016; Hansen, 2005; Lessa, Zulueta, Esteve, & Frigola, 2017; Shamal & Mohan, 2017).

The customers are now becoming more conscious of the relationship between diet and health and hence are becoming more motivated to take care of their health by way of consuming healthier food.

Increased health consciousness and changes in lifestyle, coupled with awareness about the benefits associated with health and wellness food have led to significant changes in customer behavior towards healthy food consumption in the recent years (Crofton, Markey, & Scannell, 2013; Hansen, 2002; Lagerkvist, Okello, Muoki, Heck, & Prain, 2016; Quah & Tan, 2009).

Besides, various factors such as rise in disposable income, change in family structure, urbanization and increase in customer awareness have also affected the health and wellness food consumption (Yun & Pysarchik, 2010). Health and wellness food products are usually associated with distinct health benefits over other food products available in the market. Health and wellness food is 'a food and beverage' that imparts a physiological benefit that enhances overall health, helps prevent or treat a disease/condition, or improves physical or mental performance via an added functional ingredient or processing modification (Divine & Lepisto, 2005; Green, 2006; McMahon, Williams, & Tapsell, 2010; Sloan, 2000).

According to Euromonitor International, (2023), health and wellness food products are broadly categorized into five groups: Better-for-You (BFY), Food Intolerance (FI), Functional/Fortified Food (FF), Naturally Healthy (NH) and Organic Food (OF). Better-for-Your food category includes all the packaged food and beverages where the amount of substances considered less healthy are removed or reduced during production. Food Intolerance category includes gluten-free, lactose-free and diabetic food products. Fortified/Functional products can be defined as those food items to which healthy ingredients have been added.

Naturally Healthy category includes food and beverages on the basis of naturally containing a substance that improves health and well-being beyond the product's pure calorific value. Further, Organic Foods is a category that includes food produced through a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers. With the increasing significance of health and wellness food products, the customers are also getting interested in learning more about food and beverages that may provide additional health benefits and help in reduction of food-borne and lifestyle diseases. In some countries such as US shows prominent use of health supplements.

According to report 'Use of health & dietary supplements in the United States, 1988-94', female customers were more likely to take a supplement than males. Children 1-5 years of age were major users of supplements, and then with growing age there was a trend toward increasing use of health supplement. Other demographic factors such as higher education, income, and self-reported health status were all positively related to supplement use. More than half of the U.S. adult population (53% - 55%) consumes dietary supplements with most common ones being multivitamins.

In general, women are more likely to use dietary supplements and herbs than men. Alhashem (2022). A report by business research and consulting firm Frost & Sullivan (2022) functional foods will be the quickest growing category followed by dietary health supplements until 2015. The report shows the dietary & health supplements covers 64 % of the nutraceuticals market. As per the study the global nutraceutical market was estimated to be \$ 149.5 billion in 2011 with US, Europe and Japan being the largest regional markets, accounting for nearly 93 per cent of the global nutraceutical demand. Research also suggest that some factors such as increasing obesity in the population and rising instances of diabetes and cardiovascular diseases and health awareness can push the use of nutraceutical products in India.

With this government policies and funding vitamin fortification initiatives due to increasing food security concerns in India can help this industry to grow. Customers are increasingly becoming aware of the significance of food safety and its implication to their health conditions Kraus (2015) identified the key characteristics of functional foods along with the various motives of the customers behind their consumption. Moreover, the customers have also started assessing the country of origin of foods in their purchase decisions. (Sadiq et al, 2001), evaluated the segmentation of Indian shoppers for organic foods and highlighted the significant difference in customer segments with regards to their lifestyle, eating habits, and health consciousness.

Wang and Yu (2022) explored the product attribute beliefs of ready-to-drink health beverages on customer-perceived value and repurchase intention and revealed that the functional trait is having a dominant impact on the utilitarian value, whereas the sensory trait influences hedonic values more. The customer's choice of healthy food is being influenced by a variety of factors related to demographics, psychographics, and product and market offerings. Several studies on willingness to pay for healthy food products have been conducted across the globe.

With increasing health consciousness and awareness about the health and wellness attributes of food products in India, it becomes important to understand if the customers are willing to pay the additional amount of money for purchasing health and wellness food products. According to (Siew, 2021) those customers, who expressed their willingness to pay (WTP) additional amounts for buying their choice of products, were also asked to indicate the additional percentage of the current prices they would be willing to pay as an extra. Further, a set of factors viz. socio- demographic attributes, psychographic variables, and product and market-related attributes, that are more likely to impact the WTP for health and wellness food products have been identified. Customer behavior has a major influence in our daily life. Every human being is confronting with multitude decisions from day to day.

For instance, deciding on what food to eat, what car to buy, what profession to pursue, or what movie to watch, are all influence by customer behavior. According to Blackwell, Miniard, and Engel (2005), they defined customer behavior as a field of study that focuses on customer activities. It is the activities that customer carries out when obtaining, consuming and disposing of products and services. In other words, customer behavior reveals “why people buy”, “how, where and when they use”, and “how they dispose”. Hence, it is easier for marketers to develop effective strategies to influence customers when they know why customers purchase the product.

2.3.5.14. Different Countries Experience Regarding Factors Affecting Customer Purchase Decision for Health Supplement Products

The studies and reports regarding factors affecting customer purchasing decision for health supplement products of some countries such as Australia, Malaysia, USA, Egypt, Germany and India are summarized in the following table.

Table 2.1 Factors Affecting Customer Purchase Behavior of Health Supplement Products in Different Countries

Country (region)	Practice regarding health supplement products
Australia	The biggest factor affecting purchasing decisions is price, followed by a brand's reputation. Other considerations are past experiences with a product, and the strength of the ingredients or formulation. (NZTE,2022)
Malaysia	Only informational influence showed the insignificant result on purchase intention of health supplement in Malaysia, while perceived price showed negative relationship on purchase intentions in Malaysia. (lim,2019)
USA	Rising prices, an expanded view of personal wellness, and continued issues with item availability are the three themes that have emerged as driving factors of American health supplement consumer behavior in 2022. (NIQ,2022)
Egypt	Poverty (one-third of the population), the low employment rate among young people, and low female participation reduce the purchasing power for supplement market. These factors may deter new entrants into the Egypt nutrition and supplement market. (insight 10,2023)
Germany	Demand for food supplements is booming as a result of increased health consciousness, a desire for self-improvement and the wish to grow older in a healthy fashion. According to the German Federal Institute for Risk Assessment (BfR), almost one in three Germans currently takes such pills, powder or capsules. (GTAI,2022)
India	One research result indicates in India income and family size is the factors, which are significantly affecting the purchase decision. Similarly, product quality and packaging are having significant influence on health and wellness food product purchase decision. From the market attributes, market offerings and market service are the factors affecting the purchase decision, significantly. Social prestige is the key psychological variable, which is more likely to affect the purchase decision for health and wellness food products. (Tabassum, Aftam, & Jabir, 2018)

Source, researcher, 2024

2.4. Empirical Review

This part of the study summarizes various empirical studies conducted in different countries related with the impact of promotion on customer buying decision. Based on these relevant empirical studies revealed as follow: A study by (Tabassum, & Jabir, 2021) confirmed that the customer buying behavior for food products is getting inclined towards healthy foods over the years owing to changing socio-demographic profiles of the customers. Health and wellness foodshave emerged as a potential business segment, which has invited substantial investment by national and multi-national organizations. Health consciousness is the key psychological factor of the buyers influencing their willingness to pay for purchasing followed by product quality, taste, packaging, price, and customers look for convenience in shopping and are less influenced by market offerings and sales assistance in the store while buying health and wellness food products.

Accordingly, a study by Tabassum, & Jabir,. (2021) indicates that customers prefer a variety of product attributes while making purchase decision for health and wellness food. The study indicates that quality and health benefits are the product attributes which have been rated highly by the customers followed by nutritional content, hygiene, food product certification and natural content of the product. Also, it indicates that income and family size are the factors, which are significantly affecting the purchase decision. Similarly, product quality and packaging are having significant influence on health and wellness food product purchase decision. From the market attributes, market offerings and market services are the factors affecting the purchase decision, significantly. Social prestige is the key psychological variable, which is more likely to affect the purchase decision for health and wellness food product.

A study by (Guilkey and Stewart, (2010), confirmed that customers buying behavior and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding. In addition, according to (Eliot & Percy, 2007) their study has empirically verified the relationship between sales promotions, customer satisfaction, customer value and behavioral intention, legitimizing the growth of sales promotions within the duty-free shop sector. Their results indicate that there were significant relationships between cutting prices, cents off, customer satisfaction, customer value,image and behavioral intentions.

From their research, they found that Duty-free shops should realize that attractive sales promotion strategies should enhance customer repurchase intention and recommendations to other customers because they raise the level of customer satisfaction, value perception and duty-free shop image formation. According to Schiffman, (2012), among the variables that affect the customer's purchase decision is the price, which has a significant influence on communication factors concerning the advantages of purchasing a product or hiring a service. Price can be accompanied by a "discount," which increases the perceived value of the product for the purchaser.

The value is based on the customer's perception of the benefits of the product. Furthermore, according to priced is count is well-known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. (Kotler, 2005) said that merchandise test can be increased through offering great price cut. According to (Armstrong, 2000), the short-term rises in sales were due principally to purchases made by irregular users of a brand, though they further warned that these irregular users, after taking benefit of the price discount, would most likely go back to their beloved brands in their portfolio rather than purchase the promoted brand at full price.

(Eliot and Percy, 2007), found that price perception affects the patronage behavior. (Miller, 2001) determined that price level has a considerable effect on store choice. In another study, (Richard, 2004) found that discounts significantly affect customers' purchase behaviors. According to (Armstrong, 2000), during the last ten years, significance of free sample as tools of promotion in the field of cosmetics has been on the rise. According to the investigation done by (Kotler, 2005) a marketing company, 75% the companies use free samples to improve their products, whereas 52% of the companies don't advertise their new products.

Although representing this method is a powerful promotion tools, it requires high costs for the organizations. According to (Richard, 2004), fill price discount is well-known tool for offering good discounting buying price, which is openly mentioned on the merchandise or point of purchase display. (Busari, 2000) said that merchandise test can be increased through offering great price cut. According to (Armstrong, 2000), the short-term rises in sales were due principally to purchases made by irregular users of a brand, though they further warned that these irregular users, after taking benefit of the price discount, would most likely go back to their beloved brands in their portfolio rather than purchase the promoted brand at full price.

2.4.1 Factors Behind Customers Purchase Behaviors for Health Supplements Products.

Accordingly (Tabassam & Jabir ,2020) study on factors affecting customers purchase behaviors for health supplement products their result of regression analysis indicates that out of four socio-demographic variables, education and income are significant factors affecting the willingness to pay for health and wellness food products. Also, health consciousness is the key psychological factor of the buyers influencing their willingness to pay for purchasing health and wellness food products. Similarly, their regression analysis indicates that product attributes such as product quality, taste, packaging, and price also have a significant influence on the willingness to pay for health and wellness food products.

With the changing format of retail stores, the influence of market attributes on of willingness to pay for health and wellness food products has also been evaluated, which indicates that health and wellness food customers look for convenience in shopping and are less influenced with market offerings and sales assistance in the store. Similarly, study conducted in India that conducted by (Tabassum & Jabir, 2021) indicate that food safety and quality have become increasingly important in customers' food choices. The magnitude of retail value growth in various types of health and wellness food products varies significantly. Organic and naturally healthy food markets have been growing at comparatively very high annual growth rate. Analysis of compound annual growth rate for health and wellness food products by category depicts that packaged health and wellness food products' market is growing much faster than health and wellness beverages. Some major factors affecting customers purchase decision for health supplements products are summarized literatures as follows:

2.4.2 Socio-Demographic Factors

The study conducted by (Tabassum & Jabir, 2021) at factors affecting the consumer willingness to pay for health and wellness products the socio-demographic characteristics of the buyers like age, gender, income, and education have been considered as important factors that may affect their willingness to pay for health and wellness food products. Results reveal that education and income are the demographic variables that may significantly affect the buyers' willingness to pay. However, gender and age are non-significant factors affecting the willingness to pay for healthy food.

This survey was conducted in city of Lucknow, India among consumers of health supplement products by (Tabassum, & Jabir, 2021) also revealed that income and family size are two important indicators of socio-demographic profiles which are more likely to affect the purchase decision for health and wellness food significantly. Additionally, Income has a significant and positive relationship with the health and wellness food purchase decision. This implies that customers with comparatively higher income are more likely to purchase more health and wellness food products. Contrary to this, there is inverse relationship between health and wellness food purchase behavior with the family size of the customer at 10 per cent level of significance. This indicates that customer with comparatively smaller family size are more likely to purchase health and wellness food products. Also, in their study out of six socio-demographic variables, income and family size are significant factors affecting the purchase decision. Hence, the assumption that the socio-demographic profile has influence on the purchase behavior towards health and wellness food products is partially accepted

2.4.3 Psychological Factors

Empirical evidences indicate that psychological variables are having significant implications in purchase decisions for healthy and safe food products (Cockerham, 2005; Fernandez, 2016; Michaelidou, & Hassan, 2008). In studies customers' responses on nine psychological statements have been recorded on a 5-points Likert scale. They provide analysis on customers' responses on psychological concerns and considerations in table which come into play while the customers are making their purchase decisions for health and wellness food products.

The highest rated statement is related to the customers' concerns for health and wellness of their families with mean score of 4.1. Similarly, customers have also reported that they are interested in seeking information regarding their health for helping them in making buying decisions for health and wellness food products. Based on factor analysis made by (Tabassum, & Jabir, 2021) three sets of components/factors emerged, which explain 59.421 per cent of variance. Social prestige, which includes attributes related to success in life, wealth, respect in the society and symbol of prestige, has a factor load of 27.211 per cent of variance. Health consciousness, which includes concern for health of self, family and friend, is having a factor load of 20.657 per cent of variance. Information seeking, which includes reading food label and gathering information on health and wellness, is having a factor load of 14.168 per cent of variance. Another set of variables that may likely affect the willingness to pay for health and wellness food products are psychological factors.

Health consciousness is the only variable out of the three psychological factors that significantly affect the buyers' willingness to pay. This indicates that those buyers who are more concerned about health are 27 percent more likely to pay an additional amount of money for purchasing health and wellness food products ($\beta = 0.239$, $p < 0.01$). Hence, hypothesis 2 which assumes that psychological antecedents have a significant influence on the willingness to pay for health and wellness food products is partially true. (Zielinska, and Zychowicz, 2016) argued that among factors determining the intentions to eat functional health supplement foods; the psychological factors play very important roles. (Tabassum, & Jabir, 2021). Companies working in this sector need to work on desire component of AIDA model because customer are aware and interested in health and dietary supplements, but this need to convert in to actual purchase. Developing customized products, affordable pricing and distribution strategy may help for the growth of this sector (Chincholkar, 2018).

Accordingly, to the study on factors influencing customer attitude and behavioral intention towards consuming health supplements conducted by (Kitcharoen & Vongurai, 2020). Attitude: Perceived behavioral control was the most insignificant in influencing Attitude of a customer with a total/direct effect of only 0.010. Informational influence is also insignificant but lesser if compared to PBC with a total/direct influence of 0.060. Normative influence however has a significant influence with a total/direct of effect of about 0.772.

Behavioral intention: Perceived behavioral control was again the most insignificant in influencing Behavioral intention with a total/direct effect of 0.013. It followed by normative influence with insignificant total/direct effect of 0.078. And lastly Informational influence which had an insignificant total/direct effect of 0.084. So accordingly, their study the only variable with significant effect was Attitude with a significant indirect effect from normative influence of about 0.637 and total effect was 0.826. There were other indirect effects also which were Informational influence and PBC, but they were insignificant with 0.049 and 0.008 respectively (Kitcharoen, & Vongurai, 2020).

2.4.4 Product Attributes

A study conducted by (Tabassum, & Jabir, 2021) its regression analysis indicates that all the product attributes such as product quality, taste, packaging, and price have a significant influence on willingness to pay for health and wellness food products. Those buyers who give high importance to food quality are 26 percent more likely to pay an additional amount for health and wellness food products ($\beta = 0.232$, $p < 0.05$).

Similarly, the buyers who are more concerned with taste are 11 percent more likely to pay additional for health and wellness food products ($\beta = 0.107$, $p < 0.05$). The regression coefficient for packaging is significantly positive ($\beta = 0.058$, $p < 0.01$) indicating that buyers who are more concerned with packaging are comparatively 9 percent more likely to pay an additional amount for buying health and wellness food products.

It is also interesting to note that buyers who give importance to price may also pay more for health and wellness food products ($\beta = 0.086$, $p < 0.05$). Thus, hypothesis 3 which assumes that product attributes have a significant influence on the willingness to pay for health and wellness food products is true. Similarly, another study conducted by (Tabassum, & Jabir, 2021), its regression analysis clearly indicates that product quality and packaging are two variables of the product attributes having significant influence on health and wellness food product purchase decision. Those consumers who give high importance to food quality are more likely to purchase health and wellness food products. Similarly, those customers who give high importance to food packaging are more likely to purchase health and wellness food products. This implies that the assumption of the product attributes having influence on the purchase behavior towards health and wellness food products is partially accepted.

2.4.5 Market Attributes

Customer's behavior on shopping formats is changing rapidly and customers are looking for a variety of shopping experiences. Under the primary survey, customers were asked to report the importance of various market attributes based on their shopping experience at different retail formats. The customer's preference on market attributes while buying health and wellness food products. As rated by the customers, availability of quality product at the retail outlet is the most important market attribute followed by availability of branded products. It is clearly visible from the mean score of the ratings that customers are very particular about the quality and brand of health and wellness food products (Tabassum, & Jabir, 2021).

Accordingly, the study Factors Affecting Customers' Purchase Behavior for Health and Wellness Food Products in India conducted by (Tabassam, Aftam, & Jabir, 2021). Market attributes and shopping environment are other sets of factors, which are likely to affect the purchase decision of niche products such as health and wellness foods. Factor analysis has been further conducted to identify the underlying dimensions among a set of market attributes for health and wellness food products. The principal component analysis has been done using varimax rotation criterion.

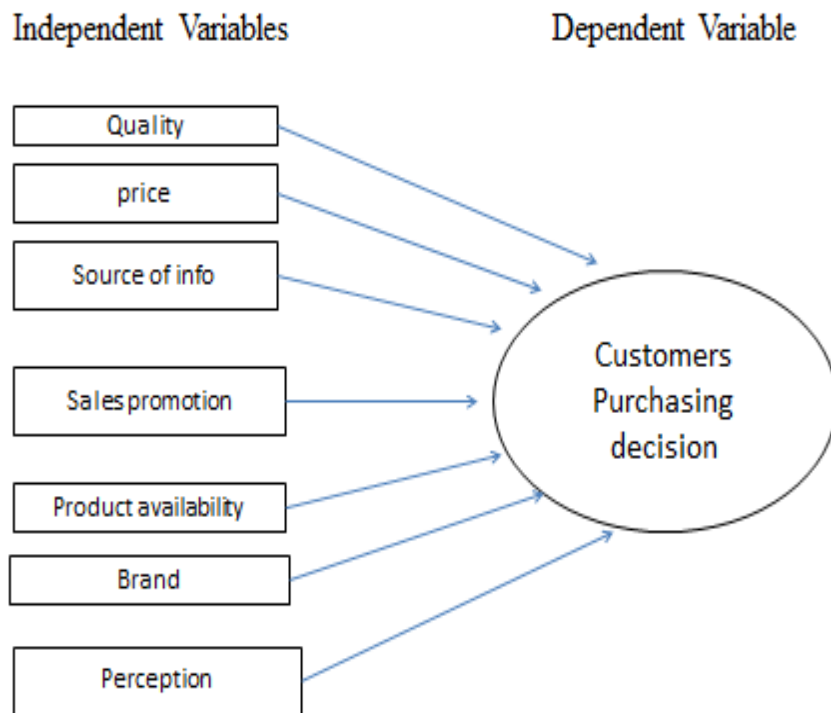
Based on the analysis, three factors have emerged, which explain 64.108 per cent of variance. Market offerings which includes availability of quality products, price competitiveness in the market and availability of branded products, have a factor load of 21.968 per cent of variance. Shopping experience includes provision of shopping assistance and a proper display and assortment of the product in the store, having a factor load of 21.312 per cent of variance. Market services includes hours of store operations and provision of home delivery of the products, having a factor load of 20.828 per cent of variance. The evaluation of market attributes is becoming increasingly important in the emerging customer environment. Customers assess several market attributes while making their purchase decisions. Under this study, the impact of market attributes in the form of market offerings, shopping convenience, and sales assistance has been included, which are likely to affect the willingness to pay for health and wellness food products.

The regression coefficient for market offerings is significantly negative indicating that buyers who give more importance to market offerings are comparatively 10 percent less likely to pay additional amounts while buying health and wellness food products. It implied that health and wellness consumers do not give much importance to market offerings while paying for healthy food products. However, convenience in shopping is an important indicator affecting the willingness to pay for health and wellness food products. Buyers who give more importance to shopping experience are 16 percent more likely to pay an additional amount while buying health and wellness food products. It is also interesting to note that health and wellness supplement buyers do not give importance to sales assistance in the store and it is less likely that buyers giving importance to sales assistance would be willing to pay more for health and wellness food products. It said as its hypothesis which assumes that market attributes have a significant influence on the willingness to pay for health and wellness food products is true. (Tabassum, & Jabir, 2021).

2.5. Conceptual Framework of the Study

Most studies confirm that, purchasing decision of customer can be affected by several factors, such as, price of the products, brand, advertisement, sales promotion and availability of the products. Based on these concept independent variables will be price, brand, advertisement, sales promotion and availability of the product and dependent variable will be customer purchasing decision, the study also develop conceptual framework of the study based on (Philip, K, 2005) related model.

Fig 2.3 Conceptual framework



Source, (Kotler, 2005)

CHAPTER THREE

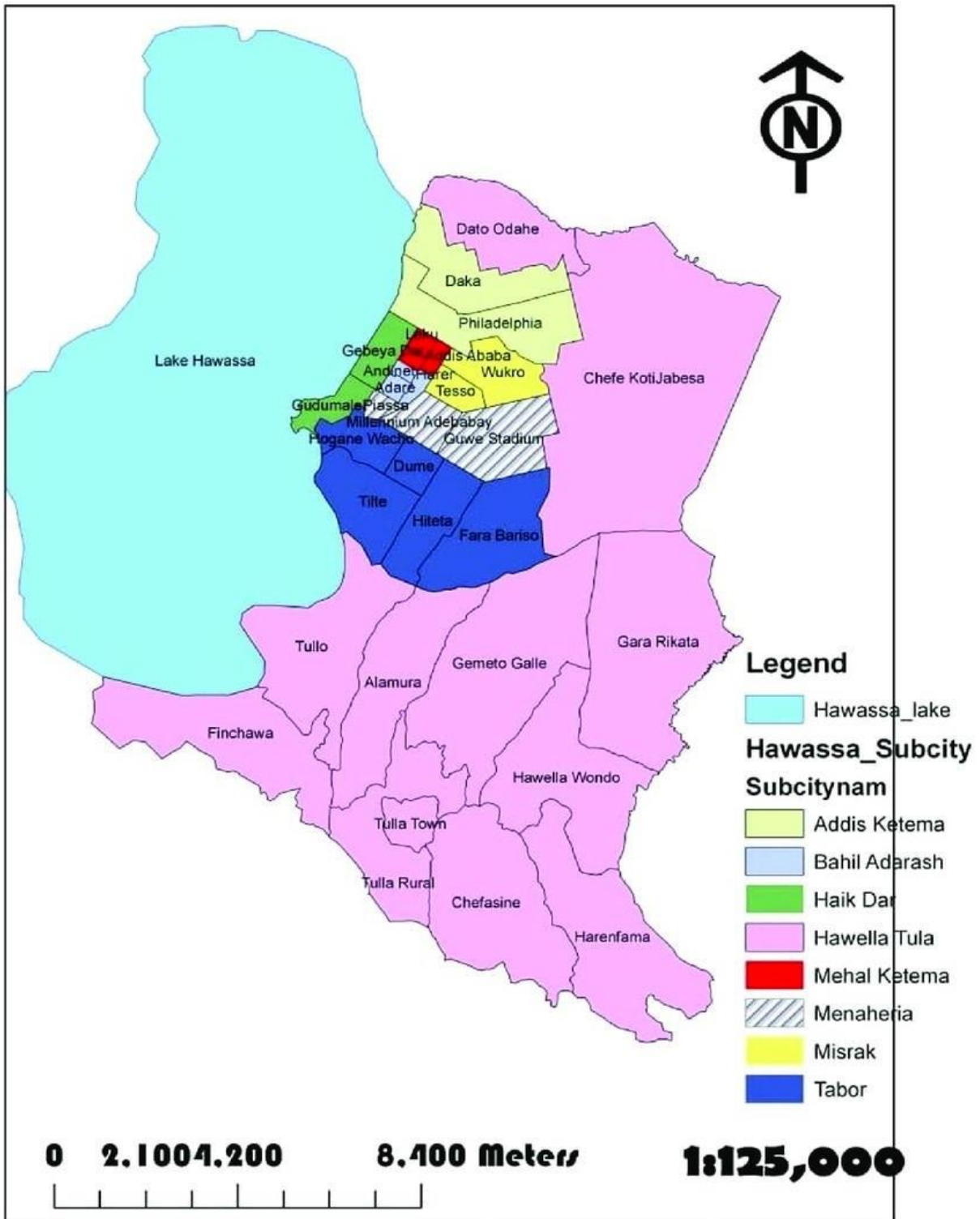
3. RESEARCH METHODOLOGY

In the previous chapter, the literature review showed factors affecting customers purchasing decision in detail and also, we review related concepts. In this chapter the research area includes research design, target population, sample size and sampling technique, data type, data source and collection method, methods of data presentation, analysis and interpretation are discussed

3.1. Description of the Study Area

This study is conducted in Hawassa city which is the capital of Sidama regional state. It is located 275km south of Addis Ababa. Hawassa is a stunning city where different nations and nationalities and they learn, work and live together harmoniously. In addition to that also Hawassa is a city of attractive tourist destinations. Hawassa city's population has been increasing in the past years as other African countries. Much of the population growth is attributed to internal migration, expansion of education and other facilities, widening of city boundaries and related factors. (Hawassa city administration, 2007).

Also, there are seven urban sub cities and 1 rural sub city. According to Hawassa city administration health office, (2007) the total population is 351,567. Out of the total population 170,510(48.5%) were females and the rest (51.5%) were males with annual growth rate of 4.02. The above figures concede with Africa fast urbanization trend. Its rate of urbanization soared from 15 percent in 1960 to 40 percent in 2010 and projected to reach 60 percent in 2050 (UN Habit,2010). There are 140 retailers (pharmacies and drug stores) in Hawassa city



Hawassa City Map

3.2. Research Design

The purpose of the research was to conduct descriptive research in order to gather as much information as possible concerning factors affecting customer purchasing decision for health supplement products.

The research focused on describing the situation of the problem and answers the research questions which are in the form of “what” and highlighting the most important factors that can negatively or positively affect customers’ health supplement products purchasing decision. Therefore, descriptive research was used to fulfill this approach.

3.3. Research Approach

Research approach is selected by researcher based on the research purpose, the nature of the research, the problem area, and research questions (Alhamdani, 2006). The research approach in the study is chosen based on the purpose and the research questions set out to be addressed according to (Creswell, 2003). In order to achieve the objectives of this study and answer the research questions, researcher adopted both qualitative and quantitative research approach to assess factors affecting customers’ health supplement products.

3.4. Target Population

A population is a study of a group of individuals taken from the general population who share a common characteristic. In this study target population are a customer who buys health supplement products in Hawassa city’s retailers which includes hospital pharmacies, private pharmacies and drug stores. This is because most of the customers of health supplement products conduct purchase from those organizations (hospital pharmacies, community pharmacies and drug stores) and the target customers are contacted purposely when they come in these target areas for refill, purchase or consultation service. There are 140 health supplement products retailers in Hawassa city. (Hawassa city health office, 2022).

Table 3.1 List of Health supplement products retailers inHawassa

No	Hospital or specialized center pharmacies	Community Pharmacies	Drug stores
1	Kebru Pharmacy	Bethel pharmacy	Ruhama Drug store
2	YanetI. Medicin Pharmacy	Amanuel pharmacy	Adot Drug store
3	Tabor MCH pharmacy	Hawassa pharmacy	Africa Drug store
4	Yanet Trauma pharmacy	Bethelehem pharmacy	Wube Drug store
5	Abem pharmacy	Chembelala pharmacy	Yezema drug store
6	Naol Pharmacy	Ahadu Pharmacy	Betesaida Drug store
7	Bete Abreham h pharmacy	Afiya Pharmacy	Shalom Drug store
8	Alatyon hosp. pharmacy	Addis hiwot pharmac	Omega Drug store
9	Dr. Solomon Pharmacy	Danchuma pharmacy	Hawassa Drug store
10	Adare C. pharmacy	Mesfin pharmacy#1	Hosae Drug store
11	Yanet H pharmacy	Mahir pharmacy	Hawicare drug store

12	Pansiya pharmacy	Yanet pharmacy	Amanuel Drug store
13	Birhan pharmacy	Kibrom pharmacy	Zowi Drug Store
14		Sami pharmacy	Eleshadaye Drug store
15		Alpha pharmacy	Betsayeda drug store
16		Yezema pharmacy	Nisir drug store
17		Alem pharmacy	Selam drug store
18		Beamlak pharmacy	Kayu drug store
19		Enat pharmacy	Keab drug store
20		Liben pharmacy	Seminew drug store
21		Red cross pharmacy	Amen drug store
22		Rohobot pharmacy	St mariyam drug store
23		Zoe pharmacy	Samirawit drug store
24		Capitan pharmacy	Rohobot drug store
25		GG pharmacy	Kidane mehiret drug store
26		Beni pharmacy	Yibezal drug store
27		Keab pharmacy	Shalom drug store
28		Tirufat pharmacy	Elidada drug store
29		Abay pharmacy	Ayda drug store
30		Tesema pharmacy	Line drug store
31		Genet pharmacy	Luwaho drug store
32		Kasa pharmacy	Bekalu drug store
33		Besufikad pharmacy	Tesi drug store
34		Aser pharmacy	Gemeto drug store
35		Hasset pharmacy	GG drug store
36		Bet-zata pharmacy	Barikilign drug store
37		Omega pharmacy	Getu drug store
38		Heven pharmacy	Azeb drug store
39		Birikinesh pharmacy	Tina drug store
40		Selamawit pharmacy	Lula drug store
41		Selihom oharmacy	Dagem drug store
42		Rahel pharmacy	Zemen drug store
43		Miki pharmacy	Ema drug store
44		H. Sabih pharmacy	Efeta drug store
45		Yididiya pharmacy	Maleda drug store
46		Wende pharmacy	Rori drug store
47		Mesfin pharmacy #2	Mesih drug store
48		Mesfin pharmacy #3	Kidist drug store
49			Tinigiret drug store
50			Miracle drug store
51			Bama drug store
52			Tedi drug store
53			Kidus drug store

54			Elori drug store
55			Kebron drug store
56			Fewes drug store
57			Tuse drug store
58			Hure drug store
59			Adot drug store
60			Zemenay drug store
61			Meseret drug store
62			St. Urael drug store
63			Aweke drug store
64			Fares drug store
65			Ethiopia drug store
66			Betesb memiria drug store
67			Yohana drug store
68			Betsalem drug store
69			Bisrat drug store
70			Familly drug store
71			Zetsehat drug store
72			Mariyam drug store
73			Eldana drug store
74			Rorita drug store
75			Winner drug store
76			Enijohe drug store
77			Rediet drug store
78			El-bethel drug store
79			Abogida drug store

Source - Hawassa city health office, (2022)

3.5. Sampling Method and Sample Size

A Sample is a segment of the population selected to represent the population as a whole. Ideally, the sample should be representative and allow the researcher to make accurate estimates of the thoughts and behavior of the larger population (Kothari, 1985). A convenience sample was one of the main types of non-probability sampling method. A convenience sample was made up of people who were easy to reach.

So that Researcher have been used the convenience sampling method to select the respondents from the respective retailers by considering an efficient access for respondents and their willingness to participate in the research and by considering the geographical location and average visitors per day for selecting the retailers. Hardcopy questionnaire survey was the method of collecting data from respondents.

Sample size determination of the study was taking place in two parts; in the first parts the retailers (hospital pharmacies, community pharmacies and drug stores), were selected. As a result, four hospital pharmacies, four community pharmacies and two drug stores were selected. These are Alation hospital pharmacy, Bet abreham hospital pharmacy, Naol hospital pharmacy and Yanet hospital pharmacy, Mesfin pharmacy, Beamilak pharmacy, Amanuel pharmacy and Keab pharmacy, and Zowi drug store & Nisir drug store.

As these facilities are among the prominent retailers, which give consultation and dispensing practice for customers on health supplement products, geographically located at different areas and has large number of visitors per day so these made the access to customers of health supplement products more efficient. The second level of sampling size determination was focused on respondents from the target areas. As the pilot study (preliminary analysis) indicated, regarding health supplement products the average number of customers visits to retailers is (4) four and total number of retailers in Hawassa is (140) one hundred forty. (Hawassa health office, 2022). Yamane formula was applied to determine the sample size from 560 total populations in order to make an inference and to draw a conclusion from the survey. Based on the formula the calculation of sample size present as follow:

$$n = \frac{N}{1+Ne^2}$$

Where n is sample size, N is number of population

e=sample error 5%

$$\begin{aligned}
 &= \frac{560}{1+560(0.05)^2} \\
 &= \frac{560}{1+1.4} \\
 &= \frac{560}{2.4} \\
 &= \underline{\underline{234}} \\
 &\sim \underline{\underline{240}}
 \end{aligned}$$

3.6. Data Type, Source and Collection Method

Both qualitative and quantitative types of data are used from primary and secondary sources. Hence, Quantitative and qualitative data collection tools were applied to collect data from the concerned bodies. Thus, questionnaire and unstructured interview was used as instrument of data collection. The questionnaire was designed as close and open-ended questions. It is organized in to two major parts, the first part deals about personal characteristics of respondents such as, sex, position, age and qualification and the second part deals with the issue on factors influencing of customers purchasing behaviors for health supplement products. In addition to that, interview was applied to gather more information from respondents in order to strengthen the quantitative data. The interview guide was unstructured type that enabled the interviewer to ask further questions in addition to the interview questions.

3.7. Validity and Reliability Test of Instruments

3.7.1. Validity Assurance

Validity determines whether the findings are accurate from the perspective of the researcher, the participant, or the readers (John. 2009). This research's validity has assured through conducting interview with few of sample population to determine accuracy of finding drawn from questionnaire. Also, opinion from the researcher advisor and co-adviser has ensured the content validity, whether the items measure the area of interest or the concept it intends to measure which were advanced its validity.

3.7.2. Reliability

Reliability refers to the degree to which the data collection tools or analysis procedures were yield consistent findings. (Saunders, Lewis & Thornhill, 2009). Reliability analysis measures the internal consistency of a group of items which is used in questionnaire construction. Reliability analysis examines the homogeneity or cohesion of the items that comprise each scale. Cronbach's alpha coefficient is the most frequently used index of reliability. A value of Cronbach's alpha coefficient above 0.70 is regarded as acceptable. (Saunders, Lewis & Thornhill, 2009). According to (George & Mallery, 2003) a Cronbach's alpha coefficient greater than 0.9 implies excellent, greater than 0.8 is good, greater than 0.7 is acceptable, greater than 0.6 is questionable, greater than 0.5 is poor, and less than 0.5 is unacceptable".

For the purpose of this research, a pilot study was conducted and the Cronbach's alpha coefficient was calculated by distributing questionnaires, in order to establish the degree of reliability, consistency, and accuracy of the instrument, Accordingly, to the pilot study the reliability of the Cronbach's alpha result indicates that.

Table 3.2. Reliability Statistics

Questionnaire Scale	Cronbach's Alpha	N of Items
Price of product	0.862	8
Quality of the product	0.812	6
Sources of information	0.929	5
Brand popularity	0.824	5
Availability of Products	0.934	4
Sales promotion	0.922	5
Perception of customer	0.761	5

As indicated from the reliability scale measurement of the above table the scale of reliability test is acceptable, as all questions under all independent variables shows excellent, good and tolerable internal consistency.

3.8. Methods of Data Analysis

The data collected from different sources, qualitative was processed and analyzed using descriptive, explanatory as well as inferential data analysis method. To make it completed and minimizing error the data that are collected from the primary survey was edited, and coded. Finally, the data was processed using computer software called Statistical Package for Social Scientists (SPSS) version 20.

The descriptive statistics includes frequencies, percentages, means and standard deviation and the inferential statistics includes correlation analysis and regression analysis. To indicate factors affecting customers purchasing decision for health supplement products the study used Pearson correlation and multiple regression analysis.

The equation of multiple regressions on this study was generally built around two sets of variables, namely dependent variable (customer purchasing decision) and independent variables (Source of information, Product quality, Product Price, Brand, Availability of products, Sales promotion, and level of customer's perception). The basic objective of using regression equation on this study is to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables.

Based on the character of the study will use the following research model

$$Y_i = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7$$

Where Y_i is the dependent variable- Purchasing decision of consumer

X_2, X_3, X_4, X_5, X_6 and X_7 are the explanatory variables (or the repressors) a is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero. $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$ and β_7 refers to the coefficient of their respective independent variable which measures the change in the mean value of Y_i , per unit change in their respective independent variables.

3.9. Ethical Consideration of the Research

During the course of administering the questionnaires, names and any identifying remarks will not be used. The confidentiality of the respondents was kept and any data received for the study was kept at the hands of the researcher. The data has been analyzed based on the questionnaires rather than using the researcher opinion and input. The researcher stays truthful to responses of the respondents and free from any personal assessment. A result depicted is only from outputs of truthful inputs.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

Introduction

As indicated in the methodology part the study basically conducted using questionnaires filled by respondents. The study totally distributes 300 questionnaires however, the analysis is done based on the selected 240 respondents who answer the questioner clearly, completely and return it timely.

4.1. Background of Respondents

Analyzing background of respondents is necessary to associate how customer's educational background, income status, and other related demographic nature affect purchasing decision. Accordingly, below table 4.1 indicate demographic characteristics of respondents.

Table 4.1 Characteristics of Respondents

Character	Category	Frequency	Percentage (%)
Education	Not attending formal school	5	2.08
	Elementary level	29	12.8
	High School level	49	20.42
	Certificate	50	20.84
	College diploma	56	23.33
	First Degree	43	17.92
	Second Degree and Above (MSc)	8	3.33
	Total	240	100
Occupation	Private Business owner	77	32.08
	Employee	110	45.83
	Others	53	22.09
	Total	100	100
Average Monthly Income	Below 2000	5	2.08
	2000 – 4000	13	5.42
	4000 – 6000	27	11.25
	6000 – 8000	50	20.83
	8000– 10000	67	27.92
	>10,000	78	32.5
	Total	240	100
Average price customers for one its unit of health supplement product	Below 200 birr	10	4.17
	200 – 300 birr	85	35.41
	300- 200	122	50.83
	Above 400	23	9.59
	Total	240	100
How often do you buy the product?	Weekly	37	15.42
	Half a month	165	68.75
	Monthly	27	11.25
	Others (occasional)	11	4.58
	Total	240	100

Source- Questionnaire, (2023 and 2024)

The above Table implied that, respondents' background in terms of educational level, income status, and the type of job they are working, as well as, basic information regarding the average price they spent to purchase one its unit (strip, bottle or tin) of health supplement products. Basedon this, the study analyzed costumers' demographic characters as follow:

The study assessed respondents' educational level, this is because education can affect costumers' view such as, educated costumer's looks variety of information on the products characters before they purchase and can refer several sources on the product natures than uneducated customers'. Therefore, education is one of the determinant factors that affect purchasing behavior of customers. Therefore, the findings imply that, majority of the respondents are at certificate and below level.

In detail 12.08% and 20.42% of customer's educational background was elementary and high School level, while 20.84%, 23.33%, 17.92%, and 3.33% of respondents respectively have certificate, diploma, first degree as well as second degree. However, 2.08% of the respondents were not attending formal school. Since most of health supplement products as are imported all information are written in English. This indicates that respondents with low level of education have suffered to understand the information's written on the health supplement products package and also to refer different sources of information about the product. Therefore, from the findings customers' educational level can affect the purchasing decision of customers of health supplement products.

The study also assessed occupation of customers and their level of income. This is because; income is a very important factor that affects the buying decision and customer behavior. Acrossdifferent income levels, there will be difference in product brands choices, and buying decision. Based on this the result 18% of the respondents are categorized in in lower social implies that, 32.08%, 45.83% and 22.09% of customers respectively fit in own business runners, employed and some of the respondents haven't their own occupation such as house madam and other dependents falls under option of others.

Based on their occupation types the study also analyzed customers' monthly average income. Accordingly, about, 2.08% of customers' average monthly income is below 2000 birr, while, 5.42% of the customers' have an average monthly income between birr 2000 – 4000 and those customers according to ILO (2009), per capita income levels categorized lower social class in terms of income, and about, 11.25%, 20.83%, and 27.92% customers respectively have an average income between 4000 – 6000 birr, 6000- 8000 birr and from 8000 – 10,000 birr that falls under middle class. However, about 32.5% are under monthly average income above birr 10,000.

From the result the study deduced purchaser's average monthly income and purchasing of the health supplement products are correlated. The above result implies, as the average income of the customers' increase the number of purchasers of the product also increase. Further more, the study also assessed customers average prices and their spent for one unit of health supplement products.

And the result of the survey revealed that, majority of the customers 35.41% and 50.83% respectively spent 200 – 300 birr and 301- 400 birr for buying one unit of health supplement product, and the rest 4.17% and 9.59% respectively purchase one unit of health supplement product which have an average price such as, below 200 birr and above 400 birr. Based on the price of health supplement products customers replied in the interview section that, price of some health supplement products in the market are more or less similar, and it was difficult to compare price of the products. Finally, the study assessed customers purchasing frequency of the products, in this regard majority of the respondents 68.75% purchased one unit of health supplement products half a month, and the rest accounted for 15.42% weekly, 11.25 % monthly and 4.58% others (occasional).

In general, the above customers' background analysis implies that, educational status's as well as income condition affect purchasing decision of respondents. For that reason, respondents belong in good educational level, have a good opportunity to gather advanced information and decided based on their level of knowledge, and also respondents belongs on a middle and high economic strata purchasing decision cannot be affected more by prices and quantity related to customers in lower income strata.

4.2. Descriptive Analysis of Major Variables of the study

4.2.1. Quality of Products

Product quality is one of market mix variable and that can affect customer purchasing decision of product. Regarding quality of the product the survey provides several types of related questions and respondents invited to respond their view in the provided five scale Likert types of questions (strongly disagree, Disagree, Neutral, Agree and Strongly agree) and their view presented in the below Table 4.2.

Table 4.2. Product quality

No	Questions	SD	D	NW	A	SA	\bar{x}	σ
1	Quality of low price products would not be guaranteed	34 (14%)	93 (39%)	21(9%)	80 (33%)	12(5%)	2.76	1.58
2	I consider product quality than price of the product	21(8.5%)	53 (22%)	16(6.5%)	107(45%)	43(18%)	3.42	1.65
3	I Purchased a product approved by quality standard Agency of Ethiopia	45(18.8%)	117(48.8%)	10(4.1%)	54(22.5%)	14(5.8%)	2.48	1.69
4	There are alternative similar quality brand products on the market	71 (29.5%)	93(38.7%)	7 (2.8%)	57(24%)	12(5%)	2.36	1.75
5	Quantity of the product determine my purchasing decision	10(4.2%)	112(46.7%)	19(7.9%)	82(34.2%)	17(7%)	2.93	1.58
6	My post purchasing evaluation influenced my purchasing decision of the products	11 (4.6%)	32(13.4%)	14(5.9%)	130(54%)	53(22.1%)	3.76	1.79

Source questionnaire, 2023/202

Based on the above table, the study measured respondents view, whether low price products are guaranteed for quality or not. Accordingly, 53% of respondents shows disagreement, which means low price of the products doesn't indicate its low quality, on the other hand 33% of respondents agreed that lower price of the products are not guaranteed on the quality of purchased products. However, the rest 14%, 9% and 5% respectively strongly disagree, neutral and strongly agree. Its analysis means and standard deviation 2.76 and 1.43 respectively so majority of respondents point out low price health supplement products doesn't indicate low quality. Similarly, this study assessed respondents' level of agreement or disagreement if they consider product quality than price of the product with its mean of 3.42 and standard deviation of 1.47.

Consequently, About, 45% and 18% respectively agree and strongly agree, which mean majority of customers consider quality rather than price during purchasing. On the other hands, 8.5% and 22% respondents respectively are strongly disagree and disagree which implies that, minority of customers of health supplement products purchasers consider price rather quality of the products.

From the result of the respondents, the study realized that, customers who has higher average monthly income more consider quality of products rather than price while customers engaged in lower average monthly income consider price in purchasing the products. On the other hand, the study shows that, customers engaged in higher average monthly income believes that lower price of products are not guaranteed of quality products and customers engaged in low level of average monthly income believes price is not an indicator of quality of products. The study assessed respondents view when they purchase health supplement product if they consider product quality is approved by quality standard Agency of Ethiopia or not with the mean of 2.48 and standard deviation of 1.5. Therefore, 18.8% and 48.8% respectively are strongly disagree and disagree, which implies majority of respondents didn't consider whether the product quality is approved by the authorized body or not. However, 22.5% and 5.8% respectively agree and strongly agree, which indicates these customers are buying the product by confirming if the products are approved or not. But the rest 4.1% are neutral, which means they don't even have enough knowledge whether authorized body assured quality of products or not.

Regarding alternative quality products availability, about 29.5% and 38.7% respondents respectively strongly disagree and disagree with the mean of 2.33 and standard deviation of 1.55 which means there is no alternative quality products are available on the market that affect respondents purchasing decision. And the study also assessed if quantity of the products affects purchasing decision of customer or not. Hence, with the mean of 2.93 and standard deviation of 1.42, around 46.7% disagreed which means customers are more focused on quality of the products than quantity. And about 34.2% of respondents agreed that means quantity has an association on their purchasing decision.

Finally, the study assessed respondents view whether their evaluation of the products after they consumed has an influence and resulted the mean of 3.76 and standard deviation of 1.6. In these regards 54% and 22.1 % of the respondents agreed and strongly agreed which shows they are evaluating the product after they buy and consume the products. However, the rest 4.6% and 13.4 % respectively strongly disagree and disagree which means as they do not evaluate the products after consumption it doesn't affect their decision. So, product quality has a link with customer purchasing decision of health supplement products highly through post consumption evaluation.

4.3. Source of Information

There are several sources of information that can determine customers purchasing decision, such as health professionals, family and friend's suggestions, Media advertisements, flayers from the company etc. Based on several sources of information the study assessed to what extent information availability affect customers level of purchasing on health supplement products.

Table 4. 3 Sources of Information

No	Questions	SD	D	NW	A	SA	\bar{x}	σ
1	Friends & families suggestion more influenced my purchasing decision of Health supplement products	21(9%)	53(22%)	11(4%)	107(45%)	48(20%)	3.45	1.66
2	TV, and Radio Advertisement influenced my purchasing decision of health supplement Products	49(20%)	114(48%)	8(3%)	48(20%)	21(9%)	2.5	1.68
3	Advertisement reputation and duration influenced my purchasing decision	36(15%)	93(39%)	29(12%)	53(22%)	29(12%)	2.77	1.6
4	Health professional recommendation influenced my purchasing decision of health supplement products	10(4%)	18(8%)	5(2%)	134(56%)	73(30%)	4	1.94
5	Retailer suggestion influence my Purchasing decision.	11 (5%)	37(15%)	21(9%)	133 (55%)	38 (16%)	3.62	1.72

Source own survey, 2023/24

On the bases of the above data this study indicates customer purchasing decision is dependent on friends & family suggestions by the mean of 3.45 and standard deviation of 1.66. and also, 45% and 20% respectively agreed and strongly agreed which shows their purchasing decisions is more influenced by family and friends suggestion and the rest 9%, 22% and 4% respectively are strongly disagree, disagree and neutral that means they are not influenced by family and relative's suggestions. With regard to the reference groups or people Richard (2012) states that, reference group include friends and family who influence ones buying decisions due to special skills, knowledge, personality they have on the products that they consume before. If a friend had a bad experience with a product, it is more likely that one will refrain from buying it.

However, many studies found out that, knowledge that customers obtain through direct personal experience will be perceived to be more trustworthy than information from other communications. In the same way, the study examined respondents to what extent TV and others advertisement medias influenced their purchasing decision. Thus, resulted with mean of 2.5 and standard deviation of 1.68, also majority of respondents accounted for 20% and 48 % respectively strongly disagree and disagree which implies TV and others advertisement media doesn't have an association with their purchasing decision. However, 20 % and 9 % of the respondents which responds agree and strongly agree means their purchasing decision has a connection with media advertisement. Based on the respondents and sources of information assessed on the above two paragraphs we can conclude that, majority of the respondents participated in this study give more attention to the sources of information such as, suggestion of friend and family than media advertisement.

The study further assessed customers to find out why media advertisement not influenced them like the influence observed by their friends and family's suggestions. And question was asked if, advertisement reputation and duration make them less dependent on the information disseminated through media. However, it resulted a mean of 2.77 and standard deviation of 1.6, also about 15% and 39% respondents are strongly disagree and disagree which means duration and reputation of advertisement are enough. But, they are not giving attention for the information disseminated through different Medias this is because of lack of trust.

Related to prophetic assistance in purchasing the products the study asked customer respondent's whether health care professionals recommendation influenced their purchasing decision of health supplement products or not. Accordingly, it resulted the mean of 4 and standard deviation of 1.94, also majority of the respondents (56+30=86%) said strongly agree and agree which indicates they are getting information from health care professionals on issues related to health supplement products and preferable brands. However, still 12% of the respondents don't consider health care professional's recommendations.

Regarding retailers' suggestion data was collected if it influences their purchasing decision or not. It resulted with the mean of 3.62 and standard deviation of 1.72. Therefore, 71% of the respondents show their agreement which means majority of customers participated in the study; their purchasing decision is more influenced by the retailers' information. Generally, information from Health care professionals, retailers and also from family and relatives has a significant influence on consumers' purchasing decision than Media advertisement and its duration & reputation.

4.4. Product Price

Price of products affect customer purchasing decision, customer purchasing decision can be affected by their income status. In this regard data was collected and analyzed in order to see the impact on purchasing decision of the products and the respondent's view indicated on the below Table.

Table 4.4. Product price

No	Questions	SD	D	NW	A	SA	\bar{x}	σ
1	The high price of the product limited my rate of expenditure	8(3%)	27(11%)	5(2%)	160(67%)	40(17%)	3.84	1.84
2	The price of a product is a reflection of its Effectiveness	30(12%)	129(54%)	11(5%)	56(23%)	14(6%)	2.57	1.65
3	Price of health supplement product is not fair in the market	5(2%)	27(11%)	8(3%)	160(67%)	40(17%)	3.86	1.85
4	Price differentiations are key determinants of my purchase decision of health supplement products	16(7%)	32(13%)	11(5%)	155(64%)	26(11%)	3.59	1.71
5	I buy mostly from the retailer which offers lower prices	38(16%)	96(40%)	24(10%)	53(22%)	29(12%)	2.74	1.61
6	I buy mostly from the retailer which offers fair Prices (low prices for goods of low quality and high prices for goods of high quality).	17(7%)	22(9%)	8(3%)	156(65%)	37(16%)	3.74	1.79
7	There is a need for pricing controls and policies on health supplement products	12(5%)	24(10%)	0(0%)	159(66%)	45(19%)	3.84	1.84

Source own survey, 2023/24

As per the above data, the survey measured whether price of the product limited customer respondents' rate of expenditure or not. As a result, mean of 3.84 and 1.84, also majority of the respondents accounted for 67% and 17% respectively shows their agreement and strong agreement level, which indicates price of products, affects their purchasing expenditures. Some of them also states their view on the interview that, health supplement products price on the market are expensive that means customers will not purchase the required amount of the products. And 3% and 11% of them respectively said strongly disagree and disagree which means price of products do not influence their expenditure rate of the product and some of the customers in this regard have high average monthly income.

The study also assessed respondents view if price of a product is a reflection of its effectiveness or not. It resulted the mean of 2.57 and standard deviation of 1.84, Thus, 12% and 54% respectively shows disagreement which means price of the products on the market didn't imply their effectiveness and 23% and 6% of the respondents who agreed and strongly agree believes that high price of the product is an implication of products effectiveness. The study also shows that about 84% of respondent think that the price of health supplement products in the market is not fair with the mean of 3.86 and standard deviation of 1.85.

Regarding alternative price products availability and its effect on their purchasing decision customers forwarded their experience. 64% and 11% of the respondent's agreed and strongly agreed which implies customers are more concerned on alternative price brand availability and also it result point out the mean of 3.59 and standard deviation of 1.71. However, 7% and 13% of the respondents do not consider alternative price. And 75% of respondents agreed and strongly agreed which means their purchasing decision is still affected by price alternation and they tend to compare products price before their purchase.

On the other hand, the study assessed if customers buy health supplement products from the retailer that gives them lower price or not. And it results the mean of 2.74 and standard deviation of 1.61. Therefore, 16% and 40% respectively shows strongly disagree and disagree which indicates they are not only considering lower price offer of products rather they also consider quality and quantity. And about 22% and 12% respondents who replied agree and strongly agree consider lower price offers.

In the same way, the study assessed respondents view whether they purchase a product from the retailer which offers fair prices (low prices for goods of low quality and high prices for goods of high quality) or not. Consequently, about 65% and 16% respectively consider fair price for good quality products than lower price with the mean of 3.74 and standard deviation of 1.79.

Finally, the study considered respondents view on the need for pricing controls and policies on health supplement product's markets. Hence, with the mean of 3.84 and 1.84 of standard deviation, 85% of the respondents agreed that the market needs strong price controlling practice from the authorized body. So, product price influence customer purchase decision as a high price of the product limited their rate of expenditure and also as they buy mostly from the retailer which offers fair prices (low prices for goods of low quality and high prices for goods of high quality).

4.5. Product Availability

Availability of products can be considered during customers purchasing decision in several ways, such as, distance, products that are widely distributed over the country, and products reputation. In this regard, the study considered respondents view if availability of products affects their purchasing decision or not and the response of the customers are indicated here under.

Table 4.5. Availability of the products

N	Questions	SD	D	NW	A	SA	\bar{x}	σ
1	I prefer purchasing a health supplement product which are widely distributed all over the country	31 (13%)	94(39%)	7(3%)	99(41%)	9 (4%)	2.84	1.6
2	I buy mostly from the retailer which is closest to me	24(10%)	54(22%)	4(2%)	123(51%)	35(15%)	3.39	1.64
3	I buy mostly from the retailer where alternative brand has	32(13%)	58(24%)	9(4%)	117(49%)	24(10%)	3.19	1.6
4	I purchase a product that stay on the market long periods	24(10%)	54(23%)	3(1%)	122(51%)	37(15%)	3.38	1.64

Source own survey, 2023/24

Based on the above data customers responded if their purchasing decision is affected by the availability of products such as, the products that are widely distributed over country level or not. As a result, 41% & 4% of the respondents agreed and strongly agree respectively that means they purchase products that are widely distributed on a country level. On the other hand, 39% & 13% are of the respondents disagreed and strongly disagreed respectively which indicates their purchasing decision will not be affected whether the products are widely available or not. And it results the mean of 2.84 and standard deviation of 1.6.

Regarding distance it result the mean of 3.39 and standard deviation 1.64, also 10% and 22% of the respondents respectively strongly disagreed and disagreed which means when they purchase the product they are not considering distance. On the other hands, 51% and 15% of respondents agreed and strongly agreed which implies that they purchase products that are near to their place or consider distance of products. On the other hand, questions rose on alternative brand products availability has the mean of 3.19 And standard deviation of 1.6. As a result, 49% and 10% respectively agreed and strongly agreed which implies that customers buy products from the retailers which have alternative brands.

And 13% and 24% respondents respectively do not consider availability of alternative brands rather they consider the brand they are looking for. Finally, the study assessed if respondents purchasing decision is affected by reputation. And it results the mean of 3.38 and standard deviation of 1.64, also about 51% and 15% respectively consider products that are long stayed on the market than new entrant products. However, 33% of the respondents they don't mind how long the product long in the market. In general, from the above assessment questions the study can deduced that distance of the products where it located, availability of alternative products, and products well known on the market (good reputation) affects customers' purchasing decision highly and significantly.

4.6. Sales promotion

Customers buying behavior and sales promotion can be motivated through various elements, including promotion techniques such as free samples, price discounts, provide reward and products with good display affect customer purchasing decision. And data was collected and analyzed on the below Table.

Table 4.6 Sales promotion

No	Questions	SD	D	NW	A	SA	\bar{x}	σ
1	I buy mostly from the retailer which has the best rewards for loyal customers.	16 (7%)	58(24%)	11(5%)	134(55%)	21(9%)	3.35	1.63
2	I buy mostly from the retailer where the attendants are experts in the area of the businesses(well known)	9(4%)	31(13%)	17(7%)	150(62%)	33(14%)	3.69	1.84
3	I purchase the product which provide reward lottery	51(21%)	134(56%)	24(10%)	24(10%)	7(3%)	2.18	1.83
4	I rather choose to purchase the product from the retailer that discount for regular customer	8(3%)	19(8%)	6(3%)	152(63%)	55(23%)	3.95	1.9
5	I prefer purchasing health supplement products that are well displayed	14(6%)	91(38%)	14(6%)	85(35%)	36 (15%)	4.05	1.97

Source own survey, 2023/24

The study considered whether customers purchasing decision is influenced by retailers rewarding system or not. And it results the mean of 3.35 and standard deviation of 1.63. Therefore, about 55% and 9% are agreed and strongly agreed which means they purchase products from the retailer which rewarded loyal customers such as, retailer that give credit service. However, respondents about 7% and 24% strongly disagreed and disagreed that indicates they do not consider rewardingretailer.

On the other hand, the study measured if customers are purchasing products on retailer which have well known knowledgeable attendants to sell the product or not. It results the mean of 3.69 and standard deviation of 1.84. Therefore, 62% and 14% respondents purchase the products from retailer of known knowledgeable attendants or experts.

However, small number of respondents 4% and 13% don't consider sellers knowledge or do not need explanation from the sellers on the product they purchase. Regarding sales reward of lottery (Coupon) the study assessed respondents view whether their purchasing decision is influenced by products that provide lottery or not. Accordingly, majority of customers (21% and 56%) strongly disagree and disagree which indicates their purchasing decision is not affected by lottery types of rewards and it results the mean of 2.18 and the standard deviation of 1.83.

The study assessed if customers consider retailer that provides price discount as sales promotion and tends to buy products from the retailer or not. It results the mean of 3.95 and the standard deviation of 1.9. Thus, about 63% and 23% respectively said agree and strongly agree which indicates those respondents highly consider price discount as a sales promotion. And 3% and 8% of the respondents are strongly disagree and disagree that means they do not consider those specific retailers to purchase the health supplement products. Finally, the study asked respondents view on product display impact on their purchasing decision. 44% of respondents do not consider display as a promotional motivation and there are not purchasing the product based on promotion of display. On the other hand, 35% and 15% respectively are agreed and strongly agreed which means they consider display as promotional motives to purchase the product and results the mean of 3.15 and standard deviation of 1.59

Generally creative sales promotional strategies for instance well displaying, discount and rewarding system, and also making well known attendants or experts in the area of business has a significant influence on customers purchasing decision.

4.7. Brand

Brand is name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors.” For customers, when deciding between brands which are in the marketplace will include brands as an element to determine the qualities of the product rather than employing their time to enhance their knowledge of the product in information searching activities.

Therefore, customers use brands as cues to make decisions to purchase or try products. In this regards the study was assessed the effect of brand on purchasing decision of customer and the respondents implied their view below in the table.

Table 4.7 Brand

No	Questions	SD	D	NW	A	SA	\bar{x}	Σ
1	Does alternative brands of products affects your purchasing decision	11(5%)	24(10%)	8(3%)	147(61%)	50 (21%)	3.83	1.83
2	I usually buy the same brand even when I have a price discount on the other brands.	8 (3%)	87(37%)	11(5%)	107(44%)	27(11%)	3.23	1.6
3	I test different types of brand of health supplement products to be a regular custom	8(3%)	38(16%)	19(8%)	120(50%)	55(23%)	3.74	1.77
4	I bought familiar brand than new brand products of health supplement products	11(5%)	35(14%)	45(19%)	114(48%)	35(14%)	3.52	1.62
5	I prefer purchasing imported brand of Health supplement products than local bran	24(10%)	45(19%)	8 (3%)	120(50%)	43(18%)	3.47	1.67

Source own survey, 2023/24

As per the above data the study measured respondents view if alternative brands of products affect their purchasing decision, it results the mean of 3.83 and standard division of 1.83. Accordingly, respondents accounted for 61% and 21% respectively are agreed and strongly agreed which means alternative brands of products affects their purchasing decision or they consider alternative brands products quality and price before they decided to purchase. However, small numbers of respondents accounted for 5% and 10% are strongly disagreed and disagreed which means they are not considering brand quality and prices of brands.

Similarly, the survey assessed respondents' loyalty on purchasing same brands or not. Consequently, 44% and 11% of respondents are agree and strongly agree which implies they are not purchasing other brands whether there is price discount on others brands or not. On the other hand, 3% and 37% are strongly disagree and disagree which revealed that they are not considering same brands if they find opportunities of price discount they will change their prior brands and it results the mean of 3.23 and standard deviation of 1.6.

Regarding customers test to be regular customer questions asked and results the mean of 3.74 and standard deviation of 1.77 and also 50% and 23% respondents agreed and strongly agreed that means they test the product and continue based on their judgment. Likewise, the study assessed if customers' purchase familiar brands rather than new brands.

And about 48% and 14% agreed and strongly agreed that indicates they purchase familiar brands than new brands. However, the rest, 5% and 14% of the respondents do not consider brand familiarity and results the mean of 3.52 and standard deviation of 1.62. Finally, the study evaluated to what extent customers purchasing decision is affected locally produced or imported products. It results the mean of 3.47 and standard deviation of 1.67. In this regard, respondents around 50% and 18% want to buy imported products rather than locally produced products. And 10% and 19% do not consider whether products were imported or locally produced.

Generally, from the above discussion the study deduced that, although purchasing decision of customers are related with brand popularity of the products, they consider several types of factors to choose their favorite brand products. Accordingly, majority of customers purchasing decision are affected by brands familiarity, by testing and evaluating the products and by origin of country.

4.8 Customer Perception

Customer perception and level of awareness on the product that they purchase is not similar. This is because the customers level of awareness on the product is being affected through different factors such as, availability of information, educational level, relatives influence and so forth. Accordingly, the study assessed, customers level of perception on the products that they tend to purchase and the results are indicated on the below Table

Table 4.8 Customers level of perception

N	Questions	SD	D	NW	A	SA	\bar{x}	Σ
1	A product instructional language affects my purchasing decision	26(11%)	55(23%)	22(9%)	91(38%)	46 (19%)	3.31	1.61
2	I spend a lot of time in searching information on the product character	24(10%)	152(63%)	0 (0%)	16 (7%)	48 (20%)	2.64	1.75
3	I purchase products considering my previous experience.	16(7%)	40(17%)	22(9%)	115(48%)	47(19%)	3.55	1.68
4	I use time to evaluate between alternatives Brands	16(7%)	16(7%)	11(4%)	133(55%)	64(27%)	3.88	1.86
5	I evaluate the product after consumption	7(3%)	24(10%)	5(2%)	150(63%)	54 (22%)	3.91	1.89

Source 2023/24 own survey data,

Regarding instructional language on the package data was analyzed. With the mean of 3.31 and standard deviation of 1.61 and also 38% and 19% respondents are agreed and strongly agree that indicates language is related with their purchasing decision.

And 11% and 23% replied strongly disagree and disagree which means they haven't an issue the language that indicated those customers' can understand what is written on the package. Respondents assessed if they spend more time to search information on the product characters or not. Thus, 10% and 63% said strongly disagree and disagree which means they do not further search information on the product characteristics. On the other hand, respondents about 7% and 20% are more concerned and spent their time to search further information on the product character. And also results the mean of 2.64 and standard deviation of 1.75

The study also assessed whether customer respondents purchasing decision depends on their previous experience or not. A result indicates the mean of 3.55 and standard deviation of 1.68.

Accordingly, respondents around 48% and 19% respectively consider their previous experience to purchase products. But, 7% and 17% of the respondents do not consider their previous experiences. Regarding respondents' perception on evaluation of alternatives of brands. A result shows the mean of 3.88 and standard deviation of 1.86. And also, about 55% and 27% respectively agree and strongly agree which means they spend their time to evaluate alternative product.

However, 14% do not evaluate alternative products. Finally, the study assessed perception of customers regarding evaluating products quality after consumption. Its result shows the mean of 3.91 and standard deviation of 1.89. Accordingly, majority of respondents, 63% and 22%, evaluate the consumed products. Generally, customer's perception and purchasing decision are directly related. Hence, majorities of customers evaluate the product after consumption, they use time to evaluate between alternatives Brands; they purchase products considering their previous experience and their purchasing decision is affected by product instructional language.

4.9. Inferential Analysis

4.9.1. Correlation Analysis of the Study

Correlations are the measurement of linear relationship between two or more variables. As described by (Kothari, 2004), a Coefficient of correlation has the value of ' r ' lies between ± 1 . Positive values of r indicate positive correlation between the two variables, whereas negative values of ' r ' indicate negative correlation. A zero value of ' r ' indicates that there is no association between the two variables. According to (Evan's, 1996), the strength of the correlation can be described as, the absolute value of r namely 0.00-0.19 (Very Weak), 0.20-0.39 (Weak), 0.40-0.59 (Moderate), 0.60-0.79 (Strong) and 0.80-1.00 (Very Strong).

Based on the analysis below the study tested the correlation analysis among independent variables and between the dependent and independent variables.

Table 4.9. Correlation analysis of factors affecting customer purchasing decision

Correlations									
Independent variables		Quality	Product price	Source of information	Product availability	Sales promotion	Brand	Customer perception	Dependent variable
									Purchasing Decision
Quality	Pearson correlation	1	.781**	.218**	.484**	.436**	.612*	0.721**	.943**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	240	240	240	240	240	240	240	240
Product price	Pearson correlation	.781**	1	.212**	-.519**	.612**	.514*	.421**	.961**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	240	240	240	240	240	240	240	240
Source of information	Pearson correlation	.218**	.212**	1	.417**	.611**	.415*	.612**	.931**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	240	240	240	240	240	240	240	240
Product availability	Pearson correlation	.484**	-.519**	.417**	1	.619**	.591*	.427**	.764**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	240	240	240	240	240	240	240	240
Sales promotion	Pearson correlation	.436**	.612**	.611**	.619**	1	.514*	.521**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	240	240	240	240	240	240	240	240
Brand	Pearson correlation	.612**	.514**	.415**	.591	.514**	1	.618**	.750**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	240	240	240	240	240	240	240	240
Customer perception	Pearson correlation	.721**	.421**	.612**	.427**	.521**	.618	1	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	240	240	240	240	240	240	240	240

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

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

The result of correlation coefficient shows that all determinate variables predicted on the study significantly and positively correlated with independent variable of customer purchasing decision. Accordingly, Customer purchasing decision highly correlated with Price of product at ($r = .961^{**}$), followed by quality of product ($r = .943^{**}$), Sources of information ($r = .931^{**}$), customer Perception ($r = .864^{**}$), Sales promotion ($r = .852^{**}$), availability of products ($r = .764^{**}$) and brand popularity ($r = .720^{**}$). The correlation between the dependent and independent variables implies that, changes made in one of the independent variables can change customer purchasing decision. Thus, from this result the study confirmed that, all of the independent factors (product price, quality, availability, perception, sales promotion and brand) that are considered by this study were positively and strongly related with the dependent one (Purchasing decision of customers).

In addition to that the above table shows as there is no a problem of multicollinearity and also shows that there most of independent variables are positively correlated except the correlation b/n product price and product availability. The correlation between product Quality and product price ($r = .781^{**}$) which implies strong correlation, on other hand the correlation between product quality and source of information ($r = .218^{**}$) that point out weak correlation. This results also shows that the correlation of quality with product availability, sales promotion, brand and customer perception and results their ($r = .484^{**}$, $.436^{**}$, $.612^{**}$, $.712^{**}$) respectively. This study reveals that Product price and product availability are negatively correlated with the moderate Pearson correlation coefficient ($r = -.519^{**}$).

On other hand it reveals product price correlation with source of information has ($r = .212$) which indicate a weak correlation and also it shows product price correlation with sales promotion, brand and customer perception and results ($r = .612^{**}$, $.514^{**}$, $.421$).

Regarding source of information this study reveal that it has ($r = .612^{**}$) that implies they have a strong correlation. And also, the result gives its correlation with product availability, sales promotion and brand and it's ($r = .417^{**}$, $.611^{**}$, $.415^{**}$).

This research analysis gives that sales promotion and product availability has ($r = .619^{**}$) which implies that they have a strong positive correlation while it has a moderate correlation with brand and customer perception and their ($r = .514^{**}$ & $.521$) respectively. Finally, this study point out that brand and customer perception has strong positive correlation with ($r = .618$).

4.10. Regression Analysis

Testing assumptions of multiple regression model

Table 4.10. Multicollinearity test

Model	Unstandardize coefficient		Standardize coefficient	t	Sig	Colliniarity Sataistics	
	B	Std, error	Beta			Tolerance	VIF
1, (constant)	1,146	.149		.1.652	.000		
Product quality	.863	.090	.933	9.612	.000	.735	1.351
Source of information	.912	.046	.914	-3.776	.000	.682	1.457
Product price	.971	.160	.981	4,571	.046	.537	1.851
Product availability	.754	.076	.875	-2.025	.046	.537	1.879
Sales promotion	,893	.192.	.732	1.003	0.18	.514	1.782
Brand	.811	..097	.776	1.150	.013	.619	1.424
Customer perception	.765	.087	.876	1.232	.022	.722	1.387

a, Dependent Variable: Customer purchasing decision

As we observe from the above table all variable tolerance is above 0.1 and their variance inflation factor (VIF) is below 10. So there is no multicollinerity problem among independent variables.

Table 4.11. Autocorrelation test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.936 ^a	.876	.868	.37891	1.51491

a, Predictors: (Product Quality, Source of information, Product price, product Availability, Sales promotion, Brand, Customer perception)

b, Dependent Variables: Customer purchasing decision

Since the above table shows that its Durbin-watson statistical result of the study indicate that there is no Auto-correlation. So the assumption is valid.

Regression analysis was employed to examine the effect dependent variable over the independent variable. The result also helps us to understand which variables are more affected by customer purchasing decision of the study area respondents. Based on these below the regression analysis of the study summarized as follow:

Table 4.12 Model Summary of the study

Model	R	R Square	Adjusted RSquar	Std. Error of the Estimate
1	.936 ^a	.876	.868	.37891

a, Predictors: (Constant), Quality, price, Information, Sales Promotion, Product Availability, Brand, customer Perception

As it can be depicted on the Table above ($r = 0.936$) there is a positive and Strong relationship between the independent and dependent variables. In overall, the results revealed that all independent variables accounted for 87.6% of the variance ($R^2 = 0.876$). Thus, 87.6 % of the study assessed area of factors affecting including product price, quality, source of information, availability, perception, sales promotion and brand However, 12.4% of the respondents are not explored on the study. These independent variables can have an effect up to 87.6% on the independent variable (customer purchasing decision)

Table 4.13 ANOVA Result of the study

Model		Sum of Squar	Df	Mean Squa	F	Sig.
1	Regression	92.608	6	15.435	107.503	.000 ^b
	Residual	13.065	239	55		
	Total	105.673	245			

a, *Dependent Variable: Purchasing Decision*

b, *Predictors: (Constant), Quality, price, Information, Sales Promotion, Product Availability, perception and Brand.*

The result in the ANOVA table confirmed the significance of the overall model by p- value of 0.00 Which are below the alpha level, i.e. 0.05 indicates the independent variables have a significant effect customer purchasing decision under study.

Table 4.14 Coefficients Analysis of the Study

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.146	.149		7.666	.000
	Quality of Product	.863	.090	.933	9.612	.000
	Sources of information	.912	.046	.914	-3.776	.000
	Price of products	.971	.160	.981	4.571	.046
	Availability of Products	.754	.076	.875	-2.025	.046
	Sales promotion	.893	.192	.732	1.003	.018
	Brand	.811	.097	.776	1.150	.013
	Customer perception	.765	.087	.876	1.232	.022

a, *Dependent Variable: Purchasing decision.*

This research unstructured beta coefficient tells that for each one unit increase in quality, there is an increase in purchasing decision in 0.863 unit, for each one unit increase in source of information, there is an increase in purchasing decision in 0.912 unit, for each unit increase in price of product, there is an increase in purchasing decision in 0.971 unit, for each unit increase in availability of product, there is an increase in purchasing decision in 0.754 unit, for each unit increase in sales promotion, there is an increase in purchasing decision in 0.893 unit, for each unit increase in brand popularity, there is an increase in purchasing decision in 0.811, for each unit increase in customer perception, there is an increase in purchasing decision in 0.763 unit.

This study regression model is:

$$Y_i = 1.146 + 0.863X_1 + 0.912X_2 + 0.971X_3 + 0.754X_4 + 0.893X_5 + 0.811X_6 + 0.765X_7$$

Y_i = Customer purchasing behavior, where as

X_1 = product quality, X_2 = Source of information, X_3 = Product price, X_4 = Product Availability, X_5 = Sales promotion, X_6 = Brand,

X_7 = Customer perception.

4.11 Hypothesis Testing

Table 4. 15 Hypothesis testing

No	Hypothesis	Hypothesis test results
1	H1: Source of information has significant effect on customer purchasing decision	Accepted
2	H2: Price has a significant effect on customers purchasing decision	Accepted
3	H3: Quality has a significant effect on customers purchasing decision	Accepted
4	H4: Brand has a significant effect on customers purchasing decision	Accepted
5	H5: Product availability has a significant effect on customers purchasing decision	Accepted
6	H6: Customer' perception has a significant effect on customers purchasing decision	Accepted
7	H7: Sales promotion has a significant effect on customers purchasing decision	Accepted

CHAPTER FIVE

5. SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This study intended to assess factors influencing customer's purchasing decision of health supplement products in the case of some selected pharmacies and drug stores in Hawassa and to finally forward basic points that need to be addressed. On the other hand, the purpose of this chapter is to highlight the summary of findings, conclusion and to present some recommendations.

5.1. Summary of Findings

The study was analyzed by using descriptive approach and inferential statistics such as, testing correlation between dependent and independent variables as well as regression analysis. Based on the above-mentioned approaches major findings are discussed here under:

The findings imply that educational status as well as income condition affects purchasing decision of customers. Accordingly, customers in a good educational level have a good opportunity to gather advanced information and decide based on their knowledge. And also, those who are in middle and high economic strata, their purchasing decision were not affected more by prices and quantity relatively. On the other hand, customers with lower income status their purchasing decision are affected by the price of products.

Regarding product quality post consumption evaluation influence their purchasing decision for majority of customer. Customers at high income level give a priority for product quality than price. The study found out that 28% of respondents purchased and want the products that their quality are approved by the responsible government authority since they are used these products either to themselves or family and friends so they want to purchase the quality product as possible. Regarding the price majority of customer their rate of expenditure is limited by the price and price differentiation is a key for customers with low income level. The respondent was also mentioned even if price is not quality measurement; they take into consideration for price and availability of other substitutable products in the market. The majority of the respondents (86%) agree that their purchasing decision is highly influenced by health professionals' recommendation, friends, families and relative's suggestion (65%) than information from the media advertisement through TV and radio, the reputation and duration of the advertisement (29%).

Most of the respondent (84%) accepts that price is one of the major determinant variables that affect their purchasing decision of health supplement products. Thus, the finding implied that, their income level has a profound effect on their purchasing decision. Majority of the respondent (52%) replied that their purchasing decision is not affected by the distribution trend of the product all over the country.

Results also indicate that how long stayed and distance of the products location influence their purchasing decision of health supplement products, they tend to give priority for products that are nearly accessible to them. Finally, more than half of the respondent (82%) prefers to go to the retailers that have variable brand/product alternative. In this regard, the major findings of the study implied that, the rewarding system of the retailers for loyal customers, product display, knowledgeable attendant or a well-known pharmacist of the retailers and retailers that give price discount as a sales strategy highly affect their purchasing decision. On the contrary, majority of the study group (77%) don't give priority for those product that give lottery system or coupon as bonus as a driving force for their purchasing decision.

The study showed that, purchasing decision of customers was not easily affected by price discount of other brands, brand popularity of the products that they tend to purchase rather they considered several types of factors to choose their favorite brand products. Accordingly, the purchasing decision of majority of the customers was affected by the availability of alternative brands, their previous test, and origin of the products and evaluating the products and considering its price.

The findings of the study also indicated that, customers' perception on the product quality, brand, price and so forth affected by their level of perception. Hence, the result showed that, customers on the sample group don't have similar perception; this is because level of perception of the study group affected by their exposure to information, market experience, and education level.

5.2. Conclusion

The study investigates different factors that can affect customer purchasing decision of health supplement products. This research assessed the major determinant factors for the purchasing decision of respondents; product price, product quality, product availability, source of information, customer perception, brand popularity, and sales promotion. To test the effect of such variables on customer purchasing decision the study applied both descriptive and Couse effect method of data analysis and based on this the major findings of the study concluded as follow:

The study inferred that, product price is a prime factor that affect customer purchase decision, since it has the highest correlation measures such as, ($r = .961^{**}$), as they consider price than brand or quality of products. Price of product affect customer purchasing decisions highly and significantly, at the highest statically correlation due to this, a customer's decision affected by price variability of the products and as a higher price limits their expenditure. In this regards customer decision affected when they consider price than or quality of product. We can conclude that even though purchasing decision of customers affected to some extents regard with quality of products, however, affordability of the product have a crucial role for the purchasing decision.

Product quality has a significant effect on customers purchasing decision of health supplement products, since this study shows that most customer conduct post purchase evaluation, they consider product quality than product price, and also, they want a product that is approved by quality standard agency of Ethiopia, Quality of product is a crucial factor that affects customer purchasing decision, since it indicated a statically level of ($r = .943^{**}$) next to price ($r = .961$). Therefore, we conclude product quality has vital role in affecting customers purchasing decision of health supplement products.

This study examined and winds up that the primary source of information has significant effect on customer purchasing decision of health supplement products, through health professional recommendations; friends and relative's suggestions than companies' advertisement. As it has ($r = .931^{**}$),. From this research culminate that customers level of perception significantly affect their purchasing decision of products, as it assess and finds out customer evaluate the product after consumption and consider their previous experience.

Sales promotion has a notable effect on customer purchasing decision of health supplements products, As, this study reveal that it has ($r=.852$) and customers are more concerned to well displayed products, to the retailers such as, discount price for loyal customers, provide quality products, fair price than retailers don't promote loyal customers.

Availability of product also another determinant factor that affect customers purchasing decision;as this study implies it level ($r=$. significant number of customer are more interested to purchase products that are near their surroundings, a product that stay on market for long period.

In addition, brand alternatives are an important factor since customers prefer to purchase products which have available Variety of brands than similar brand products shops. Finally, as study points out that, customers are more interested to purchase popular brand product than less known brands. We can conclude that brand popularity affect customer purchasing decision. In general, the result of correlation coefficient shows that all determinate variables predict on the study significantly and positively correlated with independent variable of customer purchasing decision.

Consequently, Customer purchasing decision highly correlated with Price of product at ($r = .961^{**}$), followed by quality of product ($r = .943^{**}$), Sources of information ($r=.931^{**}$), customer Perception ($r = .864^{**}$), Sales promotion ($r = .852^{**}$), availability of products ($r = .764^{**}$) and brand popularity ($r = .720^{**}$). The correlation between the dependent and independent variables implies that, change made in one of the independent variables can change customer purchasing decision. Thus, from this result the study confirmed that, all of the independent factors that are provided in the questioner affect purchasing decision of customers.

So based on the studies' finding the researcher conclude that all factors has a significant effect on customers purchasing decision of health supplement products, some customers awareness on ensuring the quality of products is poor, TV and Radio advertisements of health supplement products influences are low comparatively, Income and education level directly affect customers purchasing of decision of health supplement products and product price, product quality and source of information are major factors affecting customers purchasing decision for health supplement products.

5.3. Recommendation

Based on the overall analysis of the result, the researcher recommends the following important parameters that can influence customers purchasing decision of health supplement products: One of the major challenge that affect customers purchasing decision of the product is unfair price of the product. In order to minimize the problem, the study recommends that, manufacturers and importers of health supplement products should set an affordable price by considering the purchasing capacity of the society.

Currently most of health supplement products are not locally manufactured. For that reason, imported products are relatively higher in price than the local ones. Imported products are subjected to different costs and factors like currency exchange, transportation and shipping cost, importing tariff and so forth. Therefore, to reduce product price importers should be encouraged by government's strategy and policy to manufacturing health supplements products locally. Response from the respondents implies that the price of health supplement products is not controlled by authorized body. Therefore, the study recommends market price to be controlled by authorized bodies such as (EMOT) in order to protect the society's interest and wellbeing. Since product quality can be compromise due to different factors, EFDA must work to control and minimize these quality problems issues using different technologies.

As products information gap is also one of the problems identified during the survey. The researcher recommends the manufacturers, importers and distributors to properly publicize genuine and updated information about their products through the available Medias in understandable manner.

The researchers also recommend customers to keep considering advising health care professionals as a first choice since they know the science behind for all the products in the market and can effectively explain it to their customers. As the study reveals that instruction language is also one of the challenges for most customers to understand. Therefore, the researcher recommends to the concerned bodies or government to establish rules for importers and manufacturers to add at least one local language on the package of each product.

Cost, Price and Quality of the products should be controlled properly by Ethiopian Trade minister(MOT), Ethiopian custom and revenue authority (ECRA) and Ethiopian food and drug authority (EFDA) respectively to ensure the availability of fair, affordable, trust worthy and genuine products in the market and also to avoid parallel imports.

Further researches in the future should be carried out by expanding to other area, with another research design; including other variables and focusing on specific products or brands, to find out how different factors influence the purchasing decision of health supplement products by customers and also how health care providers influence it as well.

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APPENDIX

QUESTIONNAIRE

Dear respondents,

I'm a graduate student at Hawassa University in the Department of MBA. Currently, I'm conducting a research entitled '**Factor influencing customer purchasing decision of health supplement products**'.

The purpose of this questionnaire is to gather data for the proposed study, and hence you are kindly requested to assist the successful completion of the study by providing the necessary information. Your participation is entirely voluntary and the questionnaire is completely anonymous. So, your genuine, frank and timely response is vital for the success of the study. I want to thank you in advance for your kind cooperation and dedication of your precious time to fill this questionnaire.

Sincerely yours,

Note:

1. No need of writing your name.
2. Indicate your answer with a check mark (√) on the appropriate block/cell for all questions.

Section I: General Information

This part of the questionnaire, tries to gather some general information about the background of the respondent and the organization.

1.1 Age that you belong

- | | | | |
|-----------------------|--------------------------|----------------------|--------------------------|
| 1) Under 20 Years Old | <input type="checkbox"/> | 3) 31-40 Years Old | <input type="checkbox"/> |
| 2) 20-30 Years Old | <input type="checkbox"/> | 4) Over 40 Years Old | <input type="checkbox"/> |

1.2 Educational Qualification:

- | | | | | | |
|---------------------------------|--------------------------|---------------------|--------------------------|----------------------|--------------------------|
| 1) Illiterate | <input type="checkbox"/> | 2) Elementary Level | <input type="checkbox"/> | 3) High school level | <input type="checkbox"/> |
| 4) Certificate | <input type="checkbox"/> | 5) Diploma | <input type="checkbox"/> | 6) First Degree | <input type="checkbox"/> |
| 7) Second Degree (MA) and Above | <input type="checkbox"/> | | | | |

1.3 Occupational type

- | | | | |
|---------------------|--------------------------|-------------|--------------------------|
| 1) Private Business | <input type="checkbox"/> | 2) Employee | <input type="checkbox"/> |
|---------------------|--------------------------|-------------|--------------------------|

Section II

Please indicate your choice by putting the tick mark (√) on the appropriate cell. **Where, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.** Please indicate the degree to which you agree with the following statements regarding the impact of health supplement products price, product quality, promotion, advertisement, and your level of awareness influence on purchasing decision of the product. Below the question assessed your level of satisfaction and buying decision. 1 represent strongly dissatisfied, 2 -dissatisfied, 3- average, 4 -satisfied and 5- strongly satisfied.

The following are factor related questions and indicate their level of effect in your purchasing decision		1	2	3	4	5
Questions related to quality						
1	Quality of low price products would not be guaranteed					
2	I consider product quality than price of the product					
3	I Purchase a product approved by quality standard Agency of Ethiopia					
4	There are alternative similar quality brand products on the market					
5	Quantity of the product determine my purchasing decision					
6	My post purchasing evaluation influenced my purchasing decision of the Products					
Questions related to Sources of Information						
1	Friends and family suggestion influenced my purchasing decision of Health supplement products					
2	TV, and Radio advertisement influenced my purchasing decision of health supplement products					
3	Advertisement reputation and duration influenced my purchasing decision					
4	Health professional recommendation influenced my purchasing decision of Health supplement products					
5	Retailer (dispenser) suggestion influenced my purchasing decision.					
Questions Related to Price						
1	The price of the product limited my rate of expenditure					
2	The price of a product is a reflection of its effectiveness					
3	Price of health supplement products is not fair in the market					

4	Price differentiations are key determinants of my purchase health supplement products					
5	I associate higher prices with high quality of health supplement products					
6	I buy mostly from the retailer which offers lower prices					
7	I buy mostly from the retailer which offers fair prices (low prices for goods of low quality and high prices for goods of high quality).					
8	There is a need for pricing controls and policies on health supplement products					
Questions related to availability of the product						
1	I prefer purchasing a health supplement products which are widely distributed across the country					
2	I buy mostly from the retailer which is closest to me					
3	I buy mostly from the retailer where the needed items can easily be located					
4	I purchase a product that stay on the market long periods					

Questions Related to Sales Promotion					
1	I buy mostly from the retailer which has the best rewards for loyal customer				
2	I buy mostly from the retailer where the attendants are experts in the area of the business.				

3	I purchase the product which provide reward lottery				
4	I rather choose to purchase the product from the retailer that discount for regular customer				
5	I prefer purchasing health supplement products that are well displayed				

Questions related to Brands					
------------------------------------	--	--	--	--	--

1	I purchase a products brand that are well known than others				
2	I usually buy the same brand even when I have a price discount on the other brands.				
3	I test different types of brand of health supplement products to be a regular customer				
4	I bought familiar brand than new brand products of health supplement products				
5	I prefer purchasing imported brand of health supplement products than local Brands				

Questions Related to Consumer Perception					
---	--	--	--	--	--

1	A product with easily understandable packing of instructional language is affecting my purchasing decision				
2	I spend a lot of time in searching information on the product character				
3	My Previous purchasing experience determined me to purchase the Product				
4	I use time to evaluate between alternatives brands				
5	I evaluate the product after consumption				

Below the question assessed your level of satisfaction and buying decision 1 represent strongly dissatisfied, 2- dissatisfied ,3- average, 4-satisfied and 5- strongly satisfied.

1	To what extent are you satisfied with your current health	1	2	3	4	5
	Supplement products that you are buying?					

Thank you so much