

**ASSESSMENT OF CUSTOMERS ATTITUDE TOWARD LOCAL SHOES IN CASE OF
WOLKITE TOWN**



**THE RESEARCH PAPER SUBMITTED TO COLLEGE OF BUSINESS AND
ECONOMICS DEPARTMENT OF MARKETING MANAGEMENT IN PARTIAL
FULFILLMENT OF THE AWARD (BA) DEGREE IN MARKETING MANAGEMENT**

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**DECEMBER, 2020
WOLKITE, ETHIOPIA,**

Statement of Certification

This is to certify researcher have carried out their research work on the topic entitled with “ASSESSMENT OF CUSTOMERS ATTITUDE TOWARD LOCAL SHOES IN CASE OF WOLKITE TOWN”. The work is original in nature and is suitable for submission for the award of Bachelor of Arts Degree in Marketing Management.

Advisor: MR. SIMACHEW, A (MSC)

Signature: _____

Date: -----

DECLARATION

I declare that this research work entitled 'ASSESSMENT OF CUSTOMERS ATTITUDE TOWARD LOCAL SHOES IN CASE OF WOLKITE TOWN)' is my original work, it has not been presented earlier for award of any degree or diploma to any other university and that all source of material used for the study have been duly acknowledged. I have produced it independently exceptor the guidance and suggestion of my research.

Student full name_____

Date _____ **sign**_____

Advisor name: _____

Date of submission_____ **sign**_____

Acknowledgement

First and for most, I would like to give my glory and praise to the Almighty GOD for his Invaluable cares and supports throughout the course of my life and helped me since the inception of my education to its completion and enabled me to achieve my career, up next I would like to express my sincere gratitude to my advisor Mr.simachew (MBA) for his genuine support, helpful ideas, and kind responses during the entire phases of my thesis. And I wish to present my special thanks to all respondents who spent their valuable time in filling questionnaires. My special thanks also go to my families and all my friends who assisted me in different aspects throughout my study.

Abstract

This study designed to indicate the customer's attitude toward domestic shoes product. The reason for the researcher initiated under this study to identify problem why customer switch from domestic to imported shoe product and finding solution for those problems. Specifically, to indicate how consumers evaluated both domestic and imported leather shoes in terms of product quality, style and price, to examine to what extent these factors influenced their attitude in domestic shoe in Wolkite town shoe market. In order to achieve this objectives the study gathered data from 96 leather shoe consumers in Wolkite town through open and close ended questionnaires. The data were analyzed through quantitative for close ended question and qualitative for open ended question. The study was adopted a descriptive type of research design. The findings revealed that the customers attitude on domestic leather shoe not good interims of comfort ability, fashion ability and range of variety. But, domestic leather shoes had competitive advantage in terms of durability and price.

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CHAPTER ONE

1 INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Globalization comprises unlimited transport of goods, services, ideas and people. It reveals interaction and subsequent integration of the people and nations into a common system. International trade is an agent that promotes commoditization of social and environmental values, resources and services. Socio-culturally, advanced means of communication have aided the increasing dissemination of western values and models of life as a standard for all people and culture western norms and practices are gradually being transported across the globe as the acceptable way of behavior. In view of this, the rich and dynamic African culture has been diluted. Many aspects of people's every-day life are in the process of homogenized with those of people living far away Kotler and Armstrong (2010). The Ethiopian footwear industry produces shoes that are globally competitive in terms of both quality and price (Samuel, 2008).

Even though, industrial sector in Ethiopia include shoes and leather industries are at infant stage are significant contributor to the overall economy of the country with the other development strategy including the technological innovation ,improving production and creating employment opportunities position by the government. Due to free market policy too many types of product imported to Ethiopia which has an impact on local product and to develop their capacity and to compete in the world market. The Ethiopian manufacturing company association is currently working closely with the government. Due to globalization, the world is becoming one village and the international trade is growing more than ever. A product that is produced in one part of our world is found to be marketed in the other extreme by next day. The globalization of market has brought considerable foreign goods to Ethiopian consumers. This provides customers with many opportunities to access different alternative products or services. Because of this, customers of different nations exhibit different behaviors regarding the purchase of local and foreign products. But studies conducted on leather and leather products sub-sector indicated that footwear sub-sector in Ethiopia is dominated by cheap imports. As a result, the country's shoe producers face strong competition from shoes and other leather products imported from China and elsewhere (Sutton and Kellow, 2010; Tegege, 2007).

This study, therefore, focuses on investigation of factors affecting attitude of the customers towards local footwear products. Factors affecting customers' attitude among local or foreign products according to quality, country of origin, price social status, family and friends influence affect customers buying decision of footwear products and their attitude towards foreign and/or local footwear products. An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, actions and tendencies toward some object or idea. People have attitude toward almost everything religion, politics, cloths, music, food so on. Attitude put them into frame food and mind of killing disliking or liking an object moving toward or away from it. Attitude of lead people to behave in fairly consistent way towards objects. People don't have interpretations and react to every object in fresh ways (Kotler, 2006).

1.2 STATEMENT OF THE PROBLEM

Previous studies emphasized the potential influences of globalization in disseminating cultural products of technologically advanced countries of the world. However, researches are remained to assess the customer attitude toward local shoes product in industrial development in developing countries like Ethiopia, in recent phenomena which take back to the last two decades and most which are higher food processing industries that provide commodities of low quality and quantity. These industries are utilizing backward technology, poor equipment and machinery and also semi-skilled manpower. Ethiopian footwear sub-sector produces men's casual shoes and children's shoe-uppers made from pure leather. Leather factories sell these products to local market and directly to overseas importers and wholesalers as well as direct buying offices (embassy of Ethiopia in United Kingdom, 2010). As it is obvious Ethiopia has the largest livestock population in Africa and the 10th largest in the world, the country had to be one of the major shoes producers and exporters in Africa as well as in the world having comparative advantage of raw material and cheap human resource advantages. Despite this fact, many studies indicated that the shoe companies found in the country face strong competition from shoes and other leather products imported from abroad. According to World Bank group (2006), global flows of goods, ideas, people and capital can seem a threat to national culture in many ways. It can lead to the abandonment of traditional values and practices. Global markets provide economic advantage to the more powerful economic states so that integration into global markets often produces local hardships for producers as prices are depressed. The changes brought by

globalization threaten the viability of locally made products and the people who produce them. Globalization, of course, does more than simply increase the availability of foreign-made consumer products and disrupt traditional producers. The exposure to foreign cultural goods frequently brings about changes in local cultures, values, and traditions. Determinants of foreign products' preference over local products: the case of shoes (www.iosrjournals.org)

It's known that customer attitude has a great role on the organization to generate profit as well as to get a large market share and also to increase the competitive ability of the organization. Customers have different preference toward different products and the researcher would attempt to study whether the customers has positive or negative attitude toward local shoes products and the reason why they switch from local to imported shoes products. As the result the student researcher would attempt to provide the necessary solution through filling the gap. The following questions help as to know the customer attitude toward local shoe.

- What attitude has the customers toward local shoes products?
- What are the factors that affect the customer's attitude toward local shoes products?
- Why customers prefer to purchase local shoes products

1.3 OBJECTIVE OF THE STUDY

1.3.1 General objective of the study

The general objective of the study was to assess the customer's attitude toward the local shoes products in wolkite town.

1.3.2 Specific objectives of the study

1. To identify the customers attitude toward local shoes product
2. To investigate the factor that affects the customer's attitude toward local shoes products
3. To point out the reason of the customers for choosing other competitive shoes

1.4. Significance of the study

The significance of these study was provide significant information for customer attitude on the local shoes product and It would be help to improve the quality, fashionably, comfortably of local shoe products. In addition to these it was also help to reduce the gap between local and imported shoe products; it also help for other researchers who want to study in this area to gather plenty of information. This study also would help to change the attitude of customer towards of the operation of local shoe and help all stakeholders, shoe retailers, wholesalers, manufacturers,

consumers as well as the government, by indicating the current actual status of local shoes market in terms of consumer's attitude and to point out potential need improvement and recommendations were forwarded in order to tackle the problems identified. In addition to these it would give important information for short and long range plans of shoes manufacturing organization and it could help the student researcher to be more familiar about conducting the research and would serve as a corner stone for the researcher's future carrier.

1.5 Scope of the study

Because of infinite number of the target population, studying all customers is difficult. As the result of this difficulty the researcher were delimited to study customer's attitude and preference of local shoes product in Wolkite town. The study is also geographical delimited to wolkite town customers on issues of on the problems of customer's attitude, on the influence of customers' attitude and on the difference of customer's attitude. Especially the study focused on customers of local shoes in Wolkite menehariya safer.

1.6 Limitation of the study

First lack of advanced skill to do the researcher and respondents unwillingness to fill the questionnaires was limitation to these studies. Secondly shortage of documents which are related to study and problem of language and shortage of time affect the research.

1.7. Organization of the study

The entire studies divided in to five chapters. Chapter one deal with introduction in which background of the study in addition of these some optional issue also discussed. The second chapter is about the review of literature about the subject. The third chapter is about research methodology.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

In the developing countries, the variety of imported goods available is considered making competition in the domestic markets becoming more rigorous and providing more choices to consumers (Abu Bakar, 2011). Products developed in one country are finding enthusiastic acceptance in other countries. Many companies have conducted international marketing for decades. Some goods are familiar to consumers around the world. However, global competition is intensifying and domestic companies that never thought about foreign competitors suddenly find these competitors in their backyards (Kotler, 2000). Therefore, understanding domestic market needs is an important task in developing strong customer relationship, but it is not enough to gain competitive advantage. Companies must use this understanding to design market offers that deliver more value than the offers of competitors seeking to win consumers preference.

2.1. DEFINITION OF CUSTOMER ATTITUDE

Customer is a person or organization that a marketer believes would benefit from the goods or services offered by the market company (*Hawkins d2007*). An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings and actions tendencies toward some object or idea people have attitude toward almost everything religion, politics, clothes, music and food and so on. Attitude put them into frame food and mind of liking or disliking an object moving toward or away from it. Attitude leads people to behave in consistent ways toward similar objects people do not have an interpretation and react to ever object in fresh way. Attitude economizes very difficult to change a single attitude many require a major adjustment in other attitudes (Kotler, 2006). An attitude is a predisposition to evaluate an object or product positively or negatively. An attitude is an enduring organization of motivational, emotional, perceptual and cognitive with respect to some aspect of our environment. It is a learned predisposition to respond a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way one thinks feels and acts toward some aspect of his or her environment such as retail store, television program or product (Hawkins2007).

2.1.1. Attitudes are learned predisposition

There is a general agreement that attitude are learned. This means those attitudes relevant to purchase behavior are formed because of direct experience with the product, word of mouth

information acquired from others or exposure to mass Media advertising, the internet and various forms of direct marketing (e.g. retail catalog). It is important to remember that although attitude may result from behavior instead they reflect either favorable or unfavorable evaluation of the attitude object. As learned predisposition, attitude have a motivational quality that is the might push a consumer toward a particular behavior or the consumer away from a particular behavior.

2.1.2. Attitudes have consistency

Another characteristic of attitude is that they are relatively consistent with the behavior they reflect. However, despite their consistencies attitude are not necessary permanent, they do change. Normally, we expect consumers' behavior to respond with their attitudes.

2.1.3. Attitude occur with institutions

It is not immediately evident from our definition that attitude occur within and are affected by the situations. By situations, we mean event or circumstances that, at particular point in time, influence the relationship between an attitude and behavior. Specific situation can cause consumers to behave in ways seemingly inconsistent with their attitude (schiffmanandkaunk, 2009).

2.2. Source of influence in attitude formation

The formation of consumer attitude is strongly influenced by personal experience, the influence of family and friends, direct marketing, mass media and the internet.

2.2.1. Level of commitment to an attitude

Customer varies in their commitment. The degree of commitment is related to their level of involvement with attitude object. **Compliance**:-at the lowest level of involvement, compliance an attitude is formed because it help in gaining rewards or avoiding punishment from others.

Identification: - a process of identification occurs when attitude are formed in order to another person or group. Advertising that despite the social consequence of choosing some products over others is relying on the tendency of consumers to imitate the behavior of desirable mode.

Internalization: - at high level of involvement, deep seated attitude are internalized and become part of person's value systems. These attitudes are very difficult to change because they are so important to individual. (Solomon, 2003)

2.2.2. When customer attitude change

It is important to recognize that much of what has been said about attitude formation is also basically true of attitude change that is attitude change is learned. They are influenced by

personal experience and other source of information and personality affects both the receptivity and speed with which attitude are likely to be altered. Altering consumer attitude is a key strategy consideration for most marketers for who are fortunate enough to be marketed for leaders and to enjoy insignificant amount of customers, good will and loyalty.

Satisfaction: - is a function of perceived performance and expectations. If the performance falls short of expectation, a customer is dissatisfied. If the performance match is the expectation the customers is satisfied. If the performance exceeds, expectation of the customers is highly satisfied or delighted. Many company are aiming for high satisfaction because customers who are just satisfied. It still finds it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to with high satisfaction or delight create an emotional affinity with the brand not just rational performance. The result is high customer reality. (Kotler 2006).

Attitude can be strongly influenced by intangibly products attribute such as packaging design and consumer's reaction toward accompanying stimuli such as advertising brand news and the nature of the setting, which the expectation occurs. In decision making situations, people from attitude used towards object other the product itself that can influence their ultimate selection. (Solomon2003).To be succeed in today's competitive market place, companies must be consumers centered winning customers from competitors then keeping and growing them by delivering greater value but before it can satisfy consumers a company must first understand their needs and wants (Kotler2006). Public opinion (belief or attitude is playing an increasing role in shaping and modifying corporate policy in areas such as customers productions. It follows that basic understanding of the state of knowledge of attitude and behavior the associating between expressed belief experience about different brands have been found to be good predictors of actual brands preference where the persons expressing a belief about a brand.

2.3. Marketing stimuli

Marketing stimuli consist of the four PS: - product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment, economic, political, technological and cultural. Which are inputs enter into buyer's mind, where they are changed into a set of buyer's observable response, the buyer brand and company relationship behavior and what he or she buys, when, where and how often. (KotlerandArmstrong, 2012). As they affect consumers

preference, product, style/design, quality, features in the product category and price are taken as the major parts in which this study will focus.

2.3.1. Product attributes

Product is anything that can be offered to market for attention, acquisition, use or consumption that might satisfy a need or want. Developing a product involves defining the benefits that the product will offer. These benefits are communicated and delivered by tangible product attributes, such as quality, feature, style and design. Decisions about these attributes are particularly important as they greatly affect consumer reactions to a product (Kotler and Armstrong, 2010).

Their preferences for items of apparel depend on price and product attributes such as quality, style, and brand. Therefore, this study specifically focused on product style, quality and price as the greatly affect consumers' attitude for product choice.

Product style: - simply describes the appearance of the product. A sensational style may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better. Unlike style, design is more than skin deep it goes to very heart of a product, (Kawel *et al* 2002) mentioned that what is happening in the world of style /fashion and what are the current fashions trends is one of the factors which consumers consider when buying products and which results in their change of taste.

Product quality:-Product quality is the collection of features and characteristics of a product that contribute to its ability to meet given requirements. As McGraw-Hill concise encyclopedia of engineering (2002) mentioned, there are two views for describing the overall quality of a product. First is the view of the manufacturer, who is primarily concerned with the design, engineering, and manufacturing processes involved in fabricating the product. Second is the view of the consumer or user. To consumers, a high-quality product is one that well satisfies their preferences and expectations. This consideration can include a number of characteristics, some of which contribute little or nothing to the functionality of the product but are significant in providing customer satisfaction.

Product price: - According to (Kotler 2006), in narrow sense, price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. In the past, price has been the major factor affecting buyer choice. This is still the case in poor countries, among less affluent groups and with commodity products.

2.4. Factor affecting consumer behavior

Consumer behavior refers to the selection, purchase and consumption of goods and service for the satisfaction of their wants. There are different process involved in the consumer behavior initially the consumers try to find what commodity they would like to consume, and then they selects only those commodities that provide greater utility. After selection the commodities, the consumers makes an estimate of the available money, which they can spend. Finally, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities they should consume. Meanwhile, there are various other factors influencing the purchase of consumer's such as social, cultural, personal and psychological.

2.4.1 Cultural factors

Consumer behavior is deeply influenced by cultural factors such as buyer culture, sub culture and social class. **Culture:** - is the part of every society and its important cause of person's wants and behavior. The influence of culture on buying behavior varies to country to country there for marketer have to be carefully in analyzing the culture of different groups, regions or even countries. **Subculture:** - such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design product according to the needs of a particular geographic groups. **Social class:** - is important to the marketers because the buying behavior of people in a given social class is similar in a way marketing could be tailored according to different social class. Here we should note that social class is not only determined by income but there are various other factors as well as: wealth, education, occupation etc.

2.4.2. Social factors

Social factors also affect the buying behavior of consumers. The important social factors are reference groups, family, role and status. Reference groups: - have potential in forming a person's attitude or behavior. The impact of reference groups various across products and brands. For instance if the product is visible such as dress, shoes, car etc. Then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influence because of his special skill, knowledge or other characteristics). Family: - buyer behavior strongly influence by member of family. Therefore, marketers are trying to find the roles and influence of their husband wife and children. If wife influences the buying decision of particular product then marketers will try to target the women in their advertisement. Here we

should note that buying roles changes with change in consumers life styles. Role and status;-each person possess different role and status in the society depending upon the groups, clubs, family organization etc. To which they belongs for instance a women work in organization as finance manager. Now she playing two roles, one of finance manager and other of mother therefore her buying decision will be influenced by her role and status.

2.4.3 Personal factors

Personal factors can affect the consumer's behavior. Like life style, economic situation, occupation, age, personality, etc. Age life; - cycle have potential impact on the consumers buying behavior. It is obvious that the consumers change the purchase of goods and service with the passage of time. Family life cycle consist of different stage such as young singles, married couples, unmarried couples, etc...which help marketers to develop appropriate products for each stage . (Solomon5thend). Occupation: - person has significant effect on his buying behavior. Example a marketing manager of an organization will try to purchase business suits, whereas a low-level worker in the same organization will purchase rugged work cloths.

Economic situation:-if the income and saving if customers is high then they will purchase more expensive products. On other hands, a person will low income and saving will purchase inexpensive products Lifestyle: - is another important factor affecting consumer buying behavior. It refers to the way a person lives in society and is expressed by the things in his or her surroundings. It is determined by customer's interest, opinion, activities etc. ...and shape the whole pattern of acting and interacting in the world. Personality: - is a change from persons to persons, time to time and place to place. Actually, personality is not what one wears; rather it is the totality of behavior of man in different circumstances. (KotlerandArmstrong, 2012).

2.4.4. Psychological factors

There are four important psychological factors affecting consumer-buying behavior. These are perception, motivation, learning and attitudes. Motivation: - is also affects the buying behavior of consumers. Every persons have different needs such as psychological needs, social needs etc. The nature of needs is that, some of them are most pressing while, others are least pressing. Therefore, the needs become a motive when it is more pressing to direct the person to seek the satisfaction. Perception:-is selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes, which are selective attention, selective distortion and selective retention. Belief and

attitude: - customers possess specific beliefs and attitude toward various products. Since such beliefs and attitude make up brand image and affect consumers buying behavior, therefore marketers are interested in them. Marketers can change the beliefs and attitude of customers by launching special campaigns. We all are consumers, but the act of consuming is an exact activity. The direct benefit from a clear understanding of consumer behavior is that it can make us all better and more prudent consumers. The improvement can result from a great application of the complexity of decision facing consumers, a better understanding of our own motives and decision process as consumers and a sound choice of products, service, brands and stores.

All individual should be interested in consumer behavior, because at some point almost every one becomes involved in buying product or service. As a buyer, an individual makes up the half of the marketing process. In its elemental form, marketing consists of an interaction between a buyer and seller for exchanging something of value for something of value to mutual benefit of both parties to the transaction (Walters and bergiel 1998).

2.5. The role of attitude in developing marketing strategy

Marketers define and measure attitude toward their brands because attitude can help them identify benefit segments, develop new products, and formulate and evaluate promotional strategies. Market segment can be defined by the benefits consumers' desire. These benefits consumer desires are measured by attribute evaluations.

2.5.1. Relationship between beliefs and attitude

The key concept of marketers is the relationship between the three concepts in beliefs, attitudes and behavior. These relationships are important to marketer because they indicate the success of marketing strategies. If advertising successful in establishing positive belief about a brand consumers are more likely to evaluate the brand positively and to buy it.

2.6. Factors that influence consumer decision making

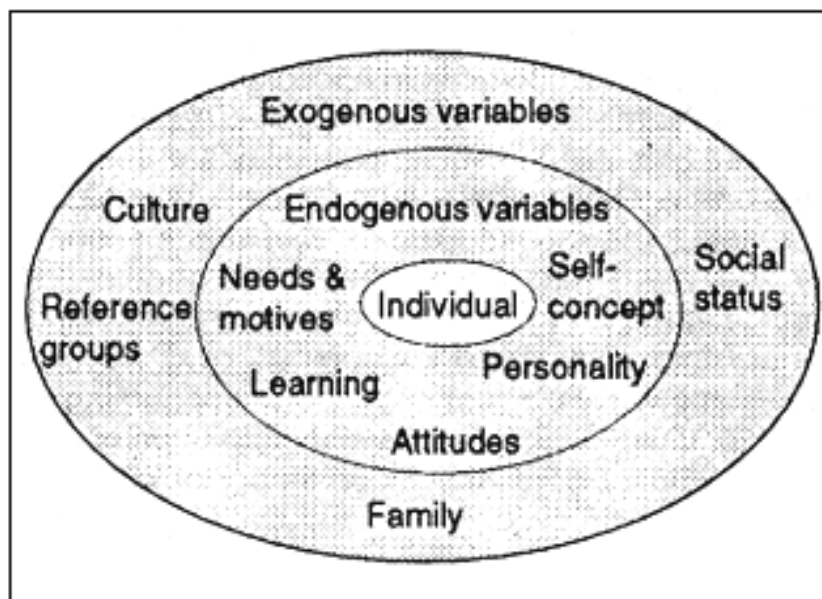
In terms of consumer's behavior, culture, social class, and reference group's influence social on consumer's decision-making: - these influence can have both direct and indirect effects on the buying process. By direct effects, we mean the influence of society on individual's basic values and attitudes as well as the important role that groups play in structuring an individual's personality. Marketing influence on consumers, decision-making strategies are often designed to influence consumer's decision-making lead to profitable exchanges. Each element of the marketing mix can affect the consumer's perceptions that the product is worth purchasing.

Product influence: - many attributes of a company's product including brand name, quality, newness and complexity can affect consumer's behavior. One of the key tasks of markets is to differentiate their products from those of competitors and create perception that the product is worth purchasing.

Price influence: - the price of products and service often influences whether consumers will purchase them at all and if all and if so, which competitive offering is selected.

Promotion influence: - advertising, sales promotions, promotions, Sales people and publicity can influence what consumers think about product, what emotions they experience in purchasing and using them, and what behavior they perform, including shopping in particular stores and purchasing specific brands.

Place influence: - the marketer's strategy for distributing products can influence consumers in several ways. Product that is convenient to buy in a variety of stores increase the chance of consumer's finding and buying them. Products sold in exclusive outlets, such as yard store, may be perceived by consumers as higher quality. In fact, one of the ways marketers create brand equity that is favorable consumers perception of brands, is by selling them in prestigious. Offering products by non-store method such as on internet or in catalogs, can create consumers perception that the product are innovative, exclusive or tailored for specific target market .



Finger: Write Conceptual farmer

CHAPTER THREE

3 RESEARCH METHODOLOGIES

3.1 DESCRIPTION OF SAMPLE SITE

Welkite town is one of the oldest towns in SNNPR which is known by kocho product (Enset), and located 156km from Addis Ababa. The town is a separate woreda in southwestern Ethiopia. The administrative center of the Gurage Zone of the Southern Nations, Nationalities and Peoples' Region (SNNPR), this town has a latitude and longitude of 8°17'N37°47'E and an elevation between 1910 and 1935 meters above sea level. It is surrounded by Kebena woreda and it was part of former Goro woreda. The city is located in the strategic place for the southern Ethiopia at the center and it has four outlets, which are connect Hosana, Butajira, Wallisso and Jimma town. Thus, outlet makes the city one of the commercial centers for the surrounding zones and for the region. Furthermore, it serves as an education center for the surrounding areas. The majority of the people in the town are leading their livelihood by undertaking large and medium trade. Such as hotel service cereal marketing stores flour mills pastries cloth making [weaving and sewing] livestock products, shoe shop etc. regarding industrial activities there are no large scale industries in Wolkite town.

3.2. RESEARCH DESIGN

The study would be adopted a descriptive type of research design by using both qualitative and quantitative approach to obtain the desired results of the study and to show detailed evidence about the problems. To achieve this goal, the researcher would use questionnaires, which include both close ended and open, ended as main tools.

3.3. DATA TYPE AND SOURCE

In this research, primary and secondary data were adopted and used for the preparation of the study. The primary data would be gathered from the customers by using questioner which include both open ended and close ended and the secondary data would be collected by using different reference's such materials and internet.

3.4. TARGET POPULATION

The populations of the study were customers of local shoes product in Wolkite town, specially those who live in the center of the city.

3.5. SAMPLING SIZE AND SAMPLING TECHNIQUE

The Researcher was used probability simple technique and use random sampling method where by the researcher consider the customers that are rightly uses the local shoes products. Based on this researcher would take total of 2200 population from this town. To determine sample size the researcher adopted simple mathematical formula that suggested by Solomon (1996) to determine sample size.

$$n = \frac{N}{1 + N(e)^2}$$

$$e = 0.1$$

$$n = \frac{2200}{1 + 2200(0.1)^2}$$

e-is the error or confidence level

N is total number of customers in the town

$$n = 96$$

n = sample size

3.6. DATA COLLECTION TECHNIQUES

In these research study, one of the reliable data was gathered from primary source also being gathered through using questionnaire of current customer of local shoe and the secondary data was collected by using different reference such as materials and internet.

3.7 DATA ANALYSIS TECHNIQUES

The data analysis of the study was based on the return of the questionnaire during data analysis, both tabulation and percentage method would be used for questionnaires and the data was collected by open-ended questionnaires and analyzed by qualitatively.

CHAPTER FOUR

4. Data analysis and interpretation

This chapter mainly deals with the analysis and interpretation of data obtained from consumers of the domestic shoes products. The central objective of assessing the consumer's attitude toward domestic shoes is to know their attitude toward domestic shoes products. The researcher had obtained the relevant data for the study, from the questionnaires which have been prepared and distributed to the respect respondent as indicated in the methodology section, questionnaires has distributed to the respondent .and out of the respondent which means from 96 respondent entire population has been answered the questionnaires. This part of the paper discussed the result of the study. The analysis deals about the customer's response about their attitude toward domestic shoes products.

Table 4.1. Characteristics of respondent

No	Item	Respondent	Percentage %
1	Sex		
	Male	66	68.7%
	Female	30	31.3%
	Total	96	100%
2	Age		
	Below 25	60	62.5%
	Above 25	36	37.5%
	Total	96	100%
3	Occupation		
	Self employed	16	16.7%
	Government worker	30	31.3%
	Private worker	20	20.8%
	Student	20	20.8%
	Unemployed	10	10.4%

Source: - questioner 2020

As the table 4.1 indicate that age number that below 25 years are 60(62.5%) and the rest 36(37.5%) are above 25 years and also 66(68.7%) are male and the rest 30(31.3%) are female .and the respondent Therefore this implies that most of the respondents are male and also aged below 25

Table 4.2: Leather shoe consumption

No	Item	Respondent	Percent
4	Do you consume leather shoe		
	Yes	96	100%
	No	-----	
Total		96	100%

No	Item	Respondent	Percentage (%)
5	How many times do you purchase per year?		
	once per year	60	62.5%
	two times per year	25	26%
	less than one year	11	11.5%
Total		96	100%

Source: - questioner 2020

As the table 4.2 indicated that “ consumptions of leather shoe, the questionnaire attempted to obtain whether the respondents consume leather shoes or not and the frequency of purchasing leather shoe per year if respondents consume leather shoes. Regarding the frequency of purchase, 60(62.5%) respondents opinion indicated that they purchased leather shoes once per year, respondents answer implied that they purchased shoes one to two times per year. However, 25(26%) respondents” responses were that they purchased two to three times per year, whereas the remaining 11(11.5%) respondents indicated that they purchased less than one time per year. Thus, from the total respondents 60 respondents made the maximum purchase, while 25(26%) respondents made minimum purchase per year. This implies that the majority of the customer’s frequency lay not more than one year.

Table 4.3: First choice of customers

No		No	Percent %
6	Which shoe do you prefer most?		
	Domestic shoes	18	18.8%
	Imported shoes	78	81.2%
Total		96	100%

Source: - questioner 2019

As table 4.3 indicated that statement of the problem section, domestic shoes face strong competition from imported leather shoes on the local shoes market. Therefore, in this section, consumers' preference whether domestic or imported leather shoe and the reasons behind for their preference were discussed and analyzed. Figure 4.3 respondents' preferences about domestic or imported leather. From the total 96 respondents, 81.2 percent (78 respondents) favored imported shoes, while 18 percent (18.8 respondents) preferred domestic leather shoes. As clearly stated in the table the more of the customers are interested of using the imported shoes over domestic one.

Table 4.4: Product fashionable and their influence on shoe choice

No	Item	Respondent	Percent (%)
7	How do you rate the style /design of imported shoes in terms of fashionable		
	Very good	60	62.5%
	Good	25	26.%
	Satisfactory	8	8%
	Poor	3	3.5%
Total		96	100%
8	How do you rate the style /design of domestic shoes in terms of fashionable		
	Very good	10	10.4%

	Good	11	11,5%
	Satisfactory	17	17.7%
	Poor	58	60.4%
Total		96	100%

Source: - questioner 2020

As table 4.4 indicated that regarding to variety, fashion ability, durability, comfort ability and price of both domestic and imported shoes discussed and analyzed. Moreover, style, quality and price of shoes influence on respondents' shoes choice were analyzed. Respondents were asked to gauge the style of both imported and domestic shoes in terms fashion ability. As figure 4,4 shows, percent 60 respondents (62.5percent) indicated high fashion ability of imported because 8 of respondent says good and 8% says satisfactory respectively. Whereas small number of respondent which is 5 respondent or 5% accept fashionable as very good and 10 respondent or 10.4% are said good and the rest and majority of respondent reply's satisfactory and poor which is 58% and 60.4% respectively for domestic shoes. Therefore this implies that imported shoes provided with better fissionability and attractiveness to leather shoe market in wolkite town than domestic shoes.

Table 4.5: product attribute and their influence on shoes choice

No	Item	Respondent	Percent%
9	How do you rate the style /design of Imported shoes in terms of range of variety		
	Very good	55	57.3%
	Good	25	26%
	Satisfactory	11	11.5%
	Poor	5	5.2%
Total		96	100%
10	How do you rate the style / design of domestic shoes in terms of		

	variety?		
	Very good	4	4.5%
	Good	14	14.2%
	Satisfactory	18	18.8%
	Poor	60	62.5%
Total		96	100%

Source: - questioner 2020

As table 4.5 indicates that respondents responded wide range variety of imported shoe by indicating “very good and good” and 57.3 percent (55 respondents) rated imported shoe range of variety as “very good and 4.5 percent (4)responded “good”. However, 57.3 percent (55respondents) scaled the imported shoe range of variety as moderate and 6 percent (5) responded as imported shoes as low level of variety. Whereas 5 percent (4 respondents) rated domestic shoe range of variety as very good. And 4.5 percent (4 respondents) responded domestic as good and 14.2 percent (14) and 26 percent (25) respondent rated domestic shoes low acceptable level of variety. The overall score of the shoes of imported shoes at position of high range of variety shoes with an average while domestic placed at the moderate low level of variety. Thus, imported shoe had better range of variety than domestic shoe the opinion that style had “little” or “very little” effect on their shoes choice.

Table 4.6: style’s influence on leather shoe choice

No	Item	Respondent	Percent %
11	How much influence does style on your shoes choice?		
	Very much	78	81.3%
	A lot	12	12.5%
	Little	4	4.2%
	Very little	2	2%
Total		96	100%

Source: - questioner 2020

As table 4.6 illustrates that 4.2 percent (4 respondents) indicated style did have high influence on their choice of leather shoe. However, 2 percent (2 respondents) were of the opinion that style had “little” or “very little” effect on their shoes choice. Figure 4.6 determine that style’s influence on leather shoe choice in general, style did have high level of influence on respondents shoe choice decision with in this regard, kanwal (2002), mentioned that what is happening in the world of style /fashion and what are the current fashions trends is one of the factors which consumers consider when buying products and which results in their change of taste. But the consumer’s judgments to prefer a product depends on the consumers’ level of fashion consciousness. From the above table the researcher understand that style have a high effect on the consumer’s choice of using the product.

Table 4.7: Durability influence on consumers shoes choice

No	Item	Respondent	Percent %
12	How much do you rate the quality of imported shoes in terms of durability?		
	A very good	30	31.3%
	Good	31	32.3%
	Satisfactory	20	20.8%
	Poor	15	15.6%
Total		96	100%
13	How do you rate the quality of domestic in terms of durability?		
	A very Good	65	67.7%
	Good	15	15.6%
	Satisfactory	10	10.4%
	Poor	6	6.3%
Total		96	100%

Source: - questioner 2020

As table 4.7 indicates that respondents were asked to rate the quality of imported shoes in terms of durability. In doing so, 31.3 percent (30 respondents) valued imported shoe highly durable by indicating “very good” and “good”, likewise 15.6 percent (15 respondents) imported

shoe as moderate and poor level in terms of durability on the other hand 67.7 percent (65 respondents) valued durability of domestic shoes by indicating very good and good respectively and 18 percent (16 respondents) implied as a satisfactory and poor which means they remain few respondent implied domestic shoes as low level of durability . From the table the researcher understand that the quality of durability of the domestic shoes has a good advantage over the imported one .Moreover durability according to (Kottler, 2006), quality has a direct impact on product performance; so, it is closely linked to customer value and satisfaction therefore, both shoes provided highly durable products to wolkite town shoe market having “very good” and “good” on average durability rate, domestic shoe perceived as better durable quality than imported ones with an average respondent implication of responded.

Table 4.8 comfortably influence the choice shoes preference

		Respondent	Percent %
14	How do you rate the quality of imported shoes in terms of comfortably?		
	Very good	65	67.7%
	Good	20	20.8%
	Satisfactory	8	8.3%
	Poor	3	3.2%
Total		96	100%
15	How do you rate the quality of domestic shoes in terms of comfortably?		
	Very good	8	8.3%
	Good	18	18.8%
	Satisfactory	10	10.4%
	Poor	60	62.5%
Total		96	100%

Source: - questioner 2020

As table 4.8 indicates that response on comfort ability of imported shoes, 67.7 percent (65 respondents) responded imported shoes were enjoyably comfortable by ranking very good and good respectively however, 18.8 percent (18 respondents) responded unpleasant comfort ability for imported shoe . Whereas 23 percent (21 respondents) responded domestic shoes enjoyably comfortable by ranking very good and good but the rest 8 percent (8.3) or the rest majority which means unpleasant comfort ability for domestic shoe. By responding satisfactory and poor respectively

As table 4. 8: indicates that imported shoe were provided with pleasing and better comfort quality than domestic leather shoe with an average respondents replies in Wolkite town. for this reason, imported shoe dominated the leather shoe market consumers“ choice regarding comfort ability of shoes. But still domestic shoe on leading position the leather shoe market choice concerning durability.

Table 4.9: quality’s influence on leather shoe preference

No	Item	Respondent	Percent %
16	How much influence does quality has on your shoes preference?		
	Very much	65	67.3%
	A lot	15	15.6%
	Little	10	10.4%
	Very little	6	6.7%
Total		96	100%

Source: - questioner 2020

Accordingly table 4.9 illustrate that, 67.3 percent (65 respondents) evaluation ensured that quality did have great effect on their choice of shoes by responding “very much” and a” lot” consecutively. However, the rest of respondent responded that of 6 percent (6.7 respondents) response was “little” and “very little” influence that the quality had on their shoe choice.

Thus, quality had larger degree of influence on respondent’s shoe choice decision was higher than any other studied factors in this study.

Table 4.10 price influence on leather shoes preference

No	Item	Respondent	Percent %
17	How do you rate the price of imported shoes?		
	Very high	62	64.5%
	High	23	24%
	Medium	6	6.3%
	Low	5	5.2%
Total		96	100%
18	How do you rate the price of domestic shoes?		
	Very high	6	6.3%
	High	16	16.7%
	Medium	62	64.5%
	Low	12	12.5%
Total		96	100%
19	How much influence does the price has on your shoes choice?		
	Very much	50	52.1%
	A lot	30	31.3%
	Little	10	10.4%
	Very little	6	6.2%
Total		96	100%

Source: - questioner 2020

As table 4.10 shows, respondents“ evaluated price of both imported and domestic shoes. When it was discussed, 6.3percent (6respondents) were found the price of imported shoe as expensive, while only the 64.5 percent (62 respondents) rated the price of imported shoe both balanced and cheap . In contrary to this, when they were asked about the domestic shoes 52.1 percent (50respondents) responded that the price of domestic shoe was expensive and the rest majority respondent responds which is 6.2 percent (6 respondent) accept the price as cheap.

Price thus, domestic shoe price overall perceived as cheaper than that of imported shoe with an average grade of respondent replies while, imported attained high price from the above table second question were asked to rate the level of influence a price did have on their shoes choice.

So that, 16.7 percent (16 respondents) responded that price did have high influence on their shoes choice, and the remain 10.4 percent (10 respondents) response implied “little and very little” effect of price on their shoes preference. So that, price had high influence on consumers’ shoes preference with result of which analyzed in table 4.10 the greater number of respondent responded “very much” and “a lot” around 82 percent therefore price have a greater impact on consumers leathers choice. From the table one can understand that the customers consider the price as criteria for choice of a product.

Table 4.11 attitude about domestic shoes product

No	Item	Respondent	Percent%
20	In general what is your attitude toward domestic shoes product?		
	Good	18	18.8%
	Neutral	28	29.2%
	Bad	50	52%
Total		96	100%

Source questioner, 2019

As table 4.11 indicates that the general attitude of the consumers for domestic product is good was 18.8 percent (18respondent), neutral 29.2 percent (28) respondent and the remain 52percent (50 respondent) from the table one can deduce that the general attitude of the consumers toward are not good because of the perniciously described reason which means most of consumers are depend on the product attributes to buy or own. And their buying decisions are based on the product attributes. Up next the question is posed to the respondent to answer the overall market performance and market share of the domestic shoes product and majority of the respondent replied the domestic shoes market coverage as poor because most are made in Ethiopia leather shoes. distribution outlet selective the probability of availability is low and based on the performance as previously explained that they look the domestic shoes as poor in terms of product attributes in relation to imported one as generally when one generalize the above three question the overall respondent or consumer’s attitude toward domestic shoes product were not good. And the domestic shoes were swallowed by the imported shoes.

CHAPTER 5

5. Summary, conclusions and recommendations

The purpose of this last chapter is to present summaries of major findings and concluding remarks and forwarded possible recommendations. Thus, the first section presents the study's major findings summaries. The second section presents conclusions. The third and finally section present discussions about recommendations.

5.1. Summary

In this section major findings of the study summarized as follows at the begging the analysis show that the majority of the respondent were aged below 25 years in number they are 60 out of the 96 respondents when it's rated in percent it accounts 62.5% and the rest respondent are above 25 years up next when one seeing the gender of the respondent most of them were male also it accounts 68.8% and the rest were females. Other study finding shows that the respondent occupation background from the total 16 respondent are self-employed,30 are government workers, 20 are private workers, 20 are student and the rest 10 are unemployed this shows that the majority respondent are students .

The study findings showed that most of the respondents purchased shoe one time per year and they accounted 62.5 percent, while 26 percent of respondents made maximum purchase between one to two times, and with the same frequency 11.5 percent of respondents made minimum purchase less than one times per year. The findings also indicated that from the total respondents, 81.8 percent of respondents" favored imported shoe and the remaining 18.2 percent of respondents preferred domestic shoe. Thus it was indicated that imported shoe dominated the consumer's attitude of preference over domestic shoes on Wolkite shoe market.

Concerning style of leather shoes, respondents" perceived imported shoe as highly fashionable with the evidence of 62.5% respondent's response but domestic shoe were preferred by the rest lowest number respondents that of 37.5% and range of variety for imported shoe as high with a percentage number of respondents which accounts domestic shoe was perceived by consumers lower level of range of variety with reply's. The study also founded those respondents as a whole highly influenced by style of shoe with an average respondent number of indicated very much. Regarding quality of leather shoes on durability a respondents" perceived as imported shoes were highly durable by indicating averagely but their response to domestic leather shoe indicated it was better durable than that of imported shoe as the indicated in the analyze table. Up next it

was founded that imported shoe was highly comfortable than that of domestic leather shoes comfort ability showing agreement whereas the rest agreed up by replaying response on comfortably.

With regard to quality effect on consumers preference as an averagely the highest number of respondent reply quality as highly effect on their shoes. With respect to price, the overall respondents rated price charged on imported shoe as expensive than with that of domestic and they rated the price of domestic shoe as moderate (medium) by this statement much of them are agrees. Finally consumer's attitude for domestic shoes in percent good and bad consecutively at the same position which indicate the 70.8% and the neutral respondent at the lowest stage or 29.2% therefore researcher analyze.

5.2. Conclusions

Based on the analysis conducted in this study the following important conclusions are drawn below. This study founded that the majority of respondents" favored imported shoe. As a result, imported leather shoe dominated the consumers" choice in Wolkite town. In addition, it was founded that majority of consumers purchased shoes once per year. The study's finding indicated that among other factors quality, style and price, were a reasons for the majority of respondents shoe choice. Thus, product quality, style and price were considerably important basis for the consumers" choice of leather shoes in wolkite shoe market

Style: regarding the style of leather shoes, the study founded that the style of domestic shoes were less attractive interims of fissionability and had less variety than imported shoes according to local shoe market perception. Thus, it was concluded that consumers who give more emphasis to style in their shoe choice, preferred imported shoes. The study also founded that style of shoes as one of important factors to consumers since it highly affected the respondents shoe preference in general.

Quality: concerning the quality of shoes, the study founded that domestic leather shoes were better durable but less comfortable than their peers; those of imported ones. So that, consumers who were subjected other than to durability preferred domestic shoes and those to comfort ability favored the foreign shoes. In addition, the findings revealed that product quality played an important role in influencing consumers" shoes preference. Interestingly, the overall study respondents opinion showed that their shoe choice to a large degree influenced by the quality of the product. From this one can conclude that quality as vital factor which can greatly influence

the consumers purchase choice represent that domestic leather shoes were lower priced than foreign shoes. For this reason, the domestic leather shoe highly dominated the shoe preference of most of price mattered consumers. The researcher also founded that even though a few respondents' product choices were not affected by price, majority of them indicated the price influence on their product preference. Thus, it can be concluded that price is one of important factors considerably influenced the consumers' shoe preference. Now a day's customer give more attention to the product that have a good image and well known products so domestic shoe companies must focus to give awareness about the domestic shoe for their target customer by using promotion mix and by working hard on the fashionable, style and comfortable of the domestic shoe. If domestic shoe companies can do these they can easily solve the problem or the gap.

5.3. Recommendation

In this section some viable recommendations are forwarded on the bases of the research findings. For any business operation to be successful, the products acceptance by consumers is a key issue that must not be neglected as in competitive and dynamic environment. These days, in seeking, to choice among different products to satisfy their need and want, consumers see each product as a bundle of attributes with varying abilities of delivering the benefits to satisfy this need and want. Even though, the attributes of significance to buyers vary by product, style, quality and price are attributes sought in a shoe. The domestic shoe companies and factories found in Ethiopia better constantly come up with new styles/designs and product line extensions to bring back competitive advantage taken by imported shoes regarding fashion ability, wide variety and comfort ability. Thus, deeper understanding of target consumers can allow them, what new style or design and comfort of product to produce or modifying existing products style or design and how to market them. So that, the domestic companies work more on deeper consumer insight investments to take steps in influencing consumers' choice decision.

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APPENDIX
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

Questionnaires for customers

Wolkite University College of Business and Economics, Department of Marketing Management dear participant, this questionnaire is designed to gather data on “ASSESSMENT OF CUSTOMERS ATTITUDE TOWARD LOCAL SHOES IN CASE OF WOLKITE TOWN. The aim of the study is requirement for the bachelor of degree in marketing management (BA) at Wolkite University. Your highly esteemed responses for the questions are extremely important for successful completion of my research. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. You do not need to write your name. Finally, I would like to thank you very much for your cooperation and sparing your valuable time for my request. Indicate your response by putting a tick in the box in the provided box.

Note: If some information barrier is in countered because of language I am ready to translate and don't hesitate any ambiguity idea to ask.

1. Sex A. male B. female
2. Age —
3. Occupation _____ name of the organization _____
4. Do you consume leather shoes? A. Yes B. No
5. How many times do you purchase per year _____
6. Which shoe do you prefer most?
A. Imported B. Local
7. How do you rate the style/design of imported shoes in terms of fashion ability?
A. Very good B. Good C. Satisfactory D. Poor
8. How do you rate style/design of Local shoes in terms of fashion ability?
A. Very good B. Good C. Satisfactory D. Poor
9. How do you rate the style/design of imported shoes in terms of range of variety?
A. . Very good B. good C. satisfactory D. Poor?
10. How do you rate the design/style of Local shoes in terms of range of variety?

A. very good B. Good C. satisfactory D. poor

11. How much influence does style has on your shoes choice?

A. Very much B. A lot little C. Very little

12. How do you rate the quality of imported shoes in terms of durability?

A. very good B. Good C. satisfactory D. Poor

13. How do you rate the quality of Local shoes in terms of durability?

A. Very good B. Good C. Satisfactory D. Poor

14. How do you rate the quality of imported shoes in terms of comfort ability?

A. Very good B. Good C. satisfactory D. poor

15. How do you rate the quality of Local shoes in terms of comfort ability?

A. Very good B. Good C. satisfactory D. poor

16. How much influence does quality has on your shoes preference?

A. Very much B. a lot C. little

17. How do you rate the price of imported shoes?

A. Very high B. High C. Medium D. Low

18. How do you rate the price of Local shoes?

A. Very high B. High C. Medium D. Low

19. How much influence does the price has on your shoe choice?

A. Very much B. a lot C. Little

20. If you have any comment/suggestion please write on the space below

21. How do you rate the supply of Local shoes product in the market?

22. In general, how you see the performance of Local shoes?

23. In general what is your attitude toward Local shoes product?

A. Good B. Neutral