

WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

ASSESSING OF CONSUMERS ATTITUDE TOWARDS JEANS CLOTHES USERS IN WOLKITE UNIVERSITY

A SENIOR RESEARCH ESSAY SUBMITTED TO THE DEPARTEMENT OF MARKETING MANAGEMENT IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR B.A DEGREE IN MARKETING MANAGEMENT

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Endorsement

This research paper has been submitted to Wolkite University,College of Business and economics,Department of Marketing Management for the examination with my approval as advisor.

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Department Head	Signature
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Advisor	Signature
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Examiner	Signature

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Abstract

This research was examined the overall attitude of students towards jeans clothes product users and identify factors affecting consumer's jeans preference in wolkite university students .The general objectives of this study was to assess consumers attitude towards jeans clothes product users in wolkite university students.Based on this research, the data collection process would be used both primary and secondary data sources. Among primary data, the study would applied questionnaire to obtained relevant information pertaining to the study. Regarding with secondary data sources were collected from different books, research papers and websites.The study would be used descriptive research design. Both qualitative and quantitative (mixed type) of data analysis would be used.Finally, the study would be used percentage and tabulation forms to presented and analyzed the data that collected from the target respondents and also both close and open ended format would be used. 71 questionnaires were applied for analyzing the study. Based on the finding, indicates that product attributes such as price, brand, comfort, style, color, size, design are positive factors to buy jeans clothes and culture, religion and family are the main obstacles to wear and buy jeans clothes product. Friends are the main source of information to buy jeans clothes product.

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Chapter one

1. Introduction

1.1. Background of the study

An attitude is a learned predisposition to behave in a consistently favorable or in favorable way respect to a given object. There is an agreement that attitude are formed as a result of direct or experience with product , word-of mouth information acquired from others , or exposure to mass media advertizing , the internet and various forms of direct marketing . Attitudes are relatively consistent with the behavior they reflect. Attitudes are not necessary permanent; they do change. (ShifferMan and Hanuk , 2010).

Attitude is simply a positive or negative evaluation or belief that people hold about something. This intern may affect their behavior. Attitude is beneficial for number of reasons when guide behavior they help people remain constant in their actions and help them may use of their knowledge about an individual or situation. An attitude put consumers informing mind of liking or disliking an object moving towards or away from the attitude leads people to behave in a fairly constant way towards similar object. Attitude is not easily changeable because they are presentation of one's inner feeling of not consumers and will stay loyal to it. (kotler , 2004).

Attitude is strongly influenced by personal experience, family, friend, direct marketing, mass media and internet. Marketers to study consumer's market and consumer's behavior. This implies that marketers are expected to know what market and looks like before they produce and launch new product. To succeed in today's competitive market place, companies must be customer centered by winning customers from competitors, keeping them and growing them delivering greater value. But it can satisfy customers, a company must first understand their needs and wants. Attitude can be difficult to measure because measurements are difficult to know peoples attitude.(Solomon,2002).

Attitude can be measured by direct and indirect measurement. Models of consumer behavior are marketing stimuli, environmental stimulus, buyer black box and buyer response models. Customer's attitude to be loyal for jeans cloths parallel with improving the price, quality, fashion ability and style of the product that can be competent within market.

The word jeans comes from a kind of material that was made in Europe, the materials called jea. Jeans are trousers made from denim or dungaree cloth. The term jeans refer to particular style of punt called "blue jeans" and invented by Jacob Davis and Levi Strauss in 1873. Starting in the 1950's jeans originally designed for cowboys and miners, become popular among teenager. Historic brands include Levis, lee and wrangler. The story is began in the city of Genoa, in Italy, famous for its cotton corduroy. During the republic of Genoa, jeans were exported by sailors of Genoa throughout Europe. During the 1960's wearing jeans become more acceptable and by the 1970's of it had become general fashion in the USA. Jeans cloths are popular today. Currently, jeans may be seen worn by people of all gender ages. The student's attitude towards jeans cloth varies during the current time jeans cloths are more preferable in youth. Most of the time students were jeans cloth when compared with other type of clothes. (Downey, 2007).

1.2. Background of the organization

Wolkite university is one of the third generation higher institution that have been founded in 2012.it is established for the purpose of providing and promoting higher education learning, research, and outreach programs in the country to ensure the realization of the national vision of reaching the level of middle income countries by 2020.The university is located in the southern nation nationalities regional state, in garage zone, 158 km southwest of the capital city, Addis Ababa. It is situated at gubreye sub-city, 12km away from wolkite town, of the gubreye-butajira road. The major link road to the university is a direct route to wolkite-jimma, wolkite-hossanawo, and wolkite-butajira. The university began its formal activities at wolkite town with appointment of the first president Dr. Admass shire, in February 2012, while other key officials of the university were appointed later. Thanks to the local community who agreed to give away the lands (196 hectares)to the university without any form of exchange for compensation, the main campus's preparation has begun as early as 2010 the first phase of construction (36 blocks)that includes buildings for cafeterias, student dormitories, various academic buildings and

other infrastructures were begun in May 2010,during the establishment phase, the construction was fully transferred to the university project office .since then ,construction of additional facilities and various academic buildings has been conducted in rapid succession.

1.3. Statement of the problem

This study was conducted in wolkite city in particular place wolkite University. In this students may maintain different attitude with regard to jeans clothes. The main reason that the researcher intended to do this research was due to different complaints such as style, design, quality, price , brand , comfort , durability , color and country of origin in these variables attitudes raised by consumers towards jeans clothes and also different obstacles to wear jeans clothes product such as culture , religion , life style , family and friends. Then the student's researchers intended to assess the attitude of consumers towards jeans clothes users and to identify factors of affecting students jeans preference. The reason to choose wolkite university, most of students were young societies, they followed fashionable jeans clothes, to know the attitudes of students about jeans clothes, how many students to be consumed jeans clothes product in wolkite university and also to know which factors and obstacles affect students to buy and wear jeans clothes product in wolkite university.

1.4. Research Question

The researcher tried to answer the following question,

- What is the current attitude of students towards jeans clothes products?
- What are the main factors that affect the students attitude towards jeans clothes?
- What is the main attributes to prefer jeans clothes from other clothes?
- What are the main sources of information that help students to buy or aware about jeans clothes products?

1.5. Objective of the study

1.5.1. General Objective

The main objectives of the study was to assess consumers attitude towards jeans clothes users in wolkite University students.

1.5.2. Specific Objectives

To achieve the General objective the following specific objective should be accomplished.

- To identify the current attitudes of students towards jeans clothes.
- To point out the main factors that affecting students attitudes towards jeans clothes.
- To identify relative importance of factors in buyers attitude in purchasing jean clothes than other clothes.
- To describe and provide the main source of information that helps students to purchasing jeans clothes product.

1.6. Significance of the study

This study would help all stakeholders such as jeans cloth retailers, wholesalers, manufacturers because:-

- To know the current attitude of consumers in Jeans clothes products.
- To know what type of consumers to choose jeans clothes products or identify target groups.
- To know what kinds of design and style to influence consumers in jeans clothes products.
- The stakeholders easily would know the consumers need and wants and what are my loyal customers in jeans clothes products.

Generally, the stake holders easily would know the consumers behavior attitude and preferences and what factors easily influence consumers in jeans clothes products.

1.7. Scope of the study

The scope of the study was focused on three areas conceptually,geographically and methodologically respectively,the study only focuses on assessing of consumers attitude towards jeans cloths of wolkite university students. It is difficult and unmanageable to include all city in Ethiopia, therefore the geographical scope of the study is wolkite city particular place wolkite University. The researcher only uses descriptive type of research.

1.8. Limitation of the study

There are a lot of limitations while conducting this research. One of the main limitation of this study was conducted only on students which are found in wolkite university. It is difficult to generalize about students attitude towards jeans clothes product. The other problem is that some of the respondents did not to fill the questionnaires, lack of enough time to conduct the study and since I am a student I face financial constraints to conduct the study.

1.9 Organization of the study

This study was organized in to five chapters:- The first chapter consist of the introduction part which includes, back ground of the study,, statement of the problem, objective of the study, significance of the study, scope of the study , limitation of the study and organization of the study. Chapter two consists of literature review about attitude, characteristics of attitude, factors affecting consumer behavior, models of consumer behavior and product attributes. Chapter three consists of research methodology of the study which includes research design, sampling method, data collection method and analysis .Chapter four consists of data analysis and interpretation and chapter five consist of summary of major finding, conclusion and recommendations.

Chapter two

2. Literature review

2.1. Attitude definition

An attitude is simply a positive or negative evaluation or belief that people hold about something which may affect their behavior. Attitudes are beneficial for a number of reasons when they guided behavior, they help them make use of their knowledge actions and help them make use of this knowledge about an individual or situation (Naire, 1996).

Attitude put consumers in the frame mind of liking or disliking an object, moving towards similar object. Attitudes are not easily changeable because they are presentation of one's inner feeling. (kotler, 2004).

Attitudes are expressions of inner feeling that react whether a person is favorably or unfavorably disposed to some or product (SchiffrMan and Hanuk, 2000).

2.2. Characteristic of attitude

A. Attitudes are learned predisposition

Attitudes are learned. This means that attitudes relevant to purchase behavior are formed as a result of direct experience with the product, word-of-month information acquired from other, or exposure to mass media advertising, internet and various forms of direct marketing.

B. Attitude has consistency

Another characteristic of attitude is that they are relatively consistent with behavior they reflect. However, despite their consistency, attitude are not necessarily permanent, they do change. When consumers are free to act they wish, we anticipate that their actions will be consistent with their attitudes.

C. Attitudes occur within a situation

By situation, we mean event or circumstance that, at a particular point in time, influences the relationship between an attitude and behavior. A specific situation can cause consumers to behave in ways seemingly in consistent with their attitudes. It is important to understand how consumer attitudes vary from situation to situation. For instance, it is useful to know whether consumer preference for various brands.

Favorable attitudes are important to marketers simply because it is much easier and less costly to maintain customer's positive attitude rather than to try and turn around an attitude that may have gone so far.(Solomon, 2002).

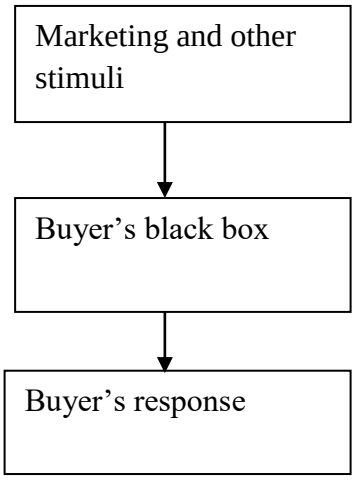
2.2 model of consumer behavior

Consumers make many buying decision every day, and the buying decision is the focal point of the marketer's effort.

Most large companies, consumers buying decision in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy and why they buy.

- Marketers can study actual consumer purchases to find out what they buy, where and how much. The starting point of stimulus response model of buyer behavior.
- Marketing and other stimuli enter the consumer "black box" and produce certain responses marketers must figure out what is in the buyer's black box.
- Marketing stimuli consist of the four Ps: product, price, place and promotion.
- Other stimuli include major force and events in the buyer's environment such as economic, technological, political and cultural. All these input enter into the buyer black box, where they are turned into a set of buyers responses: product choice, brand choice, dealer choice, purchase timing and purchase amount.

Models of consumer behavior



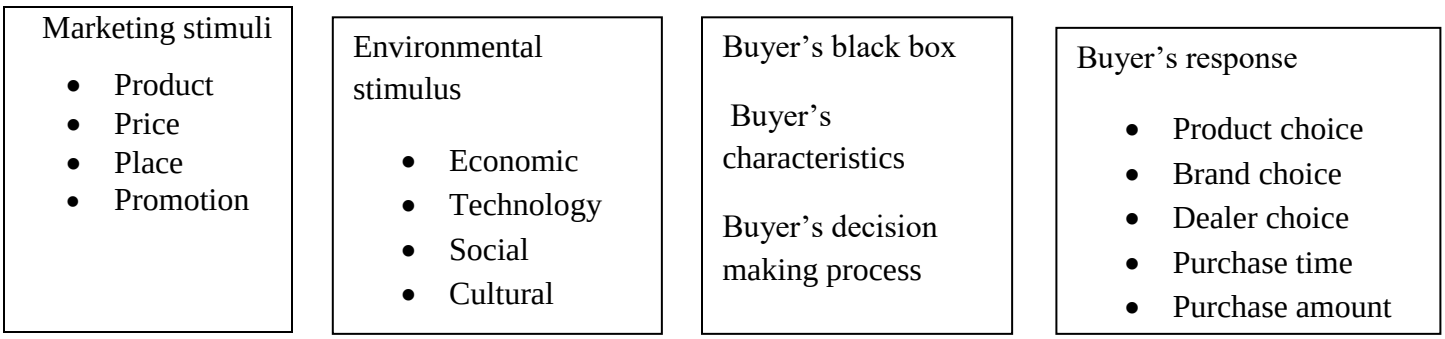


Figure.1

Generally marketers wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts.

First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli.

Second, the buyer's decision process itself affects the buyer's behavior. (kotler, 2004).

2.3. Characteristics affecting consumer behavior

Consumer's purchases are affected strongly by cultural, social, personal and psychological characteristics.

2.3.1 Cultural factors

Cultural factors exert a broad and deep influence on consumer's behavior. Marketers need to understand the role played by the buyer's culture, sub culture and social class.

- **Culture**

It is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants and behaviors from his and her family and other important institutions.

Every group or society has a culture and cultural influence on buying behavior may vary greatly from country to country. A failure to adjust these differences can result in ineffective marketing or embarrassing mistakes.

- **Subculture**

Each culture contains smaller subculture, or group of people with shared value systems based on common life experience and situations. Subculture includes nationalities, religions and geographies regions. Many subcultures make up important market segments and marketers often design products and marketing programs tailored to their needs.

- **Social class**

Social classes are society's relatively permanent and ordered divisions whose members as a combination of occupation, income, education, wealth, and other variables. Marketers are interested in social class because people within give social class tend to exhibit similar buying behavior.(kotler, 2004)

2.3.2 Social factors

A consumer's buying behavior also influenced by social factors such as the consumer's small group, family and social role and status.

- **Groups and social network**

Groups that have direct influence and to which a person belongs are called membership group. In contrast, reference group's serves as indirect point of comparison or reference in forming s

person's attitudes or behavior. Reference groups expose a person to new behavior and life styles, influence the person's attitudes and self-concept and create pressures to conform that they may affect the person's product and brand choices. Opinion leaders are people with in a reference group who, because of special skills, knowledge, personality or other characteristics exert influence on others.

Word-of-mouth influence can have a powerful impact on consumer buying behavior.

- **Family**

Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in society. Marketers are interested in the roles and influence of husband, wife and children on the purchase of different products and service.

- **Roles and status**

A person belongs to many groups' family, clubs, and organization online communities. The person's position in each group can be defined in terms of both role and status. a role consists of the activities people are expected to perform according to the people around them. Each role carries a status reflecting the general esteem given to it by society. People usually choose products appropriate to their roles and status.(kotler,2004)

2.3.3. Personal factors

A buyer's decision also are influence by personal characteristic such as the buyer's age and life cycle stage , occupation , economic , situation , life style ,personality and self-concept.

- **Age and life cycle stage**

People change to the goods and service they buy over their lifetimes. Buying is also shaped by the stage of the family life cycle the stage through which families might pass as they mature over time.

- **Occupation**

A person occupation affects the goods and services bought. Marketers try to identify the occupational groups that have an above average interest in their products and service. A company can even specialized in making products needed by a given occupation group.

- **Economic situation**

A person's economic situation will affect his or her store and product choices. Marketers watch trends in personal income, saving and interest rates.

- **Life style**

People coming from the same subculture, social class and occupation may have quite different life style.(kotler,2004)

2.4.4. Psychological factors

- **Learning**

Learning describes changes in an individual behavior arising from experience. Most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues, responses and reinforcement.

A drive is a strong internal stimulus that calls for action. A drive becomes a motion when it is directed towards a particular stimulus object.

- **Belief and attitudes**

A belief is a descriptive thought that a person has about something. Belief may be based on real knowledge, opinion or faith or may or may not carry an emotional charge. Marketers are interested in the beliefs that people formulate about specific product.

- **Motivation**

A person has many needs at any given time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

- **Perception**

A motivated person is ready to act. How the person acts is influenced by his/her perception of the situation. Two people with the same motivation and in the situation may act quite differently because they perceive this situation differently. (kotler,2004).

2.3.5. Product attributes

Developing a product involves defining the benefits that it will offer. These benefits are communicated and delivering by product attributes such as quality, feature, style, design and durability.

- **Product quality**

Quality is the characteristics of a product or service that bear on it's ability to satisfy stated or implied needs. It is one of the marketers major positioning tools. Quality has a direct impact on product or service performance. Thus it is closely linked to customer value and satisfaction.

- **Product features**

A product can be offered with varying features. Features are a competitive tool for differencing the company's product from competitor's products.

- **Product style and design**

Style simply describes the appearance of a product. Style can be eye catching or yawn producing. Unlike style design is more than skin deep. Good design contributes to product usefulness as well as its look. Design begins with observing customers and developing deep understanding of their needs.

- **Durability**

It is very important product attribute to most buyers. It the measure of how the product expected operating life cycle under natural and/or successful/conditions. Consumers prefer and purchase products they can use it for long time and will not incur additional purchasing cost.

- **Fashion**

Is a particular style that is popular for new months or years.

- **Brand**

Brand is described as a unique or trade mark given to a product or service , or can be either a term , symbol and design for a particular firm which is identifies a good or service or a firm to distinguish from its competitors. Consumers feel value and trust towards that brand is a firm marketed well. Brand image is a symbolic structure created and has power to motive consumers to purchase product or service and the image is given to consumers the differential impression with its meaning about brand.(kotler, 2004)

Conceptual frameworks factors that affecting buy jeans clothes product

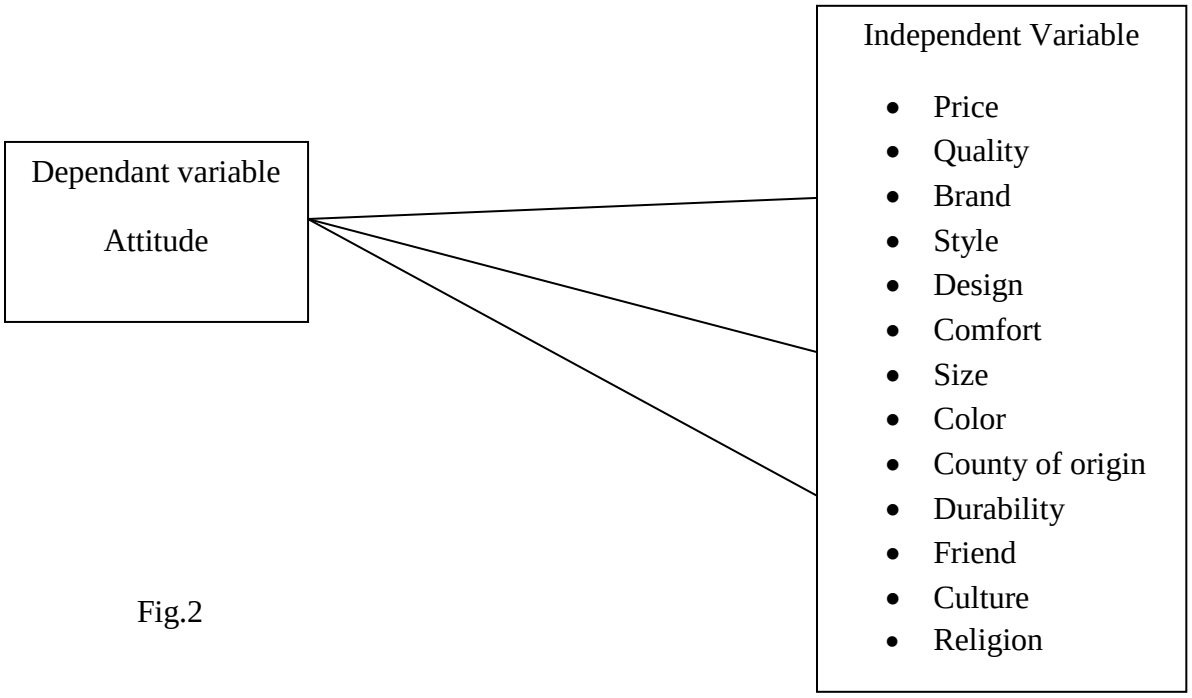


Fig.2

Other related research

The findings are important for all an intellectual background for the present study but there are some differences between the two researches. These are the pervious study shown that it includes teachers and all students of Bahair Dar University to assess the attitudes of jeans clothes but the present studies would cover only one faculty that is school of business and economics because all university students are the same level interms of their preference. And also using sample, the pervious study used both regular and extension students but the present study would include only regular students and also used to convenience and stratified sampling technique.

- From the past researcher finding results were to assess consumers attitude towards jeans clothes product focused on brand, quality, style, comfort, design and color but the present study the researcher were to assess the attitudes of students towards jeans clothes users focused on price, style, brand, color, comfort, design, country of origin, size, quality and durability all this factors are included and identified the obstacles to wear and buy jeans clothes product.
- Firnus Alemayehu in 2015 studies that which get results users of jeans clothes product have medium attitude but the present study result shown that users jeans clothes have good attitude
- The previous study focused on teachers and students but the present study focused only students.

Chapter Three

3.Research Methodology

3.1. Description of the study area

Wolkite University is located in the southern nation nationalities regional state, in garage zone, 158 km southwest of the capital city, Addis Ababa. It is situated at gubreye sub-city, 12km away from wolkite town, of the gubreye-butajira road. The major link road to the university is a direct route to wolkite-jimma, wolkite-hossanawo, and wolkite-butajira.

3.2. Research design

The study would be used descriptive research design. The reason for selecting descriptive research design was basiclly to described the different factors that affect the students jeans preference and to assess different obstacles of jeans clothes product. Both qualitative and quantitative (mixed research) would be used because the combination of the two result in going the best information.

3.3. Target population

The target population of the study was all wolkite university students. From this target population the researchers have taken as a sample school of business and economics regular students. The total number of students in school of business and economics are 887. From this school taken only regular graduated students and also the total numbers of graduated students are 240. The reason to taken in school of business and economics, regular students and from regular students taken only graduated students because to represent all wolkite university students. School of business and economics can represent all schools because they have similar culture, language, religion, race and etc for all schools. Most students in woklite university students are similar attitude because they were relatively similar age classification and also similar factors are affect to buy jeans clothes product and to follow similar fashion. More school of business and economics students are different from other school because this school students have knowhow about product quality, brand, what factors affects to bought different product, the bargaining power of sellers and also to thought related courses like principle of marketing.

3.4. Sampling technique

In this study the researcher used non probability sampling technique, that is convenience and stratified sampling technique in order to get the total population of buyers. convenience sampling technique were used when the researchers got a target population to any suitable place and time and also stratified sampling technique were used when the researchers tried to classify each department because to know the different attitude of students in each department and to get accurate information to the study.

3.5. Sample size

The total number of school of business and economics regular graduated students are 240. From this total number the researcher would be taken as a sample 71, based (Taro Yemane,1967) sample size formula the researcher used is.

$$n=N/1+Ne^2$$
$$= 240/1+240\ (0.1)^2$$
$$=240/1+240\ (0.01)$$
$$= 240/1+2.4$$
$$=240/3.4$$
$$= 71$$

Where: - n= means sample size

N= means total population

e= means precision

The researcher used for this formula to distribute 71 questionnaire selected from total population of 240 but from this 10(4%) uncollected from students.

3.6. Source of data

The study would be used both primary and secondary data source because helps to gain accurate information to the study. Among the primary data the study was applied questionnaire from the selected target students, in secondary data the study was used books, research paper, website etc. which expressed about attitudes.

3.7. Data collection tools

The study was only used one types of data collection tools i.e. questionnaire. These tools were used to collect data from the participants of the study. The questionnaire was constructed both close and open ended formant.

3.8. Data Analysis

The study was used mixed type of data analysis to analyzed on assessing the students attitude towards jeans clothes users particularly in wolkite University students was applied qualitative analysis method on attitude variables that are not expressed in quantified way and the variables deeply explained and described in terms of words. On the other hand the study was used quantitative type of data analysis regarding in attitude variables that expressed in number and qualified way.

Finally, the study would be used percentage and tabulation forms to presented and analyzed the data that collected from target respondents.

3.9 Ethical Consideration

To make the research process professional, ethical consideration were made. The researcher informed the respondents about the purpose of the study i.e. purely for academic; the purpose of the study was also introduced in the introduction part of the questionnaires guide to the respondents and it was confirmed that the subject's confidentiality would be protected. In addition to this, they were informed that their participation in the study would be based on their consent. The research would not personalize any of the respondent's response during data presentations analysis and interpretation. Furthermore, all the materials used for this research would be acknowledged.

Chapter-4

4. Data presentation, Analysis and Interpretation

This section summarize the data collected from the target population of the study through self administer questionnaire on the title of assessing consumers attitude towards jean clothes product users in the case of wolkite University students in the form of descriptive statics. The researchers design and distribute 71 questionnaire 61(86%) questionnaire were collected and the rest of 10(4%) questionnaire were uncollected from students.

4.1. Analysis of data from student's response

Table 4.1.1. Personal data of students

No	Question	Alternatives	No of respondent	Percent
1.	Gender	Male	26	43%
		Female	35	57%
		Total	61	100%
2.	Educational level	Degree	61	100%
		Master	-	-
		Total	61	100%
3.	Age	18-21	25	41%
		22-25	36	59%
		26-29	-	-
		30-34	-	-
		Total	61	100%
4.	Religion	Orthodox	32	52%
		Muslim	5	8%
		Protestant	24	39%
		Total	61	100%
5.	Department	Economics	11	18%
		Management	15	25%
		Accounting	10	16%
		Marketing management	25	41%
		Total	61	100%

Source: compiled from primary questionnaire 2023

- According to table 4.1.1., item 1 there are 61 respondents, out of 26(43%) of respondents were male while the remaining 35(57%) of respondents were female. This shows that the majority of respondent are female students.
- In the same time item 2 illustrates that all of respondents were BA degree regular students
- With respect to the age of respondents, item 3 shows that most of respondents were the age between 18-21 with 25(41%) respondents, the remaining 36(59%) of respondents were between the age of 22-25 years.
- Concerning on religion of respondents, item 4 shows that 32(52%) of respondents were orthodox, 5(8%) of respondents were Muslims and the rest 24(39%) of respondents were protestants. This implies that the majority of respondents were the followers of orthodox religion.
- Item 5 shows that 11(18%) of respondents were economics department, 15(25%) of respondents were management department, 10(16%) of respondents were accounting department 25(41%) of respondents were marketing management department

Table 4.1.2. Related to satisfaction

Question	Alternative	No of respondents	Percent
Do you satisfy to use jeans clothes product?	Yes	56	92%
	No	5	8%
	Total	61	100%

Source: compiled from primary questionnaire 2023

As shown in the above table, 56(92%) of respondents replied that they are satisfied by using jeans clothes and the remaining 5(8%) of respondents replied that they are not satisfied with jeans clothes. This implies that most students were satisfied by using jean clothes.

Table 4.1.3. Source of information about jeans clothes

	Alternative	No of respondents	Percent
How do you get information to buy jeans clothes?	Friends	52	85%
	Television	9	15%
	Magazine	-	-
	News paper	-	-
	Total	61	100%

Source: compiled from primary questionnaire 2023

As indicated in the above table 52(85%) of respondents get information from their friends to buy jeans, 9(15%) of respondents get information from television advertisements. From this the researcher summarized that most of the users of jeans clothes get information from their friends

Table 4.1.4. Features of jeans clothes preferences

Question	Alternative	No of respondents	Percent
What are the main attributes to prefer jean clothes from other clothes?	Brand	3	5%
	Size	8	13%
	Price	4	7%
	Quality	8	13%
	Style	12	20%
	Design	8	13%
	Durability	2	3%
	Color	8	13 %
	Comfort	8	13%
	Country of origin	-	-
	Total	61	100%

Source: compiled from primary questionnaire 2023

As shown in the above table, 12(20%) of respondents replied that they use style in preferring jeans clothes. 8(13%) of respondent used size, quality, design, color and comfort respectively as a base in preferring jeans clothes, 3(5%) of the respondents use brand as base in preferring jeans

clothes. From this the researcher comes in to the conclusion that the users use style,size and comfort as base in preferring jeans clothes.

Table 4.1.5. Country of origin

Question	Alternative	No of respondents	Percent
Which country product are you using?	China	10	16%
	Thailand	35	57%
	Turkey	7	11%
	Taiwan	5	15%
	USA	4	7%
	Total	61	100%

Source: Compiled from primary questionnaire 2023

As implied in the above table, 35(57%) of respondents shows that to bought the product of Thailand jeans clothes, 10(16%) of respondents agreed that to consumed from Chain jeans clothes, 7(11%) of respondents said that to purchased jeans clothes product from Turkey, 4(7%) and 5(15%) of respondents used the product of USA and Taiwan respectivully. So, this indicated that the majority of student's attitude to purchased Thailand jeans clothes product.

Table 4.1.6 styles of jeans clothes

Question	Alternative	No of respondents	Percent
Which style of jeans clothes would you prefer?	Skinny	61	
	Slim fit	-	
	Straight legs	-	
	Law waist	-	
	High waist	-	
	Normal	-	
	Total	61	100%

Source: Compiled from primary questionnaire 2023

As shown in the above table, all respondents to preferred the style of skinny jeans clothes product. This implied that most students were preferred skinny style because now a day this style is more attractive, fashionable, comfortable rather than other styles.

Table 4.1.7.price of jeans clothes

Question	Alternative	No of respondents	Percent
Which price range one is acceptable price for your to buy a pair of jeans clothes?	Below 300 birr	8	13%
	450-500 birr	15	25%
	500-750 birr	20	33%
	750-1000 birr	13	21%
	1000-1500 birr	5	8%
	Above 1500 birr	-	-
	Total	61	100%

Source: Compiled from primary questionnaire 2023

As indicated in the above table, 20(33%) of respondents answered that to bought jeans clothes the price range between 500-750 birr, 15(25%) of respondents replied that to purchased jeans clothes the price range between 450-500 birr, 13(21%) of respondents agreed that to purchased jeans clothes the price range between 750-1000 birr and the last 5(8%) of respondents to respond equally but to purchased jeans clothes at different price range between 1000-1500 and below 300 birr. So, the majority of students attitude were to purchased jeans clothes product the price range between 500-750 birr.

Table 4.1.8. color of jeans clothes

Question	Alternative	No of respondents	Percent
What is your favorite jeans clothes color	Black	34	56%
	Yellow	-	
	Blue black	16	26%
	Blue	4	7%
	White	-	
	Omo	7	11%
	Green	-	
	Red	-	
	Others	-	
	Total	61	100%

Source: compile from final questionnaire 2023

Based on the above table, 7(11%) of respondents replied that to preferred the color of omo, 34(56%) of respondents said that to choice black color and the remaining 4(7%)and16(26%) of respondents replied that to preferred the color of blue and blue black respectivully. From this the researcher concluded that most students' attitude towards the color of black is higher than other colors.

Table 4.1.9. Obstacles to wear jeans clothes

Question	Alternative	No of respondents	Percent
What are the main obstacles to wear jeans clothes product?	Culture	20	33%
	Religion	14	23%
	Life style	10	16%
	Family	8	13%
	Friend	6	10%
	No body	3	5%
	Total	61	100%

Source: Compile from final questionnaire 2023

Regarding on the above table, 20(33%), 14(23%), 8(13%), 10(16%) and 6(10%) of respondents influenced by culture, religion, family, life style and friends respectively to wear jeans clothes and other 3(5%) of respondents not influenced to wear jeans clothes product. From this the researcher concluded that the majority of respondents were culture is highly influenced to wear jeans clothes product.

Table 4.1.10 attitudes about jeans clothes products

Question	Alternative	No of respondents	Percent
How do you rate the attitude of students towards jeans clothes product?	Good	36	59%
	Neutral	15	25%
	Bad	10	16%
	Total	61	100%

Source: Compile from final questionnaire 2023

In the above table shown that 36(59%) of respondents have good attitudes about jeans clothes, 15(25%) of respondents attitude were neither good nor bad about the product of jeans clothes and the remaining 10(16%) of respondents have bad attitude for jeans clothes products. This implied that most students were good attitudes for jeans clothes product.

Table 4.1.11 Price influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	26	43%
Much	18	30%
Indifferent	11	18%
Little	6	10%
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

As this table indicated that, 26(43%) of respondents highly influenced by price of jeans clothes product, 18(30%), 11(18%) and 6(10%) of respondents much, indifferently and little respectively to influenced by the price of jeans clothes product. This indicated that price is one of the major factor or attributes that affect buyers buying attitude.

Table 4.1.12 Quality influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	51	83%
Much	10	16%
Indifferent	-	-
Little	-	-
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

As shown in the above table, 51(83%) of respondents highly affected the quality of jeans clothes product and 10(16%) of respondents affected the quality of jeans clothes product. So, the majority of students attitude to buy jeans clothes products based on quality

Table 4.1.13 Brand influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	10	16%
Much	36	60%
Indifferent	6	10%
Little	3	5%
Very little/None	6	10%
Total	61	100%

Source: Compile from final questionnaire 2023

From the above table implied that, among 61 respondents, 36(60%) of respondents show that brand has highly influence to buy the product of jeans clothes, 10(16%) of respondents answered that brand has much affected the buyers of jeans clothes users, 6(10%) of respondents replied that brand has indifferently and not affected to buy the product of jeans clothes. And the last 3(5%) of respondents implied that brand has little influenced on their students buying attitudes. From this the researcher concluded that brand has its own influenced on students buying decisions of jeans clothes.

Table 4.14 Style influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	28	46%
Much	15	25%
Indifferent	8	13%
Little	6	10%
Very little/None	4	7%
Total	61	100%

Source: Compile from final questionnaire 2023

As shown in the above table 28(46%) were the majority respondents style is highly affected students to purchased jeans clothes, 15(25%) of respondents answered that the style of jeans clothes were much affected the users of students buying decision, 8(13%) of respondents indicated that indifferently influenced the purchased power of students to jeans clothes product. the remaining 4(7%) of respondents shows that little and very little/None affected their buying ability of students. From this reason the purchased power of students attitude were highly influenced the style of jeans clothes product.

Table 4.1.15 Design influenced to buy jeans clothes

Alternative	No of respondents	Percent
Very much	30	49%
Much	15	25%
Indifferent	9	14%
Little	7	11%
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

From the above table indicated that, 30(49%) of respondents design has very much influenced on their buying ability of students, 15(25%) of respondents implied that design has much affected for the buyer to buy jeans clothes 9(14%) and 7(11%) of respondents design has indifferently and little influenced the students buying ability of jeans clothes product. From this the researcher summarized that the design of jeans clothes product were very much influenced the students' attitude of buying ability.

Table 4.1.16 comfort influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	36	59%
Much	15	25%
Indifferent	10	16%
Little	-	-
Very little/None	-	
Total	61	100%

Source: Compile from final questionnaire 2023

Regarding on The above table shows that among 61 respondents, 36(59%) of respondents respond that the comfort of jeans clothes has highly influenced the of buyer users, 15(25%) of respondents replied that the comfort of jeans clothes were much influenced to students and 10(16%) of respondents also influenced indifferently for the buyers of jeans clothes product.

Based on this reason, the researchers understood that the attitude of students to buy jeans clothes products highly affected by comfort.

Table 4.1.17 size influenced to buy jeans clothes

Alternative	No of respondents	Percent
Very much	61	100%
Much	-	-
Indifferent	-	-
Little	-	-
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

Based on the table, 61(100%) of respondents said that the size of jeans clothes were highly affected to purchased the product of jeans clothes. This implies that size has the major factors that affect the purchased power of students than other factors.

Table 4.1.18 Color influenced to buy jeans clothes

Alternative	No of respondents	Percent
Very much	36	59%
Much	25	41%
Indifferent	-	-
Little	-	-
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

From the above table shown that 36(59%) were the majority respondents answered that the color of jeans clothes were highly influenced the buyers of jeans clothes users and 25(41%) of respondents said that the color of jeans clothes were much influenced students purchased power. This means that color is strongly affected the buying attitudes of students in jeans clothes products.

Table 4.1.19 friends influenced to buy jeans clothes

Alternative	No of respondents	Percent
Very much	25	41%
Much	10	16%
Indifferent	8	13%
Little	8	13%
Very little/None	10	16%
Total	61	100%

Source: Compile from final questionnaire 2023

As implied the above table, 25(41%) of respondents friends are highly influenced the purchased power of jeans clothes, 10(16%) of respondents said that the buying decision of jeans clothes were much influenced through friends, 10(16%) of respondents friends are not affected the buying decision of jeans clothes and the last 8(13%) of respondents implied that equal for both alternatives, indifferent and little affected the buying ability of students to wear jeans clothes products. This indicated that friends were the main factors that affect the buying ability of students, means that friends were highly changed the students attitude to buy jeans clothes products.

Table 4.1.20 related to culture

Alternative	No of respondents	Percent
Very much	36	59%
Much	15	25%
Indifferent	10	16%
Little	-	-
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

From the above table implied that, 36(59%), 15(25%) and 10(16%) of respondents culture is very much, much and indifferently affected to purchased jeans clothes product. From this the researcher concluded that culture is highly affected to purchased jeans clothes product for students.

Table 4.1.21 Related to religion

Alternative	No of respondents	Percent
Very much	34	56%
Much	18	30%
Indifferent	9	15%
Little	-	-
Very little/None	-	-
Total	61	100%

Source: Compile from final questionnaire 2023

As the above table shown that 34(56%) of respondents religion is highly influenced to buy jeans clothes for students, 18(30%) of respondents religion is much affected to students and 9(15%) of respondents religion is little affected the purchased power of students for jeans clothes.

This means that the majority respondents shows that religion is one of the main factors that affect to buy jeans clothes product for students.

Table 4.1.22 country of origin

Alternative	No of respondents	Percent
Very much	16	26%
Much	10	16%
Indifferent	6	10%
Little	9	15%
Very little/None	20	33%
Total	61	100%

Source: Compile from final questionnaire 2023

Regarding on the above table 20(33%) of respondents country of origin did not affected the purchased power of students for jeans clothes, 16(26%) of respondents county of origin are affected students to bought jeans clothes, 10(16%) of respondents affected the country of origin, 9(15%) and 6(10%) of respondents country of origin are little and indifferently influenced the buying ability of students to buy jeans clothes product. For this reason most students attitude indicated that country of origin are not the primary factors that affect the buying decision of students for jeans clothes.

Table 4.1.23 Durability influence to buy jeans clothes

Alternative	No of respondents	Percent
Very much	9	15%
Much	11	18%
Indifferent	23	38%
Little	11	18%
Very little/None	7	11%
Total	61	100%

Source: Compile from final questionnaire 2023

Based on the above table 23(38%) of respondents said that the durability of jeans clothes product for students indifferently influenced to buy, 11(18%) of respondents durability has much and little influenced to buy jeans clothes, 11(18%) and 7(11%) of respondents durability has very much and none influenced to purchased jeans clothes product. This implied that the attitudes of students durability has not affected to buy jeans clothes products.

Suggestion provided by students

All students respond that the style of skinny were more preferred than other styles of jeans clothes product, because of easy to wear in every day, easy to buy, has good looking for outsiders, to hold (catch) the whole body, they like the style, to increase the attractiveness of physical appearance, suitable (comfortable) to wear and now a day the style of skinny jeans clothes are fashionable clothes to come up with other styles

Chapter Five

5. Summary, Conclusion and Recommendation

5.1. Summary of the finding

The following major findings were obtained from students and the findings of study are summarized as follows:

- ✓ As, the study finding shows that the majority respondents of students whose age found between 22-25 years.
- ✓ Concerning on the level of education 61(100%) of respondents are BA degree regular students.
- ✓ The majority of respondents were users of jeans clothes product the followers of orthodox religion followed by protestants.
- ✓ Most students were satisfied to use jeans clothes product because of its different style, color, size, design etc could easily got.
- ✓ The most popular source of information to get for respondents about jeans clothes product from friends.
- ✓ The majority of respondents were to preferred jeans clothes based on style.
- ✓ The majority of respondents were regular buyers of jeans clothes.
- ✓ 35(57%) of respondents to purchased jeans clothes product from Thailand because the product of Thailand jeans clothes has more durable and quality than other countries of product they produced.
- ✓ As the finding shows that 61(100%) of respondents to preferred the style of skinny jeans clothes because now a day this style is more attractive, fashionable and comfortable rather than other style of jeans clothes.
- ✓ 29(36%) of respondents answered that to purchased jeans clothes product about the price range between 500-750 birr.
- ✓ 34(56%) of respondents to preferred the color of black because they like the color.
- ✓ 20(33%) of respondents culture is highly influenced to wear jeans clothes.
- ✓ Most respondents have good attitude for jeans clothes product.

- ✓ As the finding indicated that 26(43%) of respondents price is the major factor or attributes that affect students buying attitude.
- ✓ 51(83%) of respondents quality has very much influenced in their buying decision of jeans clothes product.
- ✓ Regarding on the influence of brand 36(60%) of respondents brand has affected their purchased power of students for jeans clothes.
- ✓ Based on the finding 28(46%) of respondents replied that the purchased power of students attitude were highly influenced the style of jeans clothes.
- ✓ 30(49%) of respondents the design of jeans clothes product has its own influence to buy students.
- ✓ As the finding implied that 36(59%) of students highly affected to buy jeans clothes based on comfort.
- ✓ Regarding on the influence of size 61(100%) of respondents size has the major factors that affect the purchased power of students.
- ✓ 36(59%) were the majority respondent color is strongly affected the buying ability of students attitude for jeans clothes product.
- ✓ 25(41%) of respondents friends are the main factors to buy jeans clothes product.
- ✓ 36(59%) were the majority respondents replied that the attitude of students to buy jeans clothes product depend on culture.
- ✓ From the finding indicated that 34(56%) of respondents religion is one factor that affected to buy jeans clothes.
- ✓ Based on the finding 20(33%) of respondents country of origin are not the primary factors that influenced to buy jeans clothes product.
- ✓ 23(38%) of respondents the durability of jeans clothes product are indifferently affected students to buy.

5.2. Conclusion

The study was focused on consumers' attitude towards jeans clothes users in wolkite university students, current attitude, different factors and obstacles to buy jeans clothes.Based on the finding of this research, the following conclusions have drawn.

- According to the current attitude of students towards jeans clothes product the study shows that positive (good) attitudes were high and also most students are satisfied to use jeans clothes product.
- To gain from the respondents response the purchasing of jeans clothes product is good quality, style, color, design, size, price, comfort and durability. These are the main reason why they to purchase jeans clothes than other clothes. This study shows that durability, style, color, design, size, price, comfort, quality and brand were highly preferred by students to jeans clothes product.
- Since students need information about the product of jeans clothes they want to purchase the study shows that friends are the major source of information while they are going to purchase jeans clothes.
- Most students to preferred the style of skinny jeans clothes because to catch the whole body, they like the style and also now a day this style is more attractive, comfortable and fashionable than other styles. And also the majority of students attitude towards the color of omo is higher than other colors.
- The majority of students attitude to preferred the product of Thailand jeans clothes because the product of Thailand jeans clothes are more durable and quality than other countries product they produce.

Generally, product attributes such as price, quality, brand, comfort, style, color, design etc are positive factors and the major consideration students to buy jeans clothes and culture, religion and family are the main obstacles to wear and buy jeans clothes product.

5.3 Recommendations

- It is critical to all companies in jeans clothes industry; it should be identify the stage of life their consumers are in and what product attributes they pay the most attention and can help jeans clothes companies to successful segment the markets and design marketing programs.
- The government should be encourage and support domestic producer by giving them available producing area, materials or equipment and also by creating conducive environment for training program. To fulfill this things, they can satisfy their customers and increasing customer's attitude towards jeans clothes.
- The government should give media space for advertisement of jeans clothes products at reasonable cost for customers.
- Appropriate training programs should be given about the production equipment to key employees like managers to increase their effectiveness, efficiency and creativity.
- Designers should seek preferable designs to current and potential consumers. Different styles should be designed and produced; as a result consumers can get enough choice of fashions, quality, style, size, brand and etc. therefore they should produce jeans clothes that fit to the consumers need.
- Jeans manufacturing companies should come up with the changing trend of technology by introducing different types and styles of jeans products to satisfy buyers. And also they analyze and identify buyers needs what style, color, design, quality and etc they can prefer.

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Appendix

APPENDIX

wolkite University

School of Business and Economics

Department of Marketing of Management

Questionnaire filled by the Students

Dear Respondents,

This questionnaire is prepared for collect data in the title of assessing consumers attitude towards jeans clothes product users in the case of wolkite University students for partial fulfillment of BA degree in Marketing Management. Therefore, the researcher strongly requests you to respond the questionnaire in appropriately because your response has great importance for the validity of the study. I want to assure you that this research finding is only for academic purpose so, be confidential and freely to response the questions below.

Instruction:

- Please do not write your name
- Mark ✓ Sign on the provided space

Part one: personal background information

1. Gender: Male ☐ Female ☐

2. Age: 18-21 ☐ 22-25 ☐ 26-29 ☐ 30-34 ☐

3. Educational level: Degree ☐ Master ☐

4. Religions: orthodox ☐ Muslim ☐ protestant ☐

5. Academic dep't: Economics ☐ Accounting ☐

Management ☐ Marketing Mgt ☐

Part Two: Basic Research Questions

1. Do you satisfy to use jeans clothes product?

Yes ☐ No ☐

2. How to get information to buy jeans clothes product?

Friends ☐ Television ads ☐ Magazine ☐ Newspaper ☐

3. What are the main attributes to prefer jeans clothes from other clothes?

Price ☐ Quality ☐ Brand ☐ Style ☐ Design ☐

Size ☐ Comfort ☐ Color ☐ Durability ☐ Country of origin ☐

4. Which country product are you using?

China ☐ Thailand ☐ Turkey ☐ Taiwan ☐ USA ☐

5. Which style of jeans clothes would you prefer?

Skinny ☐ Slim fit ☐ Straight legs ☐ Normal ☐ Low waist ☐
High waist ☐

6. Which price range one is acceptable price for your to buy a pair of jeans clothes?

Below 300 birr ☐ 450-500 birr ☐ 500-750 birr ☐ 750-1000 birr ☐

1000-1500 birr ☐ above 1500 birr ☐

7. What is the most favorite jeans clothes color?

Black ☐ Blue black ☐ White ☐ Green ☐ Red ☐
Yellow ☐ Blue ☐ Omo ☐ Others ☐

8. What are the main obstacles to wear jeans clothes product?

Culture ☐ Religion ☐ Life style ☐ Family ☐

Friend ☐

9. How do you rate the attitude of students towards jeans clothes product?

Good ☐ Neutral ☐ Bad ☐

10. Based on question number 5, why to choose this style? specify your reason

_____

_____

These measurements show that the degree to fulfill factors affecting jeans clothes products.

Vary much = 1 Indifferent = 3 Vary little / none= 5

Much = 2 Little = 4

No	Factors affecting to buy jeans clothes product	1	2	3	4	5
1.	Price					
2.	Quality					
3.	Brand					
4.	Style					
5.	Design					
6.	Comfort					
7.	Size					
8.	Color					
9.	Friend					
10.	Culture					
11.	Religion					
12.	County of origin					

Thank you for your response.