

FACTORS AFFECTING CONSUMER PREFERENCE TOWARDS DOMESTIC VERSUS
IMPORTED SHOES.THE CASE OF WOLKITE UNIVERSITY BUSINESS AND ECONOMICS
STUDENTES



Wolkite University
We Strive for Wisdom!

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

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MANAGEMENT FOR PARTIAL FULFILLMENT OF BACHELOR OF ART
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BY

RODAS NIGUSSIE

ADVISOR

MR. MULUKEN HAILU (MBA)

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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.

Name of advisor

signature

date

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ABSTRACT

The main purpose of this study to know factors which affect consumer preference towards domestically made shoes versus foreign made shoes. Knowing the role of consumer preference towards shoes and those factors affecting consumer preference is very important to marketers as a determinant of success. To ensure success, an understanding of consumer preference is important. The student researcher would use target population of Wolkite University business and economics students. The student researcher was use descriptive sampling techniques and select sample of 87 from 680 of target population. Based on the study objective, the studies would have both primary and secondary data to identify the constraint that help consumer preference of both foreign with domestic shoes. Primary data collected by using questionnaires and secondary data would be collect from different document. Finally the research paper would be contain analyzing and interpreting of the finding of the study and the student researcher would be conclude and recommend the study.

Key words: consumer preference, domestically made shoes, foreign made shoes

CHAPTER ONE

INTRODUCTION

This chapter introduces the phenomenon under study. It consists of the background of the study, statement of the problem, research questions, and objectives of the study, scope of the study, significance of the study limitation of the study, and organization of the studies. The chapter finally outlines the structure of the report.

1.1. Background of the Study

Consumer preference is defined as the subjective individual taste as measured by utility of various bundle of goods. They permit the consumer to rank these bundle of goods, according to the level of utility given to the consumer. Note that preference is independent of income and price. Ability to purchase goods does not determine a consumer like or dislike (Paulin and Crisfield, 2010).

Consumer preference is an important determinant of demand. This preference can change rapidly in response to advertising and customs. Consumer and producers have strong relationship. Therefore, producers determine what should be produced and not to be produced based on the requirement of the consumer to achieve their objective and sell maximum amount of product (Clifford, et al 1986).

In 2017, there were 3.5 billion consumers in the world. By 2030 the number will be 5.6 billion (world counts). Who annually consume an estimated \$65 trillion worth of goods and services. Among these consumer goods shoes are one of the basics. Currently, different types of shoes are produced by different companies in different countries to different consumed. These Consumers around the world vary tremendously in age, income, education level, tastes and preference even though they buy an incredible variety of goods and services. But these diverse customers relate with each other and with other elements of the world around them affect their choice among various products, services and companies.

Today, as a result of changing world business environment, global competition is intensifying, foreign firms are expanding into new international markets and home markets are no longer as

rich in opportunity. Local companies that never thought about foreign competitors suddenly find these competitions in their own back yards (Kotler et al. 2005).

Existence of such stiff competition among companies benefited the local consumers through providing ample of product choice in general. Ethiopia, as one part of the world communities, changes in the world business activity may affect negatively or positively its business activities, these include business activities performed by shoe products industry.

The aim of this research is to analyze the main reasons behind why consumers prefer either foreign made shoes or domestically made shoes. Finally, this research is aimed to identify the major variables that bearing on the preferences of consumer's degree.

1.2. Statement of the Problem

As the foreign made shoes dominate the local markets, domestic shoes producers lose customers' trust and face difficult to stay in the market. As a result, rate of unemployment in the country increasing. When many companies tempt to import shoes from abroad, it is obvious that the country will lose hard currency which has to use for other development areas. Moreover, as domestic producers get out of the market, the country will lose revenue that has been collected in the form of tax. Consumer preferences changing from time to time due to product quality, features, price, and cost. There is a consistency in various literatures that, as quality is an integral feature of a product, it determines decision of consumers which could further influence consumer preference (Baker, 1996). In other ways, the existence of close substitute products also affects aggressively the preference of products. Because this problem, will be inspired to identify the preference determinants of customer toward local shoes or foreign the researcher made products.

According to World Bank group (2006), the domestic market for footwear at present suffers from fierce price competition from synthetic footwear imported from China at much cheaper prices. Though low in durability, these low quality Chinese shoes are considered somewhat stylish and fashionable in design and heel heights and are available for men, women and children in all local shops. Tegegne (2007) mentioned that the domestic shoes market has been flooded with cheap imports from Asia, particularly from China and this has inflicted heavy impacts on the sector, and threatened its competitiveness in the domestic market. Sutton and Kellow (2010) also

pointed out that the leather footwear of Ethiopia face strong competition from shoes and other leather products imported from china and elsewhere.

All above studies showed that domestic shoes markets are filled with various shoe imports, and domestic shoes consumers are provided with multiples choice of shoes around the world. As a result, domestic shoes are facing stiff competition from abroad in their home market.

Consumers preference of shoes is still remained as open that need to be assessed. For this reason, this study conducted to assess the consumers preference either imported or domestic shoes. Since understanding of what consumers choices and why they prefer is important for shoes manufacturers, wholesalers and retailers, it will lead to more accurate merchandise mix and marketing programs.

Thus, it is worthy to study customer's choices among shoes of different countries in comparison to domestic ones, identify the factors that affected consumers' shoes preference and forward possible recommendations to shoes companies.

So this research fill the significant gap by providing systematic analysis on the factor affecting consumer preference toward domestic shoe product versus imported in Wolkite university students and it helps to build consumer awareness about domestic shoe which increase the usage of domestic shoe products rather than imported.

1.3. Objectives of the study

The general objective of the study is to assess factors affecting consumer preference towards domestically made shoes versus imported made shoes.

1.3.2. Specific Objectives of the study

The specific objectives of this study include:

- To identify the current consumer preferences towards domestically made shoes versus foreign made shoes.
- To explore weather domestically made or foreign made shoes more preferred in the study area.

- To describe the main factors that determines consumer preferences in the study area.

1.4 Main Research question

What are the factors affecting consumer preference towards domestic versus imported shoes?

1.5 Research questions

- What is the current preference of customers, domestically made shoes or foreign made shoes?
- Which types of shoes is more preferred in the study area from domestically made or foreign made shoes?
- To what extent did each product attributes influenced consumer's preference of shoes?

1.6 Significance of the Study

The research would be significant in terms of providing producers with information about the factors that make consumers shift their demand to foreign made shoes or domestically made shoes. And hence they can adjust themselves to act according to consumer's demand. This study will help all stakeholders: shoes retailers, wholesalers, manufacturers, consumers as well as the government, by indicating the current actual attitude of consumer preference towards domestically made shoes versus foreign made shoes. The recommendations to be forwarded should be help to tackle the problems going to be identified. In addition to this, it should be help the researcher to have more experience in conducting further research. Finally, the study enables the researcher to hold Bachelor of Arts degree in marketing management.

1.7 Scope of the Study

Conceptually, this research entirely focuses on factors affecting consumer preferences towards domestic versus foreign made shoes, particularly in Wolkite university business and economics students. This research would be made to identify the facts that influencing consumers either to have negative or positive It is.

1.7 Limitation of the Study

It is undeniable that; every study has its own limitation. This study focuses on selected business and economics students those only functioning in selected college, hence the target population of this study would be limited to only business and economics students those formally registered Wolkite University. As this study focus on those students in Business and Economics College, it has a limited in excluding those students in other colleges due to financial and time constraints. And have lack of resource because of my title was modified.

1.8 Defination of key terms

Consumer preference: are expectations, likes and dislikes, motivation and inclination that drive customer purchasing decisions.

Foreign shoe: Imported shoes are merchandises which are brought into a place or country from a foreign country, in the transactions of commerce.

Domestic shoe: buyer or user which are made in one's own house, nation, or country.

1.9. Organization of the paper

This research report would be organized under five chapters as listed below.

Chapter one: background of the study, statement of the problem, research objectives, research questions, significant of the study, scope of the study, organization of the research paper

Chapter two: Literature review of the related literature.

Chapter three: Research methodology this chapter includes research design, data type, and source, sampling technique, sampling size, methods of data collection, methods of dada analysis.

Chapter four: data presentation, analysis and interpretation.

Chapter five: summary, conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

Overview of literature review

In this part of the study different sources that related to consumer preference towards domestic made shoes versus foreign made shoes and the related sources are reviewed.

2.1 Theoretical Review

2.1.1 Consumer preference

Increased understanding of consumer preferences for foreign versus domestic products and the linkage to price and quality attributes can facilitate more effective product positioning, more efficient strategy development, and overall knowledge of the dynamics of international markets. Greater knowledge of country image in all its facets can permit researchers to adjust given aspects of the product or promotion mix so that products can be targeted to the needs of specific markets. By delving more deeply into the various aspects of consumer preferences, scholars may be able to refine extant understanding in ways that advance international consumer behavior research. (Gary A. Knight).

Compare consumer preferences for goods made abroad and in the home country by both foreign and home-country firms. These preferences and the intervening role of price-quality attributes are assessed in an empirical study using conjoint analysis and a MANOVA procedure. Results suggest that country of manufacture and product quality strongly influence consumer decision making in globally available product categories. Specifically, compared to imported goods, consumers appear to prefer domestically manufactured goods and are often willing to pay a higher price for them. It is usually only when imported goods are of significantly superior quality that consumers will pay more to obtain them. Finally, in their purchase decisions, consumers appear not to put much weight on a product's perceived importance to the home country. The variety of imported goods available for sale in developed countries is considerable. With ongoing trade liberalization, the globalization of markets, advances in communications and transportation technologies, and other facilitating factors, consumers are increasingly exposed to a wide array of imported goods (Business Week, 1993; Chuushoo Kigyoo Cho, 1995; Craig and Douglas, 1996).

Previous studies have suggested that consumers tend to stereotype products manufactured in foreign countries, and that, owing to negative stereotypes about some foreign goods and patriotic feelings about goods made in the home country, consumers are more likely to prefer domestically-made goods (Han, 1988; Maheswaran, 1994). While the importance of marketing mix variables such as price and product quality has been firmly established, the national origin of the product and the role of the image of the product's country of origin are the subject of ongoing research

Bilkey and Nes (1982) in their review of literature suggested that there is a tendency for consumers to evaluate their own country's products more favorably than do foreigners. From consumers but the authors found that, for many consumers, the effect of product evaluation bias can be offset by price concessions.

2.1.3 Attitude – Definition

An attitude is simply a positive or negative evaluation or belief that people hold about something which intern 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 (psychology the adaptive minds S Vainer 1996).

Attitude put consumers in the frame mind of liking or disliking an object, moving towards similar object (Kottler, 1997). Attitudes are not easily changeable because they are presentation of one's inner feeling. Hence a consumer one switched to foreign product will stay consistently loyal to it.

Attitudes are expressions of inner feeling that react whether a person is favorably or unfavorably disposed to some object or product (Lean G.Schiffman, Lazier Lazar Hanuk 2000).

2.1.4 The effects of country image

The image of a country has a major influence on consumers' product evaluations. To communicate a new product successfully on the international market, marketing experts need to understand the impacts of a product's country image (Roth & Romeo 1992). Nagashima (1970) conducts one of the first research studies defining country image. A survey among American and Japanese business people reveals the following definition of country

image:“the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions.” (Nagashima 1970, p.68) To apply country image more to a marketing perspective and in line with that to consumers product evaluations, Han (1989) defines country image through the quality of a country’s products. The quality of a product appears to be the most significant factor for consumers’ country image perceptions (Han 1989)

2.1.5 The country of origin effect and consumer ethnocentrism

The country of origin effect, also known as the “made in” concept, has been broadly defined as the positive or negative influence that a product's country of manufacture may have on consumers' decision processes or subsequent behavior (Elliott and Cameron, 1994). Within the realm of consumer decision making, country of origin has been defined as an extrinsic cue that acts as a risk mitigant or quality cue for consumers (Cordell, 1992).

Recent research has linked the country of origin effect to levels of consumer ethnocentrism. Consumer ethnocentrism focuses on the responsibility and morality of purchasing foreign-made products and the loyalty of consumer’s to products manufactured in their home country (Shimp and Sharma, 1987). In contrast to ethnocentric consumers, non-ethnocentric consumers have been found to place less emphasis on the origin of the product, but rather evaluate foreign products on their own merits. Non-ethnocentric consumers may even evaluate foreign products more favorably because they are not sourced domestically (McIntyre and Meric, 1994).

2.1.6 Domestic alternative not available

The country of origin research by examining the influence of consumer ethnocentrism in decision situations where a domestic product may be available. However, if a domestically manufactured product is not available, the ethnocentric consumer will have no choice but to purchase imported goods. In countries such as New Zealand, the loyalty of consumers to domestic goods cannot encompass all product categories, because domestic industry does not manufacture all types of products (Garland and Coy, 1993; Herche, 1992). Moon (1996) noted that even highly ethnocentric consumers can have a favorable attitude towards a foreign culture but the question remains as to which countries will be the preferred choice of ethnocentric consumers when

purchasing goods not manufactured domestically. Sharma et al. (1995) provide some insight into this area Domestic alternative not available. The above hypotheses provide a replication of previous country of origin research by examining the influence of consumer ethnocentrism in decision situations where a domestic product may be available. However, if a domestically manufactured product is not available, the ethnocentric consumer will have no choice but to purchase imported goods. In countries such as New Zealand, the loyalty of consumers to domestic goods cannot encompass all product categories, because domestic industry does not manufacture all types of products (Garland and Coy, 1993; Herche, 1992). Moon (1996) noted that even highly ethnocentric consumers can have a favorable attitude towards a foreign culture but the question remains as to which countries will be the preferred choice of ethnocentric consumers when purchasing goods not manufactured domestically. Sharma et al. (1995) provide some insight into this area. They suggest that ethnocentric consumers may distinguish countries based on their similarity to the home country as either in-group or out-group.

Ethnocentric consumers are expected to exhibit a greater preference for products from these in-group countries over products from the out-group countries because of their in-group status. Therefore, it could be hypothesized that in a decision situation where domestically manufactured goods are unavailable, ethnocentric consumers will exhibit a preference for products from culturally similar countries over those from culturally dissimilar countries. Once again, the following hypotheses concern the attitudes of ethnocentric consumers only.

In decision situations in which there is no domestic alternative, individual with high levels of consumer ethnocentrism will have more favorable attitudes toward products imported from culturally similar countries than products from culturally dissimilar countries. (Sharma, et al. 1995).

2.1.7 Consumer Perception on foreign products

Consumers in less developed countries may favors products and brands from developed countries and Nigerian consumers are no exception. Consumers' attitude towards Western culture especially from countries that were colonized are ameliorated and they often value Western goods more than locally made good. Consumers may prefer high-quality imported goods, they do not blindly buy Western goods, and they may rather seek quality at a good price. It is also

possible that foreign brands may lose their appeals as locally made goods increase in quality and attractiveness (Zhon and Hui, 2003; Li, 2004).

2.1.8 Consumer perception and patriotism

Kaynak and Cavusgil (1983) studied consumers' perceptions of different classes of products from 25 countries. They found that respondents held positive attitudes towards products made in their own country but the same respondents could be swayed to choose foreign products if quality and price considerations were sufficiently favorable. Specifically, they observed that consumers may not accept inferior-quality domestic products when superior foreign products are available. They concluded that consumer attitudes toward products of foreign origin vary significantly across product classes.

Han (1988) concluded that the emotion of patriotism played a significant role in consumers' choice of televisions and automobiles. However, "the cognitive attitude toward products made indifferent countries (country image) played a limited role". The study found that "patriotic" consumers tend to be older, white, and from blue collar occupations. Hong and Wyer(1989) found that a product's country of origin stimulates subjects' interest in the product and consequently leads them to think more extensively about product information and its evaluative implications . (Hong and Wyer (1989)

Increased understanding of consumer preferences for foreign versus domestic products and the linkage to price and quality attributes can facilitate more effective product positioning, more efficient strategy development, and overall knowledge of the dynamics of international markets. Greater knowledge of country image in all its facets can permit researchers to adjust given aspects of the product or promotion mix so that products can be targeted to the needs of specific markets. By delving more deeply into the various aspects of consumer preferences, scholars may be able to refine extant understanding in ways that advance international consumer behavior research's

2.1.9 Factors influence consumer preference

Consumers purchases are decision are influenced by cultural, Social, personal and psychological factor. (Kottler and Armstrong, 2010)

2.1.9.1 Cultural factors

They exert the broad and deepest influence on consumer behavior. The market needs to understand the role played by the buyer cultural, sub-cultural and social class.

2.1.9.1.1 Culture

It 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 or 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.

2.1.9.1.2 Subculture

Each culture contains smaller subculture, or group of people with shared value systems based on common life experience and situations. Sub cultures include nationalities, religions, racial groups, and geographic regions. Many sub cultures make up important market segments, and marketers often design products and marketing programs tailored to their needs.

2.1.9.1.3 Social class

Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

Social class is not determined by a single factor, but is measured 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.

2.1.9.2 Social factors

Consumer behavior is also influenced by social factor such as consumer small group, family social role and status.

2.1.9.2.1 Groups and Social Network

Many small groups influence a person's behavior. Groups that have direct influence and to which a person belongs are called membership group. In contrast, reference groups serve as direct (face to face) or indirect point of comparison or reference in forming a 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.

Word - of - Mouth influence and Buzz Marketing- word of mouth influence can have a powerful impact on consumer buying behavior. The personal words and recommendations of trusted friends, associates, and other consumers tend to be more credible than those coming from commercial sources, such as advertisements or sales people. Marketers of brands subjected to strong group influence must figure out how to reach opinion leaders. Opinion leaders are people with in a reference group who, because of special skills, knowledge, personality or other characteristics exert influence on others.

Buzz marketing involves enlisting or even creating opinion leaders to serve as "brand ambassadors" who spread the word about company's product.

2.1.9.2.2 Family

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

2.1.9.2.3 Roles and status

A person belongs to many groups' family, clubs, 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.

2.1.9.3 Personal factor

Buyer decision is also influenced by characteristics such as the buyers age and life cycle stage, occupation, economic situation, life style, personality and self-concepts.

2.1.9.3.1 Age and life cycle stage

People change to the goods and service they buy over their lifetimes. Tastes in food, cloths, furniture and recreation are often age related. Buying is also shaped by the stage of the family life cycle-the stages through which families might pass as they mature over time.

2.1.9.3.2 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.

2.1.9.3.3 Economic situation

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

2.1.9.3.4 Life style

People coming from the same subculture, social class and occupation may have quite different life style. Life style is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers AIO dimensions (activities, interests, and opinions).

2.1.9.3.5 Personality and self-concept

Each person's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that distinguish a person or group. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices. Brand personality is the specific mix of human traits that may be attributed to a particular brand.

2.1.9.4 Psychological factors

Persons buying choice are further influenced by four major psychological factors, motivation, perception, learning beliefs and attitudes. (Kotler 1999)

2.1.9.4.1 Motivation

A person has many needs at any time. Some are biological, arising from states of tension such as hunger, thirst, or discomfort. Others are psychological, arising from the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to sufficient level of intensity.

A motive (drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. Psychologists have developed theories of human motivation. Two of the most popular - the theories of Sigmund Freud and Abraham Maslow - have quite different meaning for consumer analysis and marketing.

2.1.9.4.2 Perception

A motivated person is ready to act. How the person acts is influenced by his or her own perception of the situation. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. People can form different perceptions of the stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention. Selective attention - the tendency for people to screen out most of the information to which they are exposed - means that marketers must work hard to attract consumer attention.

Selective distortion describes the tendency of people to interpret information in the way that they will support what they already believe. Selection retention means that consumers are likely to remember good points made about a brand they favor and forget much of what they learn.

2.1.9.4.3 Learning

When people act, they learn. 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.

2.1.9.4.4 Beliefs and Attitudes

A belief is a descriptive thought that a person has about something. Beliefs 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. Attitude describes a person's relatively consistent evaluations, feeling and tendencies toward an object or idea. Attitude put people in to a frame of mind of liking or disliking things, of moving toward or away from them.

2.1.10 Information search

If problem recognition strongly the score stage in the consumer decision making process will begin .information search involves the identification of the alternative ways of problem solution. reference to personal experience and marketing communication .if satisfaction solution is not found, then external search begins. This involves personal sources such as friends, the family, work colleague and sales person. The third party report, such as which report and product testing report, in newspaper and magazines may provide unbiased information ,and personal experience may be sought such as asking demonstration and viewing ,touching or testing the product (David Jobbe.2004

2.1.11 Expectation

People usually set what they expect to set and set is usually based on familiarity previous experience or pre-condition set (expectation),in marketing contest people tend tired to perceive product attribute according to their own expectation .a student who has told by his friends that a particular professor is interesting and dynamics will probably perceived the professor on that manner when the class begin the teenage .who attend movie that has been killed as tarrying will problem to find it.(L.G.Shifman L.L kannuk 2004)In my opinion the consumer selective (preference) based on their previous experience or precondition.

2.2 Empirical Review

According to World Bank group (2006), the domestic market for footwear at present suffers from fierce price competition from synthetic footwear imported from China at much cheaper prices. Though low in durability, these low quality Chinese shoes are considered somewhat stylish and fashionable in design and heel heights and are available for men, women and children in all local shops.

Tegegne (2007) mentioned that the domestic shoes market has been flooded with cheap imports from Asia, particularly from China and this has inflicted heavy impacts on the sector, and threatened its competitiveness in the domestic market.

Sutton and Kellow (2010) also pointed out that the leather footwear of Ethiopia face strong competition from shoes and other leather products imported from china and elsewhere.

According to Endalew Adamu (2011) also mentioned that the factors affecting consumers shoe preference are quality ,syle ,and price important basis for the consumers choice of leather shoes.

Ramkumar and wayne D.hoyer, focused on the influence of contextual factors on consumer preference.

2.3 CONCEPTUAL FRAMEWORK

The following figure demonstrates the factors affecting customers' preference towards domestic versus foreign made shoes. The factors are included in the framework after review different literatures. Accordingly, many researchers agree that the following variables commonly affect the preference of customers

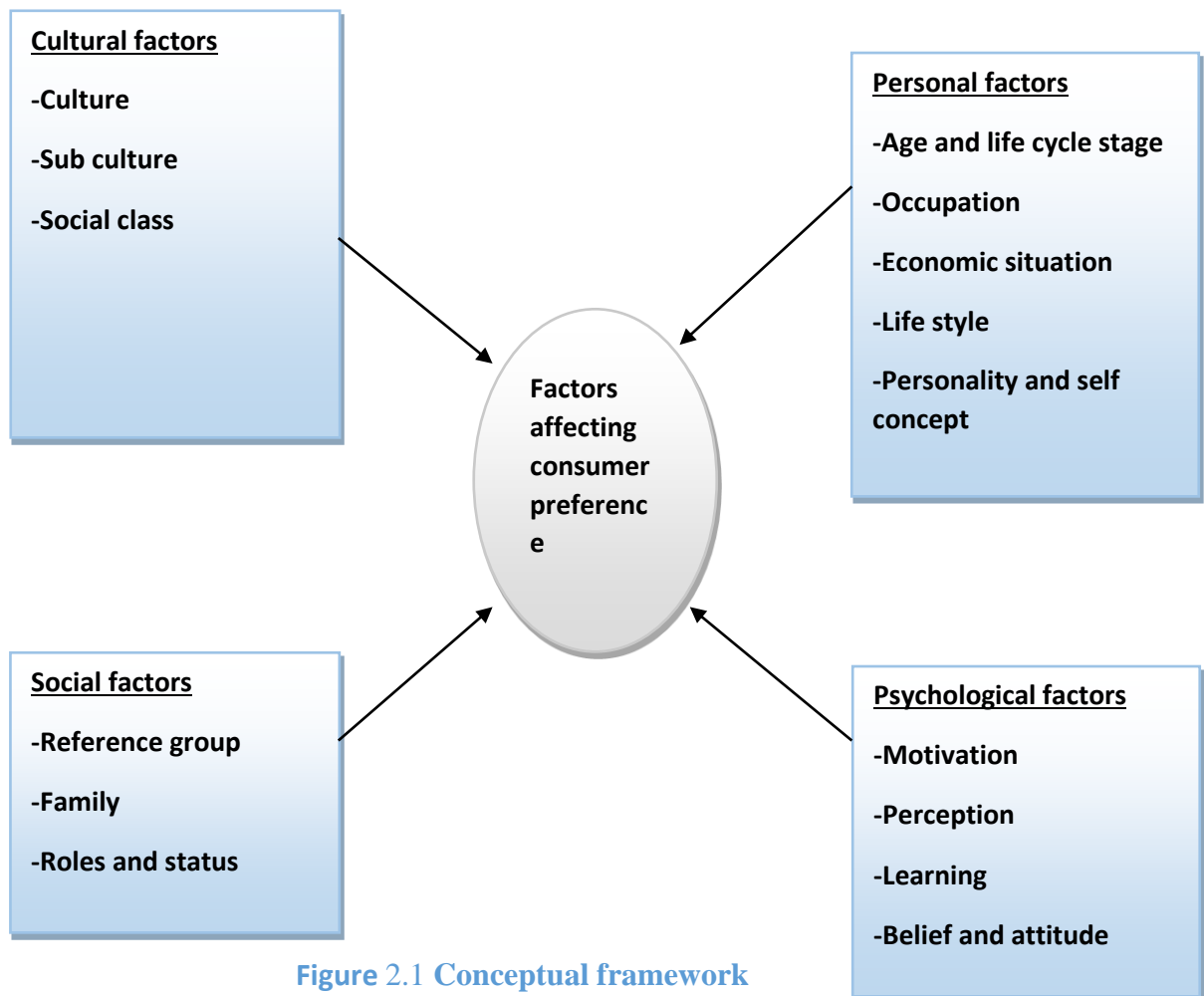


Figure 2.1 Conceptual framework

Source: Researcher own model, 2023

CHAPTER THREE

3 RESEARCH METHODOLOGY

INTRODUCTION

This part of the research deals with over all approach of the research. And it includes Research design, population, sample size, and sampling techniques, source of data, data Collection tools and data analysis method that the study would used.

3.1 Description of the study area

The study were conducted in Wolkite University, which is located SNNPR Gurage zone, 170km South west of Addis Ababa on the way to jima.14.8km far from Wolkite city. This study would be focused on consumer preference towards domestics versus foreign made shoes. The research has descriptive in nature because this type of research is important for studying the present state of the area of investigation since the main interest of the student researcher is to describe the factors that affect the consumer prefeence domestic versus imported shoes students in wolkite University.

3.2 Research approach

Research approach is a quantitative approach based on the researcher's approach. The study was use quantitative approach to achieve the specific and general objective of the study.

3.3 Research design

The research has descriptive in nature because this type of research is important for studying the present state of the area of investigation since the main interest of the student researcher is to describe the factors that affect the consumer preference towards domestic versus imported shoes in Wolkite University business and economics students.

3.4 Target population of the study area

The target population of the study would be Wolkite University, students and focus on College of Business and Economics, because they take the different courses and are expected to have knowledge about consumer preference.

3.5 Sampling Technique

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). According to Zikmund, (2000) there are two main sampling methods, probability and nonprobability sampling. In the probability sample, every unit in the population has equal chances for being selected as a sample unit whereas, non-probability sampling, units in the population have unequal or zero chances for being selected as a sample unit.

In this study, due to a lack of access to the list of the entire population who own shoes brand in Wolkite, it was difficult to use probability sampling. Thus, the convenience sampling technique was used to select the sample population. Convenience sampling is a technique samples drawn from a population that are close to hand, readily available, or convenient (Bhattacharjee, 2012).

322 Convenience sampling (or haphazard sampling) involves selecting haphazardly those cases that are easiest to obtain for your sample, such as the person interviewed at random in a shopping centre for a television programme or the book about entrepreneurship you find at the airport. The sample selection process is continued until your required sample size had been reached. (Saunders, Lewis & Thornhill 2009, p. 241)

3.6 Sample Size

Sample size refers to the number of participants or observations included in the study. This number is usually represented by N . The total population number of College of Business and Economics is 680. The researcher determines the required sample size by implementing (Yemane 1966) formula of $n = N / (1 + N * e^2)$, stated that in case of finite population the sample size determination formula is as follows;

$$n = N / (1 + N * e^2)$$

Where,

N=size of population

n=size of sample

e=acceptance error/marginal of error

The size of the total sampling frame population is 680, where e is 0.1, because the confidence interval used by research is 90%

$$n = 680 / (680 * (0.1)^2)$$

$$n=87$$

3.7 Types and source of data

The research would both primary and secondary sources of data. Primary data would be collected from customers specifically students of wolkite University college of business and economics. the primary data would be gathered from students through questionnaires. In addition secondary data would be collected from related written materials such as books, other research papers and internet.

3.8 Methods of Data Collection

The primary data would be collected through questionnaire from the respondents/students that had been selected from the business & economics departments.

3.9 Method of Data Analysis

After the data would be collected through questionnaire it would be analyzed and discussed by using simple descriptive statistics and had been presented by percentage. Accordingly, the summarized data had been interpreted thoroughly to reach on a meaningful conclusion. Finally, conclusion had been made on the interpreted data in order to forward recommendation.

3.10 Ethical Consideration

First all the researchers is get permission from the body to gather data the researcher are inform the participants the confidentiality and secret and their information and guidance are be provide for participants at right time and place to make familiarization about the purpose study the necessary data are collected from the respective respondents and kept confidentially.

CHAPTER FOUR

4. DATA ANALYSIS, PRESENTATION AND INTERPRETATION

INTRODUCTION

This chapter deals with the presentation, analysis and interpretation of data collected from Wolkite university business and economics students. That targeted by the researcher, who is believed to be capable of answering the questions raised by the student researcher. The data, under consideration were gathered and obtained through questionnaire .The questionnaire was both open ended and closed ended types of questions. The questionnaires were distributed for a total number of 87 students. All of them were filled and returned 100%. The data was interpreted by descriptive and table.

4.1. Demographic Characteristics of Respondents

Table 4.1: Sex structure of respondents

Variable	Category	Frequency	Percentage (%)
Sex	Male	45	51.7%
	Female	42	48.3%
	Total	87	100%

Source: Researcher own survey 2023

As it can be seen from table 4.1, from the total respondents, 45(51.7%) were male respondents and the remaining, 42(48.3%) are females. From this study the researcher noticed that the number of male respondents is much greater than female counter parts. Therefore; it is possible to conclude that, majority of the consumers are male than female.

Table 4.2: Age range of Respondents

Variable	Category	Frequency	Percentage (%)
Age	19-21	16	18.4%
	22-25	65	74.7%
	26 & above	6	6.9%
	Total	87	100%

Source: Researcher own survey 2023

As it can be seen from table 4.2, from the total respondents, 16(18.4%) of the respondent were age ranges between 19-21 and 65(74.7%) were age range between 22-25 and the remaining 6(6.9%) were 26 & above. From this information the researcher understand that, most customers are the age between 22-25. However, there are small number respondent are ranged 26 and above.

Table 4.3: Academic year of Respondents

Variable	Category	Frequency	Percentage (%)
Academic year	Third year	46	52.9%
	Fourth year	41	47.1%
	Total	87	100%

Source: Researcher own survey 2023

As it can be seen from table 4.3, from the total respondent, 46(52.9%) were third year the remaining 41(47.1%) were fourth year. From this information the researcher understand that, most respondents are third year students. However, there are small number respondent are fourth year students.

Table 4.4: Monthly income of the respondents Family

Variable	Category	Frequency	Percentage (%)
Monthly income	1000-3000	12	13.8%
	3001-6000	30	34.5%
	6001 and above	45	51.7%
	Total	87	100%

Source: Researcher own survey 2023

As it can be seen from table 4.4, from the total respondents, 12(13.8%) of the respondents family monthly income were the range between 1000-3000 birr and 20(34.5%) of respondents family monthly income were ranged 3001-6000 birr the remaining 45(51.7%) of the respondents family monthly income were above 6000. From this information the researcher understands that, most respondent's family income is more than 6000 birr.

Table 4.5: Area where Respondents came from

Variable	Category	Frequency	Percentage (%)
Area	Rural	40	46%
	Sub-rural	32	36.7%
	Urban	15	17.3%
	Total	87	100%

Source: Researcher own survey 2023

As it can be seen from table 4.5, from the total respondents, 40(46%) of the respondent were came from rural, 32(36.7%) of the respondents were came from sub-rural and the remaining, 15(17.3%) were came from urban areas. There four the researcher concluded that the greater numbers of respondent are came from rural.

4.2 Analysis for frequency of purchasing question

Table 4.6: Response for shoe purchasing frequency

Variable		Category			Total
		Usually	Frequently	Sometimes	
Buying frequency of domestically made shoes	Frequency	5	16	66	87
	Percentage (%)	5.7%	18.4%	75.9%	100%
Buying frequency of foreign made shoes	Frequency	20	44	23	87
	Percentage (%)	23%	50.57%	26.43%	100%

Source: Researcher own survey 2023

As it can be seen from table 4.6, 88.41% of the respondents purchased domestically made shoes. While only 11.59% of the respondent is not purchase domestically made shoes. Based on the above table 4.6, 78.26% of the respondents purchase domestically made shoes sometimes .18.4% of the respondents purchase domestic shoes frequently. Only 5.7% of the respondents

Purchase domestic shoe usually. This simply indicates that the majority of the purchaser of the domestically made shoe purchase sometimes.

As it can be seen from table 4.6 .all respondents (100%) responded that they purchase foreign made shoes or imported shoes. Based on respondents response 50.57% of respondents replied that they purchase foreign made shoes frequently. And 23% of the respondents purchase imported shoes usually. 26.43% of the respondents responded that they purchase sometimes. Researcher can conclude that the consumer purchase foreign made shoes frequently.

4.3 Reasons for why consumers prefer domestic versus foreign made shoes.

Table 4.7: Reason for consumer preference to shoes

Variable	Category						Total
	Quality	Price	Design	Brand	Quality & Design	Quality, Design & Brand	
Reasons for consumer preference							
Frequency	19	5	10	8	29	16	87
Percentage (%)	22%	5.7%	11.5%	9.1%	33.3%	18.4%	100

Source: Researcher own survey 2023

As it can be seen from table 4.7, 19(22%) of the respondent argued that quality is the reason for their preference. 5(5.7%) of the respondent argued that price is the reason for their preference, 10(11.5%) of the respondent argued that design is the reason, 8(9.1%) of the respondents argued that brand is the reason for their preference, 29(33.3%) of the respondents argued that both Quality and Design are the reasons for their preference and the remaining,18(18.4%)of the total population argue Quality, Design and Brand are the reasons. Therefore; it is possible to conclude that, majority customers base quality and design for their preference.

4.4. Analysis for agreement level question

Table 4.8: Response for agreement level on foreign and domestic shoes preference

Variable		Category					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
I Prefer foreign made shoe than domestic made shoe.	Frequency	10	7	12	40	18	87
	Percentage (%)	11.5%	8%	13.8%	46%	20.8%	100
Domestic alternatives are not available.	Frequency	12	15	3	34	23	87
	Percentage (%)	13.8%	17.3%	3.5%	39%	26.4%	100
Domestically made shoes are expensive compared to foreign made shoe.	Frequency	22	41	5	12	7	87
	Percentage (%)	25.5%	47%	5.7%	13.8%	8%	100
Foreign shoe have good quality compared to domestic shoe	Frequency	5	13	9	39	21	87
	Percentage (%)	5.7%	15%	10.3%	44.8%	24.2%	100
Foreign made shoe have better design than domestic shoe design	Frequency	9	5	3	47	22	87
	Percentage (%)	10.3%	5.7%	3.4%	54%	25.3%	100
My preference for shoes is	Frequency	7	14	7	25	34	87

highly affected by my dorm friends.	Percentage (%)	8%	16%	8%	28.7%	39%	100
	Frequency	8	11	14	24	30	84
My level of education is highly influence me to prefer foreign made shoes.	Percentage (%)	9.2%	12.7%	14.7%	27.8%	34.8%	100
	Frequency	8	11	14	24	30	84

Source: Researcher own survey 2023

As it can be seen from table 4.8: When asked consumers whether they prefer to buy foreign made shoes rather than domestic made one. Consumers appear to prefer imported shoes and are often willing to pay a higher price for them. It is usually only when imported shoes are of significantly superior quality that consumers will pay more to obtain them As shown on the table 4.8, 46% of the respondents responded agree. The researcher can simply understand that the consumers agreed to prefer foreign made shoe than domestically made shoes.

As shown on the same table above, 5.7% of the respondents are neutral. They are undecided for expensiveness of domestically made shoe. Consumers are inclined to buy home-produced shoes but only where they see acceptable quality, a fair price and comparable technology (Gary 2010). Based on the above table, 4.8 of the respondent's responded neutral on the foreign made shoe quality.

According to (Gary 2010) all other things being equal, the majority of people will prefer home produced goods to imported goods. The problem is that all other things aren't equal and other factors influence choice \pm price, design brand image and country image all affect consumer attitudes. Based on the above table 4.8, 54% of the respondents responded agree based on this data researcher can simply understand that the design of the foreign made shoes are better than domestically made shoes.

4.5 Social factor that Influence Purchasing Decision

Table 4.9: Responses for social factors influencing purchasing decision

Variable	Category						Total
social factors influencing purchasing decision	Friendly pressure	Family pressure	Reference group	Role and status	None	others	
Frequency	29	15	19	24	-	-	87
Percentage (%)	33.3%	17.2%	21.7%	27.8%	-	-	100%

Source: Researcher own survey 2023

There are many social factors that affect consumer buying decision. Here based on the collected data from the questionnaires. Individuals are often motivated to acquire products according to what they mean to them and members of their social reference (Lantz, G. and Loeb, S. (1996).

As it can be seen from table 4.9, majority or 33.3% of respondents argue that friendly pressure affect buying decision. 27.8% of respondents replied that role and status influence their purchasing decision. 21.7% of respondents responded reference group while 17.2% of them family pressure from those result researcher can conclude that those friendly pressure affect their buying decision.

Table 4.10: Response for family economy influence on purchasing decision

Variable	My purchase decision to shoes is highly affected by my family economy.		
Category	Yes	No	Total
Frequency	76	11	87
Percentage (%)	87.35%	12.64%	100%

Source: Researcher own survey 2023

The above table4.10 indicated that, 76(87.35%) of respondent purchase decision is depend on their family economy and the remaining, 11(12.64%) of respondents purchase decision is not

affected by their family economy. The researcher concluded that many consumers purchase decision to shoes are highly depend on their family economy.

Table 4.11: Potential influences during purchase of domestically made shoe

Variable	Potential influences during purchase of domestically made shoe		Total
	Yes there is	No	
Category			
Frequency	48	39	87
Percentage (%)	55.1%	44.9%	100%

Source: Researcher own survey 2023

Based on the above table 4.11, among the 87 respondents 48(55.1%) of them say yes there is something that influence them like cultural factors affect their purchasing decision such as religion, value, believe, life style and also family pressure has been influence there purchasing decision. As the same time when the price of the domestic shoes is low customers immediately influence to purchase the shoes. Some respondents say that currently domestic made shoes increase their attractiveness due to in a new design, style and also festival, calibration and many holidays influence the purchasing decision.

The reaming 39(44.9%) of the respondents say no because there is nothing influence them to purchase domestic made shoes.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

INTRODUCTION

The purpose of this last chapter is to draw summery concluding remarks and forward possible recommendations.

5.1 Summery

Consumer preference is defined as the subjective individual taste as measured by utility of various bundle of goods. They permit the consumer to rank these bundle of goods, according to the level of utility given to the consumer.

The research would be significant in terms of providing producers with information about the factors that make consumers shift their demand to foreign made shoes or domestically made shoes.

Conceptually, this research entirely focuses on factors affecting consumer preferences towards domestic versus foreign made shoes, particularly in Wolkite university business and economics students.

Consumers purchases are decision are influenced by cultural, Social, personal and psychological factor. (Kottler and Armstrong, 2010)

The research has descriptive in nature because this type of research is important for studying the present state of the area of investigation since the main interest of the student researcher is to describe the factors that affect the consumer prefeence domestic versus imported shoes students in wolkite University.

The data, under consideration were gathered and obtained through questionnaire .The questionnaire was both open ended and closed ended types of questions. The questionnaires were distributed for a total number of 87 students.

5.2 Conclusion

The final conclusion that can be made after analyzing the data collected and interpreted from questioner the student researcher conclude based on the collected data. Consumers buy products according to their emotional and social image, from this analysis researchers can say with surety that the consumer is not patriotic in his preferences between buying foreign made shoe relative to those domestically made shoe.

Most of the consumers prefer foreign made shoe. The reason to prefer imported is attributed to their design, brand image and quality. Design of the domestic shoe is also unattractive (law). Most of domestically made shoe are poor in design (style). Hence consumers are less attracted (motivated) to use domestically made shoe. Consumers are willing to pay a higher price for foreign made shoes because they do not consider price on first. Their first consideration was quality and design, although in terms of the evaluation of the product dimensions the most preferred product dimension is quality, followed by design, branding, and price in that order. On the side consumer influenced by their social factor that affect purchasing decision. Those are friend pressure, family pressure reference group and role and status.

Consumers are often strongly influenced in their purchase decisions by their friends. The reason for purchasing foreign made shoe is its quality, design and brand.

Since consumers need information about the product they want to purchase the study shows that friends were the major sources of information while they are going to influence for to purchase foreign shoes.

The sense of home-country loyalty that many consumers feel may be so strong that they will pay a substantial price premium to obtain a locally-made good.

5.3 Recommendations

Consumer preference towards domestically produced shoes being negative creates big challenges to the growth and expansion of domestic manufacturer. This informs challenge their contribution to the development of their country. The researcher recommends that the domestic manufacturers expect change to modify and follow latest preferable design and quality of shoe.

Most consumers have negative attitude towards domestic shoe on quality. The domestic manufacturer by taking this disadvantage they should be work (challenge) on the quality to attract the customer for domestic shoe.

- The government should encourage and support domestic producers in improving the quality, design, style and color, of shoes. And also the government should facilitate international trainings for manufacturers, designers and producers of shoes in the country, by doing these the government can increase the skill of domestic shoe manufacturers, and designers. In this case domestic shoe manufacturers can improve the quality and design of domestically made shoes. Then the domestic manufacturers, wholesalers and shoe retailers can satisfy their customers need and increasing preference of domestically made shoes.
- To avoid some negative attitude of domestic made shoes the government should give media space for advertisement of industry shoe products at a reasonable cost. In addition it should subsidize domestic shoe company factories to import machinery of the current technology, producers of shoe products should work hard in persuading consumers greatly.
- Producer must produce based on customer preference on quality and designing latest shoe fashion.
- The quality of product appears to be the most significant factor for consumers so that the domestic producers must concern on quality to satisfy consumers need. .
- To shift the consumers need from foreign made shoe to domestically made shoe then the domestic producer should find appropriate shifting variables like quality, design, price and style must provide for them to shift the consumers need.
- 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 the current and potential consumers. Different style should

be designed and produced; as a result consumers can get enough choice of fashions, quality, style, size/fit and brand. Therefore they should produce shoe that fit to the consumer need.

- Shoe manufacturing companies should come up with the changing trend of technology by introducing different types and styles of shoe products to satisfy customers. And also they should analyze and identify customers needs what style, color, design, they can prefer.
- Marketing managers should do more and more by taking into account what, when, how often, where and consumers can buy their products so that it will be easy task to produce different designs, styles, color of shoes that consumers satisfy their needs.

5.4 Further Areas of Investigation

This study will help all stakeholders: shoe retailers, wholesalers, manufacturers, consumers as well as the government, by indicating the current actual status of domestic shoes market in terms of consumers' preference, pointed out potential areas which need improvement and recommendations were forwarded in order to tackle the problems identified.

The main purpose of this study was to identify factors affecting consumers' shoe preference toward imported versus domestic shoes. Therefore, this study was limited in terms of customer preference for imported or domestic shoe on current local shoe market based on: price, quality, style and design. Besides, but have many other factors affects the consumer preference toward domestic versus imported shoes, but luck of time and budget to address those factors, Further researcher address other factors.

- The study area of the current study is in Wolkite University, business and economics students the coverage of which is limited in its scope. Further research needs to be done to investigate Awareness and exploring it in the other area.
- Further study is required to identify other awareness dimensions suppose, other products like cloth, leather products, plastic materials and other related products.

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

Questionnaire on "Factors affecting consumer preference towards domestic versus foreign made shoes: The Case of Wolkite university business and economics students"

Dear Respondent,

This questionnaire has designed to solicit information for purely academic purposes. This is to enable the student researchers. Who are final year students at Wolkite university Faculty of Business and Economics Department of Marketing Management, conducting a research on the title; “Factors affecting customer preference towards domestic versus foreign made shoes: the case of Marketing Management students in Wolkite University.”

Your participation is absolutely voluntary & anonymous and the data gathered through this

Research would be used only for academic purpose & will be kept confidential. There are close ended and open ended questions in this research. Try to attempt all the questions.

DIRECTION

- No need of writing name.
- Give your answer by putting a "X" mark on box.
- You can write your idea in the blank space precisely.

A. population demographics

1. Sex male female
2. Age 18-20 21-25 26 & above
3. Academic year third year fourth year
4. Family income (monthly) 1000-3000 3001-6000 6001 & above
5. Area where you came from Urban Sub-urban Rural

B. customer response on their perception for shoe

6. Have you ever bought domestically produced shoes?
Yes No
7. For how often do you buy domestically made shoes?
Usually frequently sometimes
8. Have you ever bought foreign made shoes?
Yes NO
9. For how often do you buy foreign made shoes?
Usually frequently sometimes
10. Which one shoe do you prefer?
Foreign made shoes.
Domestically made shoes

11. What is/are your reason for choosing/selecting domestically made or foreign made shoes? (You can select more than two answers)

- Quality
- Price
- Design

- Brand

Others .please specify _____

INSTRUCTION

The following table contain five agreement level about your feeling for preference towards domestically made shoes with foreign made shoes .please show your level of agreements to the following items (statements) by putting a “ X” mark on each of the boxes .Agreements level are; strongly disagree, disagree ,neutral, agree ,strongly agree.

Items	Strongly disagreed	Disagree	Neutral	Agree	Strongly agree
12. I prefer foreign made shoes than domestically made shoes.					
13. Domestic alternatives are not available.					
14. Domestically made shoes are expensive compared to foreign made shoes.					
15. Compared to domestically made shoe foreign shoes are good in quality.					
16. I prefer foreign made shoes design than domestic made shoes design.					

18 My purchase decision for shoes is highly affected by my dorm friends.					
19. My current level of education is highly influences me to prefer foreign made shoes.					

20. Which social factor affects your shoes purchasing decision?

Friendly pressure reference group

Family pressure role and status

Non

Others please specify it.

21. My purchase decision to shoes is highly affected by my family economy?

Yes

No

22. Is there anything that influence you to buy domestically made shoes rather than foreign made shoes

Yes there is

No

What are the reasons?
