Factors influencing consumers buying decision of Domestic Leather Shoes: Case of Jimma Town

A Thesis submitted to the School of Graduate Studies of Jimma University in Partial Fulfillment of the Requirements for the Award of the Degree of master of Business Administration (MBA)

BY:

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JIMMA UNIVERSITY

COLLEGE OF BUSINESS & ECONOMICS

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CERTIFICATE

This is to certify that the thesis entitles ñ*factors influencing consumer buying decision of domestic leather shoe at Jimma*ò, submitted to Jimma University for the award of the Degree of Master of Business Administration (MBA) and is a record of confide research work carried out by Mr. *Dejene Wolde Balo*, under our guidance and supervision.

Therefore, we hereby declare that no part of this has been submitted to any other university or institutions for the award of any degree or diploma.

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DECLARATION

I hereby declare that this thesis entitled ñ*factors influencing consumer buying decision of domestic leather shoe:Case of Jimma town*ò, has been carried out by me under the guidance and supervision of Ashenafi Haile (PhD candidate) and Ato Hayelom Nega (MBA).

The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

Researcherôs Name	Date	Signature
_____	_____	_____

Abstract

Consumer decision making has become more complex and is considered to be difficult issue to deal with. They may not even know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. Hence understanding consumers' motivation, needs and preferences are important to marketers and manufacturers. Domestic shoe factories are less competitive even in domestic markets. Different reasons may be tipped for this to happen, however, there is a little knowledge in a comprehensive manner on consumer buying behavior of domestic leather shoe. The purpose of this study was to identify the factors that influence consumers buying decision of domestic leather shoe on Jimma consumers and give recommendation on the problems. The study used explanatory research design, for this study is a casual type. The study used both primary and secondary data. The primary data was collected from 362 respondents at Jimma markets through self administered questionnaire using convenient sampling technique, and an interview was also be conducted. The secondary data was collected from journals, articles and books. Descriptive statistic was used to describe the profile of respondents. Binary logistic regression analysis was used to make an inference from the analysis, and see the influences of explanatory variables. Accordingly, price of shoe, shoe durability, shoe quality, income, respondents' role and status, age and respondents sex were found to be the significant explanatory variables. The study concluded that the aforementioned significant variables were considerably important basis for the consumer buying decision of domestic leather shoe at Jimma market. The researcher advises that enhancing the conformability of shoe and improving the design and style of domestic shoe to the extent that satisfy consumers interest would be an action to be taken.

Key words*: Consumer, Buying Behavior, Domestic Leather Shoe, Jimma*

ACRONYMS

CSA	Central Statistical Agency
NGOs	Non Governmental Organization
SNNP	Southern Nation Nationalities and People
SPSS	Statistical Package for Social Science
UNIDO	United Nations Industrial Development Organization
VIF	Variable Inflation Factor

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CHAPTER ONE

INTRODUCTION

This chapter addresses the introductory part of the research. It basically includes background of the study, statement of the problem, purpose and significance of the study, scope of the study, and limitations of the study.

1.1. Background of the study

Consumer buying behavior is affected by different factors. Kotler, et al. (1999), consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics. However, marketers should consider their customersô requests, intakes and buying behaviors Kotler (2009). The magnitude of which is depends on individuals behavior and personality. As an individual growing up, a child is influenced by their parents, siblings and other family members who may teach them about what is wrong or right. Therefore, Marketers must fully understand both the theory and reality of consumer behavior Kotler and Keller (2006). They learnt about their religion and culture, which influence to develop the opinion, attitude, belief and so on of their society. These factors influence their purchase behavior still recognizing the existence of other factors which influences their purchase behavior.

Now a dayôs consumer decision making has become more complex and is considered to be difficult issue to deal with. Kotler (2002), Customers may not know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. Moreover, consumers are being exposed to intensive advertising campaigns through different execution methods, and also the increasing number and choices of goods, retail outlets, shops, malls etc. have influence on consumer decision.

Understanding consumersô motivation, needs and preferences are important, (Kotler, 2002). Consumers buying decision will have important implication on the marketing strategy of a given company. Consumer behavior is the action a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions. Predicting and understanding consumer behavior is one of the largest challenges a business can face. The study of consumer purchase behavior, which is briefly called consumer behavior,

provides information about consumer and his/her consumption patterns. An organization can continue to survive if it can supply consumer needs and demands with a comprehensive understanding of them. This shows the importance of studying consumer behavior. This requires understanding consumer behavior which is not so simple. Customers may not know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. However, marketers should consider their customersô requests, intakes and buying behaviors (Kotler, 2009).

Consumers buying behavior can be affected by different factors with different magnitude. Among different factors that influence individuals buying behavior social factors like membership groups, reference groups, an inspirational group, family members, opinion leader role and status plays an important role in influencing individualsô decision (Blackwell et al., 2001). Kotler (2009) individuals buying behavior also affected by psychological factors like perception, motivation, learning, beliefs and attitudes. It is still affected at large by economic factors like economic situation, occupation, and personality. Trying to understand the customer's behavior in connection with a product is mapping the customer's consumption system, customer activity cycle (Kotler, 2006). As far as businesses are established targeting end user they have to be sensitive enough to satisfy their customers, today's consumer prefers the places which satisfy them with every aspect (Durmaz et al., 2011). Consumer purchases are also influenced strongly by cultural, social, personal and psychological characteristics Kotler (1999).

Therefore, understanding the respective influences of the above mentioned factors will help businesses to recognize the needs of their customers thereby win their heart hence can achieve increased sale and profit. Different literatures show that there are generally four main factors that play a role in the consumer's buying behavior. The factors include cultural factors, social factors, personal factors and psychological factors (Blackwell et al., 2001). This study will therefore explore the factors that influence consumer buying behavior of domestic shoes.

The footwear industry is part of a production chain that begins with cattle rearing and leather production and then moves on to the industrial phase, which comprises three stages: the cold-storage plant and slaughterhouse stage, then the tannery stage and, lastly, the manufacture of leather goods, including footwear. Ethiopia is among the richest country in natural resource

endowment. The country is known for its livestock population in Africa which paved the way for the establishments of different small and medium scale, and large scale shoes manufacturing industries. The production of leather shoes in Ethiopia dates from the late 1930s when American merchants founded two shoes factories in Addis Abeba namely, Tikur Abay and Anbesa. These factories developed a number of shoe maker since then. The sector is considered as an important sub sector in Ethiopia economy, not only resulting from trade but also the job opportunities that will be created from this sector. Though export of the sector started only 2005 it is expected to grow given the availabilities of resources in the country. Currently a number of small and medium, and large shoes manufacturing industries are established in the country. According to UNIDO evaluation report Ethiopiaôs share in the global footwear market is lower than its position in leather trade. The report further stated majorities of the countryôs export goes to Europe and Asia, in the year 2007/08 and 2008/09 the export to Europe accounted for around 70% while Asian share for the same year was around 25%.

1.2. Statement of the Problem

Consumers buying decision is an important concern of marketers. Kotler et al. (1999) noted that as consumption is the ultimate end of marketing, marketing management begins with understanding customers. Understanding the influencing factors that affects consumers purchase decision therefore will help marketers to know the need, wants, and desires of their consumers thereby achieve increased sale and profit (Kotler, 2006). In this regard, Kotler et al. (2005) emphasized that firms which delay taking steps may not only lose their chances to enter other markets, but also risk of losing their sales to other companies.

Various studies have been conducted to examine consumer buying behavior of shoes and other related products like leather in different countries. Havkinz et al. (2006) found out that the consumersô disposable income plays a major role in determining what to buy and in what quantities. Furthermore, Ruth P. eds (1956), in his study of consumption and business fluctuation found the influences of income on buying decision of Shoe and leather. On the other hand, Laiwechpittaya and Udomkit (2012) studied the analysis of desired attributes of shoes and its retail shops from Bangkok consumersô perspectives in Thailand and found that the design of

shoes, material selection, pricing, sale person, and attractive store have become important factors that underpin the buying decision of customers.

Studies conducted so far on domestic footwear and on consumer buying behavior by (Thomas (2011), Shemila (2014), Mesay and Smret (2014)) focused on competitiveness and performance of domestic footwear industries, and on consumer buying behavior of mobile phones. As per the preliminary investigation made by Mengistu (2014), Tegegne (2007), domestic shoe consumers are inclined towards imported shoe. However, these studies didnât specifically touch what factors influencing consumer buying behavior with regards to domestic leather shoe. This study therefore will try to narrow the research gap paying attention to this issue.

1.3. Objective of the study

1.3.1. Main Objective

The general objective of this study is to assess the factors that influence consumers purchasing decision of domestic leather shoes.

1.3.2. Specific Objectives

More specifically, the research has the following objectives:

- To identify the most significant factor influencing consumers buying decision domestic leather shoe.
- To determine whether age and sex influence consumers purchase decision of domestic leather shoes.
- To determine the significant product factor on consumers purchase decision of domestic shoes.
- To identify the influence of income on consumer buying decision of domestic leather shoe.

1.4. Research Hypothesis

After careful consideration of all independent variables and the dependent variable of the study, the researcher developed the following hypotheses to be tested.

Ho (1): Product factors have no significant influence on consumer purchase decision of domestic shoe.

Ho (2): Age and sex have no significant influence on consumer purchase decision.

Ho (3): There is no significant relationship between level of income and consumer purchase decision of domestic leather shoe.

Ho (4): Social factors have no significant influence on consumer purchase decision.

1.5. Scope of the study

The study focused on factors influencing consumers buying behaviors of domestic leather shoes only. This study was conducted in Jimma town for the town is home for different people with distinct culture, social status, economic background, and at large it is market for the people from the surrounding woredas and cities. Furthermore, there are large numbers of shoe marketers in Jimma including shops with specific local brands like Anbesa, Ramse, Pickoc. The researcher believes that the city is ideal place to draw a representative sample. Therefore, the study confined to the above mentioned area on consumers buying behavior of domestic leather shoes only.

1.6. Limitations of the study

The study had certain limitations; the major one is that respondents were reluctant to frankly respond the questionnaire and that made the data collection very difficult.

1.7. Significance of the Study

The study is important to marketers and manufacturers since it can provide some information about consumer needs and preferences. It is also be helpful to other researches and academic

institutions to learn about consumer buying behavior and domestic shoe. This study will also be the centre piece idea to other students willing to pursue a research on a similar field. This is so because the final draft of the completed research will provide further areas of research.

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This study is also significances:

- To shed light on consumers buying behavior in relation with purchasing domestic shoes.
- To add a little knowledge in the literature in this regard
- To draw some suggestions for the problem found
- To be useful as a reference for further research on the area

1.8. Organization of the Thesis

This thesis is organized into five chapters. Chapter one constituted the introduction, which focuses mainly on the background, statement of the problem, objectives, the scope and limitation and significance of the study. Review of the theoretical and empirical literature pertinent to the concern of the thesis is presented in Chapter two. Chapter three describes the research methodology that includes a brief description of the study area, data collection procedures and analytical techniques. Chapter four, reports results of the study along with discussion. Finally, summary of the major findings, conclusion and recommendation are presented in Chapter five.

CHAPTER TWO

REVIEW OF RELATED LITURATURE

2. Introduction

Literature review provides a theoretical framework of a research. It critically analysis the research topic and is a key process in any project as it allows the research to be placed in the context. In this chapter, literature is reviewed based on research objectives. Start with over viewing Ethiopian shoe sector, and reviewed relevant literature relating to product factors (this study considered, perceived durability, product design and style, perceived quality and comfort of the product), perceived price, level of income, social factors affecting consumers buying decision. Finally, conceptual framework of the research were be developed.

2.1. Theoretical Literatures

2.1.1. Consumer Buying Behavior and Related Concepts

Consumer buying behavior is a behavior that consumers unveil in searching, evaluating alternatives, purchasing and post purchase evaluation to satisfy their wants and needs. Different scholars defined consumer behavior in different ways according to their own perspectives; however with no major difference in meaning. While some of them emphasize on certain factors that influence consumers buying behavior still others stress on the general meaning of consumers behavior. Kotler (2000) defined consumer behavior as ñthe buying behavior of final consumersô- individuals and households who buy goods and services for personal consumptionò. Engel, et al. (1986) define consumer behavior as ñthose acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these actsò. Consumer behavior is defined as activities people under take when over taking, consuming and disposing of product and services Ankit and Nikha (2014).

According to Kotler (2000) consumersô behavior is influenced by different factors like psychological factors (motivation, perception, learning, beliefs, and attitudes), social factors (reference groups, family, and social roles and statuses), personal factors (age, stage in the life

cycle, occupation, economic circumstances, lifestyle, personality, and self-concept), and cultural factors (culture, subculture, and social class).

While Bennett (1995) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives,ò Blackwell et al. (2001), emphasize product disposal in their definition of consumer behavior as those activities people undertake when obtaining, consuming and disposing of products and services. However, Peter and Olson (2005), assert that consumer buying behavior can be defined in the light of interactions and exchanges of experiences. They defined that consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes comments from other consumers, advertisements, price information, packaging, product appearance; is dynamic, involves interactions and exchanges. According To Solomon and Nancy (2004), consumer behavior is the study of the process involved when individuals or groups, select, purchase, use or dispose of product, service, idea or experience to satisfied need and desires. This definition implies how consumers respond to various processes to satisfy their needs and wants.

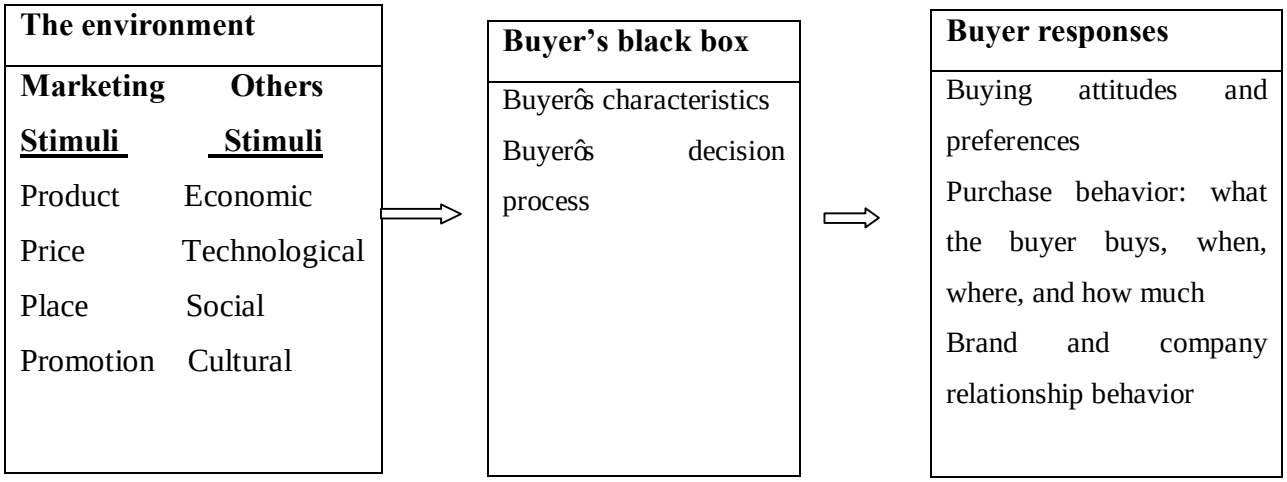
Although the definitions given above are various, they all lead to common view that consumer buying behavior is a process of selecting, purchasing and disposing of goods and services according to the needs and wants of the consumers. However there is a general consensus among researchers that consumersô behavior continually changes over time as the purchase characteristics of consumers change due to their physical and psychological needs.

2.1.2. Consumer Decision Making Models

There are different models proposed by different authors about consumersô decision making. Models of buying behavior have been developed since the 1940s to satisfy the objectives of describing and predicting consumer behavior, so that a fuller understanding of customers, both present and prospective, is achieved (Chisnall, 1995). Blackwell et al. (2001) define consumer behavior as a summation of acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Rayport and Jaworski (2003) further propose the circle of consumption that recognize purchasing

processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods.

Kotler et al. (1999) proposed that the central question for marketers is; how do consumers respond to various marketing stimuli that the company might use? Marketing stimuli consist of the four Ps: product, price, place and promotion. Other stimuli include significant forces and events in the buyer's environment; economic, technological, political and cultural. All these stimuli enter the buyer's black box, where they are turned into a set of observable buyer responses; product choice, brand choice, dealer choice, purchase timing and purchase amount Kotler et al. (1999).



Model of Buyer Behavior (Kotler & Armstrong, 2006)

2.1.3. Factors influencing Consumer Buying Behavior

Factors influencing consumer behavior are set of factors which influence consumers buying behavior of goods and services. In this section a review of different literature about consumer buying behavior of shoes and other products will be conducted as studies conducted by different authors and academicians. Consumers purchase process is influenced by a number of different factors, some of which marketers cannot control, such as cultural, social, personal, and psychological factors Kotler et al (1999). However, these factors must be taken into consideration in order to reach target consumers effectively.

2.1.3.1. Product Factors Affecting consumer Buying Behavior

In this regard the influences of, perceived durability of the product, brand of the product, product design and style, perceived quality, and comfort of the product on consumer buying behavior of shoe assessed.

Perceived Durability of the Product

Obviously product durability influences consumer buying decision of shoe. In this regards different studies conducted explaining product durability on consumer purchase decision. A study by Petropoulou and Soo (2011) reveals that the durability of goods affects consumersô lifetime wealth and their optimal consumption bundle across goods and time periods. They emphasize on the influence of durability on consumers buying decision. In his study of ñpublic understanding of product lifetime and durabilityò Lyndhurst (2011) however argue that product lifetimes and durability are not always, perhaps even not often, top of mind for most consumers. The issue remains the focus of different authors. For instance, Langenberg (2009) explain the relation between market structure and product durability has been on the economistsô research agenda for a long time

Perceived Quality

In every aspect, most of the time, customers look for product quality and features that will satisfy their needs. A shoe quality is what consumers need at large from shoe attribute. The extensive literature and emphasis on actual quality seems to have conspired against what we describe as the neglected frontier of quality: an outside-in perspective driven through the customer-centric perception of quality by intrinsically dealing with the voice of the customer. The customers' perception element of quality has its own distinct definition and form of measurement. It carries subjectivity, and is the level of perceived value reported by the customer who benefits from a process or its outcome. Perceived quality is in the mind of the believer, and is a poor offspring because our methods of today are all focusing attention on the business and not to the customer outside of the business. Perceived product quality is perhaps one of the most important constructs in marketing. In recent years, perceived quality has been the subject of

considerable interest by both practitioners and researchers, mainly in services marketing (Cronin & Taylor, 1992).

However, work that integrates the role of perceived product quality within the context of other marketing variables like product involvement, consumer satisfaction and purchase intentions has received less attention. Indeed, the belief that high perceived quality leads to repeated purchases is the bedrock of any business. Generating high quality requires an understanding of what quality means to customer segments, as well as a supportive culture and a quality improvement process that will enable the organization to deliver quality products and services. Creating a quality product or service, however, is only a partial victory; perceptions must be created as well. Perceived quality may differ from actual quality for a variety of reasons. First, consumers may be overly influenced by a previous image of poor quality. Because of this, they may not believe new claims, or they may not be willing to take the time to verify them. Thus it is critical to protect a brand from gaining a reputation for shoddy quality from which recovery is difficult and sometimes impossible (Parasuraman, Zeithaml & Berry, 1996).

Second, a company may be achieving quality on a dimension that consumers do not consider important. Customers either did not notice the changes or did not recognize any benefit from them. There is a need to make sure that investments in quality occur in areas that will resonate with customers. Third, consumers rarely have all the information necessary to make a rational and objective judgment on quality -- and even if they do have the information, they may lack the time and motivation to process it. As a result, they rely on one or two cues that they associate with quality; the key to influencing perceived quality, is understanding and managing these cues properly. Thus, it is important to understand the little things that consumers use as the basis for making a judgment of quality (Parasuraman, Zeithaml & Berry, 1996). Similar to brand awareness, perceived quality is determined by a number of factors. To be more specific, perceived quality can further be classified into product quality and service quality. Regarding product quality, there are seven dimensions which affect the consumersô perception, namely performance, features, conformance with specifications, reliability, and serviceability as well as fit and finish. As mentioned by Srikatanyoo and Gnoth (2002), consumers are inclined to develop stereotypical beliefs about the products from particular countries. Hence, consumers could have their preferences for products made from one country over another (Papadopoulos et al., 1991).

Product Design and Style

Product design is an important factor that influences buying decision of consumers. The aesthetic nature of a product is an eye catching attribute which influences consumers purchase decision. Different studies revealed the importance of design on buying decision. The aesthetic value of a product pertains to the pleasure derived from seeing the product, without consideration of utility Creusen and Schoormans (2003).

Creusen and Schoormans (2003) revealed that product design has been recognized as an opportunity for differential advantage in the market place. The appearance of a product influences consumer product choice in several ways. They further identified that the aesthetic and symbolic roles were mentioned most often significantly affecting consumer choice. Malasi (2012) product features are the biggest competitive tool for differentiating from competitorôs products. He further extended his statement that being the first producer to introduce a needed and valued new feature is one of the most effective ways to compete. Companies should carry out periodic survey to help in identifying new features and decide which one to add to its product. In this way, the company can assess each featureôs value to customers versus its cost to the company. Kotler et al. (2006) noted that another way to add customer value is through distinctive product style and design. They indicate that design is a larger concept than style. Style simply describes the appearance of a product. Styles can be eye-catching or yawn producing. 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. This is to say it goes to the very heart or core of a product. Good design contributes to a productôs usefulness as well as to its looks. Good style and design can attract attention, improve product performance, cut production costs, and give the product a strong competitive advantage in the target market.

Product Comfort

Product comfort is what consumers needs from, mostly, visible products. According to Kotler (2006), consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. Consumer usually places their minimum requirements from a product they buy.

The influences of comfort of a product, especially shoes, will be decisive on consumers buying behavior. Needs includes basic physical needs for food, clothing, warmth and safety, Kotler and Armstrong (2006). Even that, the shoes also is the basic physical needs for people. Now a day, everyone also needs a pair of shoes to wear, this is because shoes can protect our feet and keep away from injuring. Recently, everyone needs shoes to wear for their daily life. A pair of higher quality and comfortable internal design of the shoes are very important for a person in daily life. Without a comfortable or higher quality shoes, it might harmful to our feet and cause our feet injured.

Product Brand

People usually rely on specific brands of their choice. For some reasons their purchase decision may be affected by the brand of the product. Perceived satisfaction received from a specific brand may let consumers loyal to that product. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change. In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship (Fornell, 1992).

Consumer usually considers famous brand name comparison to choose among. Keller (2003) emphasize on the importance of famous brand names in disseminating product benefits and lead to higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names. On the other hand, known brand names can influence consumer buying decision. Cadogan and Foster, (2000) recognized known brand names and their images attract consumers to purchase the brand. They also noted these brand names can bring about repeat purchasing behavior and reduce price related switching behaviors. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behavior.

Brand name positively influences consumers to brand loyalty. A study by Khraim (2011), revealed brand name influences consumer brand loyalty.

2.1.4. Perceived Price of the Product

Customers have increasingly become price conscious and dealers with competitive prices tend to attract more customers. In this instance, companiesô awareness with regards to the relative fairness of their product or service price compared to the product or service level they offered to their consumers.

The price you set for a product or service has a very significant effect on how the consumer behaves. If consumers believe that the price you're charging is lower than competitors it could cause a major spike in sales. But if the price you set is significantly higher than expected, the response can be disappointing. In either case a change in price could produce unexpected results when it comes to consumer buying behavior. In traditional economics prices have been treated simply as cost, the recognition that a price serves to inform the consumer about the good is more if recent origin (East, 1997). Price, one of the non-product attribute of brand associations where it can be an important associations in the formation of brand perceptions, particularly with regard to value and desirability and is a criterion by which consumer often segment their knowledge of a market or category.

Price is undoubtedly one of the most important market variables Bauer et al. (2004). It becomes apparent from the literature that there are numerous ways of price framing. Specifically, price framing is defined as how the offered price is communicated to the consumer Briesch et al. (2002). Framing the same information in different ways can have a great impact on consumer decision making and choice behavior. Blair and Landon (1981) found that consumer estimates of the advertiser's regular price are higher for ads with a reference price than for ads without one. Reference price can be defined as a concept of an internal standard against which observed prices are compared Kalyanaram and Winer (1995). This effect can subsequently cause a heightened interest in the advertised offer by increasing consumer estimates of the product savings offered by the advertiser. In a study on the effects of promotion framing on price expectations and choice DelVecchio et al. (2007) found that frame affects consumers´ perceptions of the promoted price and the weight they place on the promoted price.

High quality products, fancy packaging, exclusive store locations, high retail margins, expensive promotions, advertising campaigns, and brand names are all the contribution to the higher prices of luxury goods.

2.1.5. Level of Income

Income of a consumer is the most important factor affecting demand and subsequently the purchase decision (Krasko, n.d.). Every person has unlimited want but limited resources, hence their demand is influenced to a greatly extent by the resource they have beside their desire. The demand may increase or decrease depending up on the persons expectation about future income. A personôs disposable income is what is left after fulfilling basic needs and the disposable income increases the purchasing power of the consumers. These lower specialty goods like shoes and clothes are basic needs that everyone should have; however the level of income would affect the purchasing decision of these products. A study conducted by reveals that a decrease in income adversely affects consumer purchase (Krasko, n.d.).

On the other hand, family income also influenced consumer buying decision. Family income refers to the aggregate income of all the members of a family. Family income influences the buying behavior of the family. The surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping goods, durables and luxuries.

Income expectations are one of the important determinants of the buying behavior of an individual. If he expects any increase in his income, he is tempted to spend more on shopping goods, durable goods and luxuries. On the other hand, if he expects any fall in his future income, he will curtail his expenditure on comforts and luxuries and restrict his expenditure to bare necessities. Savings also influence the buying behavior of an individual. A change in the amount of savings leads to a change in the expenditure of an individual. If a person decides to save more out of his present income, he will spend less on comforts and luxuries.

2.1.6. Social Factors

2.1.6.1. Reference Group

Reference groups consist of all of the groups that have a direct (face-to-face) or indirect influence on a personôs attitudes or behavior Kotler (2000). Within this general framework, several types of influences have been identified. He further identified the existence of membership group with whom the consumer interact continuously like friends, co-workers and family, and also aspirational group with whom the consumer doesnôt belongs but wants to join membership.

Reference group can impact a person at least in three ways. First, the person will face new behaviors and lifestyle: second, the ideas and imaginations that affected individualôs interest will be adapted to the reference group. Third, the created compulsive condition may have influence on the choice of product brand (Kotler & Armistrong, 2006). This implies reference group, in one way or another, can influence the buying behavior of individuals.

Reference groups have potential in forming a person attitude or behavior. Pinki (2014) stated that the impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. On their study of reference group influence on product and brand purchase William et al. (1982) discussed the influences of reference group between publicly and privately consumed products and luxuries and necessities. They further stated that marketers have generally accepted the reference group construct as important in at least some types of consumer decision making. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics). William et al. (1982) able to show the effects of absence of significant informational reference group suggests consistent information seeking by individual across similar types of products.

Family

A family is among the important factors consumers consider as a reference. A family is two or more people living together who are related by blood or marriage (Abdel, 2014). It is a part of a household which consists of individuals living singly or together with others in a residential unit

(Durmaz & Sebastian, 2012). Majority of the consumers emanate from a family, they constitute the larger share of the consumers. Kotler (2000) stated that the consumer is the most important consumer buying organization in a society, emphasizing on the importance of family on consumer buying behavior. Hossien (2014) further strengthen this idea by stating that family members, forming the basic structure of the initial reference group, have a great impact on consumer behavior.

Family has a special place in a community (Abdel, 2014). In fact it is a fundamental social unit. Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

Family is considered sub-group of society and at the same time implies a vital economic unit. It is a comprehensive and multifaceted purchasing organization that encompasses the needs of two generation or more. Hence purchasing behavior will be affected by the nature of family and its responsibilities may create a range of reverse demands for goods and services (Abdel, 2014)

2.1.6.3. Role and Status

A person belongs to many groups - family, clubs, organizations (Kotler, 1999). Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs Kotler (2000). Every role includes activities that are expected of a person (Hossein, 2014) For example a woman is working in an organization as finance manager. Now she is playing two roles, one of finance manager and other of mother. Therefore her buying decisions will be influenced by her role and status. As a manager she dresses well to match her role and status; however as a mother she may act differently. Mown & Mintor (2009) strengthen this idea emphasizing that when a person accepts a role and status in pressures have effects on the person to act in a special way. Therefore, consumersô role and status have important implication on their buying behavior. Generally, people choose products which are the messengers of their social role and status in the community (Kotler & Armstrong, 2009)

2.2. Empirical Literature

The research results conducted by (Hamza, 2011) showed that there is positive and significant relationship between factors of brand with cosmetics brand loyalty. On the other hand (Bhuvan, n.d) in his study of the influence of brands on consumer buying behavior found that there is no any difference between the age and gender regarding influence of purchase decision of branded products. The male and female both are recommend the branded products for various reasons specially in these categories like cosmetics, apparels, consumable goods, etc. He further found that the age factor is also not influence the purchase of branded products. But the frequency of young customers related to purchase of branded products is more compare to another aged group. The different age groups and different gender does not influence the consumer buying behavior, mostly customers of different age and gender prefer branded products. A study conducted by (Achmad, et al., 2014) revealed that brand image have a significant role in influencing the purchasing behavior.

Various studies conducted by different researchers revealed that income indeed has greater influence on consumer purchase decision. A study conducted by Havkinze et al. (2009) established the level of income for an individual relates positively with purchase decision. They were able to establish that the consumerôs disposable income is indeed very essential when it comes to determining what to buy and in what quantities, however; this is not always true because sometimes consumers may not be responsive though there is an increase in income for some products. For example, a study conducted by Nagai, et al. (2013) revealed that two- and four-wheeled vehicle ownership in Thailand depends largely on the income levels of individuals. On the other hand, a study conducted by (Krasko, n.d.) reveals that a decrease in income adversely affects consumer purchase.

The influence of product durability is relatively high in some products. Mesay (2013) found that product durability influences consumer buying decision of mobile phones. (Ram, n.d) on the other hand found that product durability has an important influence on consumer buying decision. Furthermore, the greater the degree of durability of traded goods, the larger is the share of domestically produced goods in consumption, for plausible factor intensities.

Product comfort has enormous influence on the buying decision of consumers, especially products that have physical attachments with people. (Ram, n.d) in his study of the influences of consumer buying behavior on footwear found that product comfort is the most important product factor for customers of formal footwear followed by quality, durability and Brand.

Melasi on his study of the influence of product attribute on mobile phone preference among university students found that mobile phone design has an important influence on consumer buying decision, this implies how consumer gives high emphasis to the aesthetic nature of the product. (Marielle and Jan, n.d) on the other hand found the aesthetic nature of the product influences consumer product choice.

A study conducted by Hamza S (2011) reveal that consumer estimates of the advertiser's regular price are higher for ads with a reference price than for ads without one. On the other hand Mesay (2013) found that consumer gives high value to the price of the product while buying mobile phones.

A study by Petropoulou and Soo (2011) reveals that the durability of goods affects consumersô lifetime wealth and their optimal consumption bundle across goods and time periods. They emphasize on the influence of durability on consumers buying decision. In his study of ñpublic understanding of product lifetime and durabilityò Lyndhurst (2011) however argue that product lifetimes and durability are not always, perhaps even not often, top of mind for most consumers.

Hossien (2014) further strengthen this idea by stating that family members, forming the basic structure of the initial reference group, have a great impact on consumer behavior. They further stated that marketers have generally accepted the reference group construct as important in at least some types of consumer decision making. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics). William et al. (1982) able to show the effects of absence of significant informational reference group suggests consistent information seeking by individual across similar types of products.

Reference groups have potential in forming a person attitude or behavior. Pinki (2014) stated that the impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. On their study of reference group influence on product and brand purchase William et al. (1982) discussed the influences of reference group between publicly and privately consumed products and luxuries and necessities. They further stated that marketers have generally accepted the reference group construct as important in at least some types of consumer decision making. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics). William et al. (1982) able to show the effects of absence of significant informational reference group suggests consistent information seeking by individual across similar types of products.

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As far as businesses are established targeting end user they have to be sensitive enough to satisfy their customers, today's consumer prefers the places which satisfy them with every aspect (Durmaz et al., 2011).

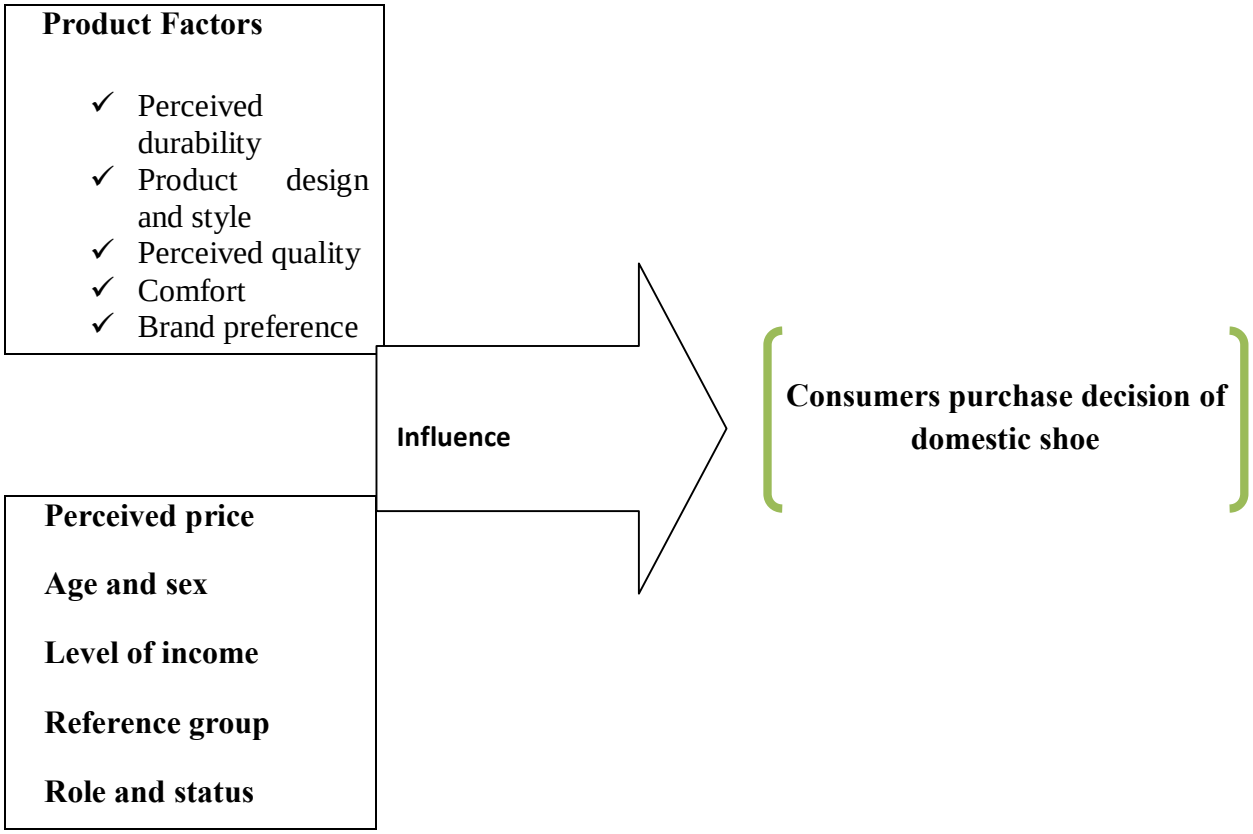
Havkinz et al. (2006) found out that the consumersô disposable income plays a major role in determining what to buy and in what quantities. Furthermore, Ruth P. eds (1956), in his study of consumption and business fluctuation found the influences of income on buying decision of Shoe and leather. On the other hand, Laiwechpittaya and Udomkit (2012) studied the analysis of desired attributes of shoes and its retail shops from Bangkok consumersô perspectives in Thailand and found that the design of shoes, material selection, pricing, sale person, and attractive store have become important factors that underpin the buying decision of customers.

A study by Petropoulou and Soo (2011) reveals that the durability of goods affects consumersô lifetime wealth and their optimal consumption bundle across goods and time periods. They emphasize on the influence of durability on consumers buying decision. In his study of ñpublic understanding of product lifetime and durabilityò

2.3. Conceptual Framework of the Study

The figure below presents the conceptual framework on the factors influencing consumer buying behavior which are product factors (perceived quality, perceived durability product design and style**,** and comfort), perceived price, age and sex, level of income, reference group, and role and status. The conceptual framework therefore shows the relationship between the variables.

Figure 1. Conceptual Framework



Source: Compiled from the review of literature and empirical evidences

CHAPTER THREE
3. RESEARCH DESIGN &METHODOLOGY
INTRODUCTION

This chapter was concerned with the analysis of the research method which was used in the study. The chapter focused on the research design, data source, method of data collection, sampling as well as the sample size used in the study. It also focused on the data analysis techniques used in the study. Information regarding the presentation of the findings was also be provided in the chapter.

3.1. General Description of the Study Area

3.1.1. An overview of Oromia Regional State

Oromia is one of the nine national regional states of Ethiopia with 600,000 square kilometers of approximately, and covering a wide range of agro-climatic zones. Oromia has a total population of more than 40 million in recent days. Urban inhabitants number 3,370,040 or 11.3% of the population. The annual population growth rate in the region is estimated at 2.9 % (CSA, 2008). Administratively, Oromia is divided into 18 zones, 245 weredas, and 36 town administrations with 6500 kebele subdivisions. The Regional State extends from the western end to the eastern parts of eastern Hararge from 34°E latitude to 43°E. Its south north expanse runs from 4l ° north to 10l ° North latitude. Oromia has an average annual rain-fall ranging from 400mm in parts of Borena (Southern Oromia) to over 2400mm in parts of Illuabbabor zone or over its Western highlands. The altitude of the region ranges from less than 500 meters to high level of mountain Batu which is 4607 meters above sea level. The altitude of Jimma is 1,780m above sea level (CSA, 2007).

Jimma one of the 18 zones found in Oromia region with Jimma city its capital. The zone is known for its coffee production. It is boardered on the south by SNNP, the northwest Illuababor, on the north by Misraq Welega, and on the northeast by Misraq Shewa; part of the boundary with Misraq Shewa is defined by the Gibe River. Towns and cities in Jimma zone includes: Jimma,, Agaro , Genet and Saqqa. The town of Jimma was separated from Jimma Zone and is a special zone now. Jimma is the largest city in south- western Ethiopia. It is a special zone of the Oromia Region and is surrounded by Jimma Zone . It has a latitude and longitude of 7°40'N, 36°50'E. /

7.667°N 36.833°E . The town was the capital of Kaffa Province until the province was dissolved. The present town was developed on the Awetu River by the Italian colonial regime in the 1930s. The three largest ethnic groups reported in Jimma were the Oromo (46.71%), the Amhara (17.14%) and the Dawro (10.05%); all other ethnic groups made up 26.1% of the population (CSA, 2007).

Location

Jimma location within Ethiopia coordinates attitudinally 7°40ôN 36°50ôE, and its longitude of 7.667°N 36.833°E.

Population: 207,573 (2012

Elevation: 1,780m (5,840 ft)

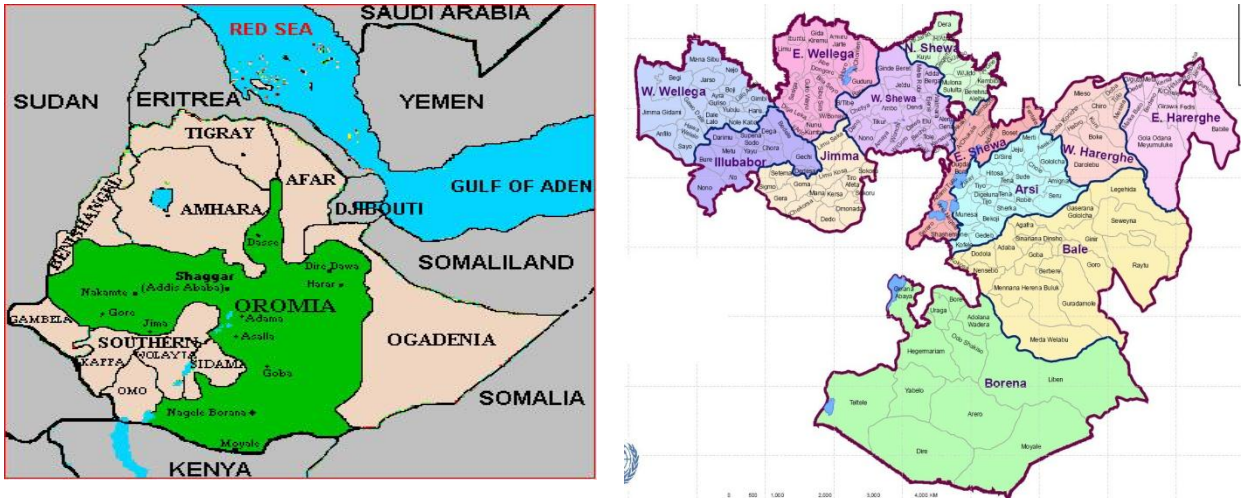


Figure1. Location of oromia region

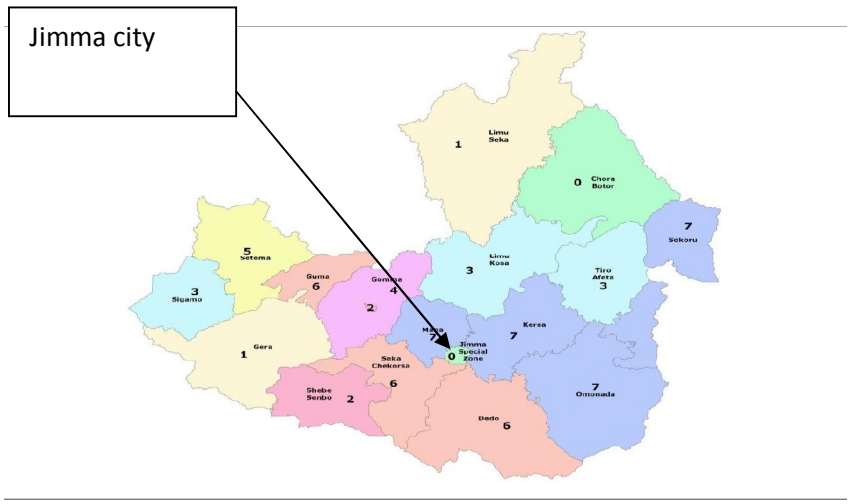


Figure2. Location of Jimma Zone and Jimma City

3.2. Research Design

The study used explanatory research design, for this study is a casual type, which is the study is about determining the influences of the explanatory variables on the dependent variable. Therefore, this research design is a better tool to undertake such types of research. Mixed research design used. Because mixed method helps utilization of the strength of both qualitative and quantitative and neutralize the weaknesses of both designs, and gives the researcher more privileges. Also there is more insight gained from the combination than either form by itself. Their combined use provides an expanded understanding of research problems (Creswell, 2003).

3.3. Target Population

The target population for study includes consumers of leather shoe in Jimma. Data was collected from the consumers at a market or showroom.

3.4. Data Types and Source

The study used both primary and secondary data sources. The primary data sources were leather shoe consumers in Jimma. Secondary data sources were books, journals articles, and available literatures on the study area.

3.5. Method of Data Collection

Self administered questionnaire distributed to consumer of leather shoe in Jimma to collect the desired data. Accompanying the questionnaire, an interview and focus group discussion was conducted.

3.6. Sample Size and Sampling Technique

The following sample size formula for infinite population is used to arrive at a representative number of respondents. Cochran (1977) developed a formula to calculate a representative sample for proportion as:

$$\mathbf{SS} = \frac{z^2 p\, q}{e^2}$$

Where,

SS= Sample Size for infinite population

Z = Z value (e.g. Z value for 90%, 95%, 99% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

Ȧ = Margin of Error

q= probability of failure

Given the above formula at 95% confidence level, margin of error 5% and at 0.5 population proportion, the sample size will be;

$$\mathbf{SS} = \frac{z^2 p\, q}{e^2}$$

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

= 384.16

Therefore, the sample size for this study was 384.16 which are rounded to 384 sample respondents and contingency 10 questionnaires also were used.

The study used non-probability sampling technique. Data were collected through administrated questionnaires and interview. It was collected from consumers at the market, and convenience sampling was used for the purpose of data collection, this sampling technique gives chance to collect data from population members who are conveniently available to participate in the study. The target population for study includes consumers of domestic leather shoe at Jimma.

3.7 Reliability and validity of Research Instruments

Reliability analysis is concerned with the internal consistency of the research instrument. Hair et al. (2007) defined reliability as the extents to which a variable or a set of variable is consistent in what it is extended to measure.

For a research instrument to be reliable, it must be capable of yielding consistent results when used more than once to collect data from two samples drawn randomly from the same population (Mugenda & Mugenda, 1999). To establish the reliability of the research instruments, the researcher carried out a pilot test of the instruments using another similar group with the same characteristics as the one targeted in the study. The pilot study was done to test whether the aim of the study would be achieved with the given questionnaires, if there is ambiguity in any item, if the instrument could elicit the type of data anticipated, whether the research objectives are being appropriately addressed thus enhancing reliability and validity, and lastly to indicate whether the type of data collected could be meaningful analyzed in relation to the stated research questions and objectives. The chronbatchôs alpha coefficient is a statistical tool that evaluates the confiablity through the inner consistency of a questionnaire and it is 0.814 for this study. The piloted instruments were adopted for the study.

3.8. Method of Data Analysis

Both qualitative and quantitative techniques were used to analyze the data. Because the former technique helped the researcher organized and presented the qualitative data that were collected

from interview and group discussion, and also the quantitative technique to analyze the quantitative data using descriptive statistics. The researcher used Statistical Package for Social Science (SPSS) software 16 version to process and computes the collected data. A binary logistic regression model which best fits the analysis of factors affecting consumer buying behavior domestic leather shoe was used to identify the significant explanatory variables.

3.9. Model Specification & Definitions of Operational Variables

Specification of the Logit Model

This study intended to analyze how much the hypothesized repressors related to the consumer buying decision of domestic leather shoe. The dependent variable is a dummy, dichotomous variable which takes a value of zero or one depending on whether or not the respondents buy domestic leather shoe. Gujirati (2004) pointed out that the logistic regression is used when the regressand is categorical (like buy or not buy), and has got advantage over the others in the analysis of dichotomous outcome variable in that it has comparative mathematical simplicity. Hence, the logistic model is selected for this study.

Therefore, the cumulative logistic probability model is econometrically specified as follows:

$$P_i = F(Z_i) = F(Ŭ + \times ɓ_i X_i) = \frac{1}{1 + e^{-zi}} \quad \text{é é é é é é é é é é é é é .(1)}$$

Where, P_i is the probability that an individual will buy domestic leather shoe or does not buy given X_i;

e denotes the base of natural logarithms, which is approximately equal to 2.718;

$Zi = Ŭ + \times ɓ_i X_i$

X_i represents the ith explanatory variables; and

Ŭ and $ɓ_i$ are parameters to be estimated

According to Gujrati (2004) the logit model can be written in terms of the odds and log of odds, which enables one to understand the interpretation of the coefficients. ñPiò implies probability an individual will buy domestic shoe, then (1 - Pi) the probability of not buying. Therefore, (Pi)/ (1 - Pi) implies the odds ratio favoring buying domestic leather shoe

$$(1-Pi) = \frac{1}{1 + e^{zi}} \quad \text{é ..(2)}$$

Therefore,

$$\left(\frac{Pi}{1-Pi}\right) = \left(\frac{1 + \dot{A}^{zi}}{1 + e^{-zi}}\right) = \dot{A}^{zi} \quad \text{é .(3)}$$

(Pi)/ (1 - Pi) is the odds ratio in favor of buying domestic leather shoe i.e; the ratio of the probability that the consumer buy domestic leather shoe to the probability that does not buy. Taking natural logarithm, we obtain.

$$Zi = \ln \left[Pi / (1- Pi) \right] = \check{U} + ƃ_i X_i$$

If the disturbance term (u) taken in to account, the logit model becomes

$$Z_i = \check{U} + \times ƃ_i X_i + u$$

Operational Definition of Variables

Dependent Variable

The dependent variable, consumers buying decision (COBDEC), is of dichotomous nature representing consumersô decision on buying domestic shoe. This is to distinguish or discriminate between those who buy or not buy domestic leather shoe. The dependent variable takes value of ñ1ò for buyers ñ0ò for non-buyers.

Table2.1. Definition of research variables (explanatory) and hypothesis

Variables	Definition	Values	Type and Expected sign
AGE	Age of the respondent at the time of data collection period	In years	Continuous (+)
Sex of Respondents(Sex)	Masculine or Femaleness of respondents	ñ1ò if the respondent is male and ñ0ò otherwise	Categorical (+)
Product Quality(Pqlt)	The quality of the materials used to make the shoe.	Shoe standard	Categorical (+)
Product Durability(Pdur)	The time period the product served the consumers	Overall duration of the product	Categorical (+)
Style & Designe (Sde)	The aesthetic nature of the product	Degree of agreements	Categorical (+)
Product Comfort (Cft)	Comfort of domestic leather shoe	Degree of agreements	Categorical (+)

Brand (Brnd)	The specific types of shoe the respondents wants to buy	1=yes, 0=otherwise	Dummy (+)
Perceived price (PRCE)	If price of shoe affects buying decision	Shoe price	Continuous (+)
Level of Income (Linc)	Respondents income level	Amount of income	Continuous (+)
Reference Group(Rgrp)	Positive word of mouse of people around a respondent	ñ1ò if yes, ñ0ò otherwise.	Dummy (+)
Role and Status (Ras)	The influence of respondents role and status in the society	ñ1= banker, 2= employee in other organization, 3= business man, 4 = student, 5 = others	Ordinal (+)

Source: Compiled from different literature reviews

CHAPTER FOUR

4. RESULTS AND DISCUSSION

This chapter presents the results from the descriptive and econometric analyses. The descriptive analysis made use of tools such as mean, percentages and standard deviation. In addition, the t- and chi-square statistics were employed to compare buyers and non- buyers with respect to some explanatory variables. The logistic regression analysis was carried out to identify the most important factors that affect the consumer buying decision of domestic leather shoe and to measure the relative importance of significant explanatory variables on consumer buying decision.

4.1. Response Rate

Table 4.1: Response rate

	Frequency	Percentage
Responded	362	91.88
Not Responded	32	8.12
Total	394	100

Source: Own computation from survey data, 2016

Out of the 394 questionnaires distributed, 362 of the questionnaires were returned filled while the remaining questionnaires were found either not well answered or were considered faulty and not returned. This therefore yielded a response rate of 91.88%.

4.2. Characteristics of Sample Respondents

Consumers buying decision is influenced by demographic, economic and social characteristics of respondents. This section report is on the background and the difference between buyers and non- buyers of domestic leather shoe on variables pertinent to the concern of the thesis.

4.2.1 Demographic characteristics of Respondents

Age Distribution of respondents

Age distribution of the sample respondents revealed that there is difference in age composition between buyers and non buyers. As shown on the table below majority of the buyers, 36.5% and 41.5% falls in age category between 31-40 and 41-50 respectively. While 52.77% and 40% of the non- buyers falls in more younger age bracket, that is between 18-25 to 26-35 respectively. This indicates that buyers are more aged than non- buyersô, implying that majority of the younger population lacks interest to buy domestic leather shoe.

Table 4.2: Age Distribution of Respondents

Age of Respondents		Buyers		Non Buyers	
		Frequency	Percent	Frequency	Percent
Valid	<20	3	1.4	79	40.0
	21-30	9	4.2	60	52.7
	31-40	35	16.5	8	5.3
	41-50	88	41.5	3	2.0
	>50	77	36.3	0	0.0
	Total	212	100.0	100.0	100

Source: Own computation from survey data, 2016

Gender of the Respondents

The sex composition of the respondents revealed that there is much variation between buyers and non-buyers. Of the total buyers 87.7% of the respondents were male while 12.3% of which were female. On the other hand 80.7% of non-buyers were female while 19.3% were male. This indicates that there is variation in consumer buying decision of domestic leather shoe between males and females. This may probably mean that male respondents have more exposure than female respondents to buy domestic leather shoe.

Table 4.3: Distribution of respondents by Sex

		Non-Buyer		Buyer	
		Frequency	Percent	Frequency	Percent
Valid	female	121	80.7	26	12.3
	male	29	19.3	186	87.7
	Total	150	100.0	212	100.0

Source: Source: Own computation from survey data, 2016

Table 4.4 presents findings with regards to the level of education of the respondents. Majority of the respondents were secondary education complete, 43.1percent, while 31.5percent of the respondents had undergraduate qualification followed by 18.5% of the respondents of diploma holder while the remaining respondents were at primary education and masters and above, 6.1% and 6% respectively. This composition of respondentsô education level helped to see the response of almost all kinds of customers at different level of educational background.

Table 4.4. Respondents level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
primary education	22	6.1	6.1	6.1
secondary education	156	43.1	43.1	49.2
Diploma	67	18.5	18.5	67.7
First degree	115	31.8	31.8	99.4
Masters and above	2	.6	.6	100.0
Total	362	100.0	100.0	

Source: Own computation from survey data, 2016

4.2.2. Socio- Economic Characteristics of Respondents

4.2.2.1. Distribution of Respondents by Role and Status

The respondentsô role and status has a great variation between buyers and non-buyers. The following table shows the respondents role and status in the society. Accordingly, 56 percents of the non-buyers found to be private business owners followed by students who constitute 35.3 percent of the total non-buyers. Civil servants, bankers and others constitute the remaining percent of non-buyers, who shares 4, 2 and 2.7 percent of the non-buyers respectively. On the other hand, Civil servants share the largest percent of the buyers, who constitutes about 55.7 percent of the buyers followed by 32.5 percents of bank employees. Among buyers business persons share is significantly dropped to only 3.3 percent. Majority of the non-buyers were found to be business men and students while the larger portions of the buyer were an employee in different organization. This may probably mean that the respondentsô role and status have something to do with their buying decision.

Table 4.5: Distribution of Respondents by Role and Status

		Non-Buyers		Buyers	
		Frequency	Percent	Frequency	Percent
Valid	Student	53	35.3	-	-
	Business man	84	56.0	7	3.3
	Civil servant	6	4.0	118	55.7
	Banker	3	2.0	69	32.5
	Other	4	2.7	18	8.5
	Total	150	100.0	100.0	100.0

Source: Own computation from survey data 2016

4.2.2.2. Distribution of Respondents by Income

The table 4.6 below presents findings with regards to the level of income of the respondents. As can be seen on the table majority of the respondentsô falls on income category that ranges between 5001- 8000 and 8001-10000, they constitute 29.3 and 51.3 percent of the non-buyers and 56.1 and 22.6 percent of the buyers followed by 15.1 percent of the buyers who falls under income category that ranges between 3001-5000 while 5.7 percent of the buyers earns more than 10000. On the other hand 14 percents of domestic shoe non-buyers also earns more than 10000 while 4.7 percent of domestic shoe non-buyers fall under an income category that ranges between 3001-5000. It seems as if there is no as such significant variation in income between buyers and non- buyers as majority of the respondents both domestic shoe non-buyers and buyers falls almost on the same income category. However, a slight difference in income is observed in such a way that a certain part of the non-buyers falls relatively on a higher income category.

Despite the distribution of respondents by income seems hardly different as it is presents above, the interview result revealed that domestic shoe buyers were influenced by their level of income.

Table 4.6: Distribution of respondents by income

		Non-Buyers		Buyers	
		Frequency	Percent	Frequency	Percent
Valid	<3000	1	.7	1	5.0
	3001-5000	7	4.7	32	15.1
	5001-8000	44	29.3	119	56.1
	8001-10000	77	51.3	48	22.6
	>10000	21	14.0	12	5.7
	Total	150	100.0	212	100.0

Source: Own computation from survey data 2016

4.5. Factors Influencing Consumer Buying Decision of Domestic Leather Shoe

4.5.1. Inferential statistics of selected variables

In order to have a clear picture of the quantitative demographic, socio-economic and characteristics of respondents on variables associated with shoe attributes which differentiate between domestic shoe non-buyers from the domestic shoe buyers t-test and chi-square test were applied. Three continuous and seven discrete variables were found significant with 5% probability level. These significant variables are described in table below and the discussion that follows it.

Table 4.11: Mean differences of continuous variables for domestic shoe buyers and non-buyers Variable

Variables	Buyers Mean	Non-Buyers Mean	t-test	Significant Level
Incom	4.34(0.714)	1.68(0.900)	31.310***	0.000
AGE	4.07(0.916)	1.57(0.689)	24.940***	0.000
Prce	3.92(0.825)	1.81(0.748)	28.229***	0.000

Source: Own computation from Survey data, 2016

Number in parenthesis indicates standard deviation

The influence of the income (Incom) on buying decision is greater for domestic shoe buyer than non- buyer. The mean value of number of respondents who buy domestic leather shoe was 4.34 for buyer and 1.68 for non- buyer. The mean difference between non- buyer and buyer was significant at 1% level. The result of the survey was as expected.

Respondents age (AGE) is also related to consumer buying decision. It was hypothesized in the null hypothesis that consumersô age was not influence consumer buying decision. However, an average number of respondents for domestic shoe buyer and non- buyer were 4.07 and 1.57 respectively, the difference between the domestic shoe buyer and non- buyer group was significant at 1% probability level.

Significant mean difference was observed between domestic shoe buyer and non- buyer with respect to price (PRCE). The result of the survey revealed that domestic shoe buyer and non-buyersô have 3.92 and 1.81 respectively. The difference in terms of price among the groups was significant at 1% probability level. This indicates that respondents perception of shoe price has association with buying domestic shoe.

From table 4.12 below it is revealed that perceived comfort from the shoe (Comf) is an important variable that affects consumer buying decision. The mean difference between the domestic shoe buyer and non- buyer group was significant at 1% probability level. That means, respondents perception about domestic shoe comfort plays a significant role in consumers buying decision.

Shoe design and style (Desn) was also an important variable that influence consumer buying decision. The mean difference between the domestic shoe buyer and non- buyer group was significant at 1% probability level. That means, respondents perception about domestic shoe design plays a significant role in consumers buying decision.

The other important variable that influences consumer buying decision was consumer role and status (Ras). The result of the survey revealed that domestic shoe buyer and non- buyersô influenced by their role and status. It was significant at 1% probability level. This indicates the respondentsô role and status had something to do with their buying decision.

Table 4.12: Level of Significant of Discrete Variables

	Qult	Durl	RaS	Desn	Bran	SEX	Comft
Chi-Square	116.757	59.934	114.823	180.403	16.807	12.033	56.177
Sig.	.000	.000	.000	.000	.000	.001	.000

Source: Own computation from Survey data, 2016

Respondent consumers sex (SEX) is one of the discrete variables that significantly affect consumer buying decision. The difference between the buyer and non- buyer groups was significant at 1% probability level. This may probably mean that consumersô sex is significantly influencing consumer decision.

4.5.2. Multicollinearity diagnosis

To study factors affecting consumer buying decision of domestic leather shoe, data gathered from 362 consumers were subjected to logistic regression analysis. The statistical software used for analyzing the data was SPSS 16.0 for windows. Prior to running the logistic regression

model, both the continuous and discrete explanatory variables were checked for the existence of multi-collinearity problem. The problem arises when at least one of the independent variables is a linear combination of the others. The existence of multi-collinearity might cause the estimated regression coefficients to have the wrong signs and smaller t-ratios that might lead to wrong conclusions.

There are two measures that are often suggested to test the presence of multi-collinearity. These are: Variance Inflation Factor (VIF) for association among the continuous explanatory variables and contingency coefficients for dummy variables Gujarati (2003).

The technique of variance inflation factor (VIF) was employed to detect the problem of multi-collinearity among the continuous variables. According to Gujarati (2003), VIF can be defined

as: VIF $(x_i) = 1/1-R_i^2$

Where, R_i is the square of multiple correlation coefficients that results when one explanatory variable (Xi) is regressed against all other explanatory variables. The larger the value of VIF (x*i*) the more ñtroublesomeò or collinear the variable X_i is. As a rule of thumb, if the VIF of a variable exceeds 10, there is a multi-collinearity problem. The VIF values displayed below table have shown that all the continuous explanatory variables have no serious multi-colinearity problem.

Table 4.13: Variance inflation factor for continuous explanatory variables

Variables	R_i^2	VIF
Incom	0.601	2.506
Age	0.690	3.226
Prce	0.692	3.246

Source: Own computation from survey data, 2016

As can be seen on the table above the VIF for all continuous variables found by far lower than 10. Therefore, there is no as such problem of multi-

collinearity among continuous variables.

Similarly, contingency coefficients were computed to check the existence of multi-collinearity problem among the discrete explanatory variables. The contingency coefficient is computed as:

$$C = \tilde{a}X^2/N + X^2$$

Where, C= Coefficient of contingency,

G^2 = Chi-square random variable and

N = total sample size.

The decision rule for contingency coefficients is that when its value approaches 1, there is a problem of association between the discrete variables.

Table 4.14: Contingency coefficients for discrete explanatory variables

	1	2	3	4	5	6	7	8
1	1	.487	.332	.284	.053	.428	.403	.504
2		1	.284	.351	.018	.458	.557	.507
3			1	.157	.009	.160	.230	.266
4				1	.056	.196	.205	.274
5					1	.143	.035	.029
6						1	.366	.443
7							1	.501
8								1

Source: Own Computation from survey data, 2016

Description- 1 = Qlty, 2 = DUR, 3 = RaS, 4= Desgn, 5 = Brand, 6 = Rgrp, 7 = SEX, 8 = Comft

Based on the VIF and contingency coefficient results, the data were found to have no serious problem of multi-collinearity and therefore the continuous and discrete explanatory variables were retained in the model.

4.5.3. Binary Logistic Regression Model output

In the preceding section, variables affecting consumer buying decision of domestic leather shoe and their differences among the buyer and non- buyer groups were identified. However, in the logit model analysis, we emphasize on considering the combined effect of variables between buyer and non- buyer of domestic leather shoe in the study area. Therefore, the emphasis is on analyzing the variables together, not one at a time. By considering the variables simultaneously, it is possible to incorporate important information about their relationship.

Eleven variables were hypothesized to explain factors affecting consumer buying decision of domestic leather shoe. Out of these seven of the variables were found to be significant, while the remaining four variables were less significant in explaining the variations in the dependent variable.

The estimates of the logistic regression model show that shoe quality (Qulty), shoe durability (DUR), shoe price (Prce), consumer gender (Sex) age of the respondents (AGE), income (INCOM) and role and status of the respondents (RaS) were important factors influencing consumer buying decision of domestic leather shoe in the study area.

The remaining variables, shoe comfort (Comft), shoe design and style (DESGN), brand preference (BRND) and reference group (RGRP) were found less significant in explaining consumer buying decision of domestic leather shoe indicating that the two groups were homogeneous with regard to these variable. This result is inconsistent with the finding of Mellasi (2012) who found the significant influences of product design on consumer buying decision on his study of the influences of product attributes on mobile phone preference.

Table 4.15: Estimates of logit model and the effects of explanatory variables on consumer buying decision

Explanatory Variables	Estimated coefficient	Odds ratio	Wald statistics	Significance level
Constant	-23.487	0.000	10.011	.000
QULTY	2.417	5.758	4.427**	.035
DURL	1.303	1.200	4.648**	.031
COMFORT	2.281	1.200	.090	.102
DESTLE	- .419	1.256	.417	.658
BRAND	.447	1.149	.755	.640
INCOM	1.112	6.441	4.063**	.046
PRICE	2.259	.003	3.643*	.043
Rgrp	-.864	.806	.680	.421
AGE	3.041	2.399	6.619***	.009
SEX	4.013	.006	4.002**	.045
RaS	1.184	6.330	3.627*	.047

Source: Own computation from survey data, 2016

*** , ** and * represent level of significant at 1%, 5% and 10% respectively

4.5.4. Elaboration on significant explanatory variables

Shoe quality (QLTY) was found to be an important variable in influencing consumer buying decision. The wald statistics corresponding to the variable QLTY show that it is significant at 5% level. The odds favoring decision to buy domestic shoe increases by a factor of 5.758 for consumers who decides to buy domestic shoe. This is consistent with the prior expectation. The explanation is that the respondentsô perception about the shoe quality significantly influences their buying decision. Therefore, if the consumer perception of shoe quality is positive, then there is a possibility to buy.

It was also apparent from the results that shoe durability (DUR) would influence consumersô decision to buy. The odds in favor of consumer decision to buy domestic shoe increases by a factor of 1.200 for consumer, who decides to buy domestic shoe. The positive relationship between shoe durability and consumer buying decision is that consumer who had positive perception about shoe durability probably would decides to buy. This indicates that the better the durable of the shoe the higher the probability to buy. This result is consistent with (Ram, n.d) who found that product durability is the most important product factor for customers of formal footwear.

Therefore, among the product factors shoe durability and quality found significant. Hence reject the null hypothesis and accept the alternative hypothesis that they have significant influence in explaining the variation in the dependent variable.

Consumer perception about domestic shoe price (PRCE) is another factor, which is significantly related to the dependent variable and that it is significant at 10% probability level. The odds in favor of buying domestic shoe are 0.003. In this case it is less than 1 indicating that as the price of domestic shoe increases it influences consumersô decision not to buy domestic shoe. The reason behind this is that a consumer having decides to buy domestic leather shoe are already more price sensitive than who decides not to buy domestic leather shoe who are less sensitive for domestic shoe price variation. A study by Mesay (2013) agrees with study indicating that consumer gives high value to the price of the product. The decision is reject the null hypothesis

and accept the alternative hypothesis that price has significant influence in explaining the variation in the dependent variable.

Consumer gender (SEX) is also another important factor, which is significantly influencing the variation in the dependent variable and that the wald statistic corresponding to SEX it is significant at 5% probability level. In this case the odds ratio is more than 1, indicating that as the consumers are found to be male, the odds of buying domestic shoe becomes higher. The reason behind this is that a consumer having decides to buy domestic leather shoe are more of male respondents than female respondents. The decision is reject the null hypothesis and accept the alternative hypothesis that consumer sex has significant influence in explaining the variation in the dependent variable.

Respondent role and status (RaS). The results of the logit model show that this variable affects consumer buying decision. This is consistent with the theory. The wald statistics corresponding to the variable RaS show that it is significant at 5% level. This is due to the fact that some of the respondents especially employees of an organization, both private and public employees have more experiences to buy leather shoe due to their role in their respective organization. Therefore, respondentsô role and status have something to do with their buying decision. The odds ratio favoring buying domestic shoe increases by a factor of 6.330 for respondents who were employees of some organization, their role and status in the society influences their buying decision.

It was also apparent from the results that age of the consumers (AGE) would influence consumersô decision to buy. The wald statistics corresponding to the variable RaS show that it is significant at 1% level. The odds ratio corresponding to AGE is 3.299. In this case it is more than 1, indicating that as consumers get older, the odds of buying domestic shoe become higher. The decision is reject the null hypothesis and accept the alternative hypothesis that age has significant influence in explaining the variation in the dependent variable.

The other variable that was found to be an important variable in influencing consumer buying decision was consumersô income (INCOM) . The wald statistics corresponding to the variable INCOM show that it is significant at 5% level. The odds favoring decision to buy domestic shoe increases by a factor of 6.411 for consumers who decides to buy domestic shoe. This is

consistent with the prior expectation. The explanation is that the respondentsô consumers consider income in their buying decision. This finding is consistent with a study conducted by (Krasko, n.d.) that reveals the influences of consumer income on buying decision.

CHAPTER FIVE

5. SUMMARY AND CONCLUSIONS

5.1 Summary

Ethiopia is among the richest country in natural resource endowment. The country is known for its livestock population in Africa which paved the way for the establishments of different small and medium scale, and large scale shoes manufacturing industries. Starting from the late 1930s different small and medium scale shoe manufacturing industries have been operating in the country. The sector remains an important sub sector in Ethiopian economy both in terms of trade and job opportunities through shoe factories. However, domestic consumers inclined towards to the imported shoe as studies suggested.

Therefore, the present study was focused on identifying the factors that affects consumers buying decision of domestic leather shoe. Convenience sampling was used to collect the desired data in which the data distributed at the convenience of the researcher. Out of a total of 394 questionnaires 362 were returned filled. Respondents were asked different questions regarding to their socio-economic status, price of shoe and regarding to the different attributes of shoe.

For data analysis, descriptive statistics, and logistic regression models were used. Descriptive statistics results show that (150) 41.4 percent of the total respondents were domestic shoe non-buyers. In addition, descriptive statistics results show that there were significant differences between buyers and non- buyers with respect to Age, sex, income of respondents, respondents role and status, price of domestic leather shoe, consumer brand preference, shoe quality, shoe durability, shoe comfort and shoe design and style. On the other hand, from 11 explanatory variables used in the Logistic regression model, seven variables (price of shoe, consumers role and status, shoe quality, respondentsô income level, age of respondents, shoe durability and respondents sex) had a statistically significant influence on consumers buying decision of domestic leather shoe.

Finally, among the regressed eleven explanatory variables respondents age was found the most significant factor that influences consumer buying decision. Shoe durability was found to be the

most important product factor that influences consumers buying decision. Respondentôs sex, respondentsô income level, age of respondents, shoe durability was also found to be another significant explanatory variables that contributes to the variation in the dependent variable. The remaining variables, shoe design and style, reference group and brand preference were found to be less significant to explain the variation in the dependent variable.

5.2. Conclusion and Recommendation

The study findings indicated that among other factors shoe quality, comfort, role and status of respondents, sex and price, were a reasons for the majority of respondents buying decision. Thus, these factors were considerably important basis for the consumers buying decision of domestic leather shoe at Jimma market.

Based on the findings of the study, the following recommendations are forwarded.

- ✓ The finding of this study revealed that, respondentsô sex was important demographic variable that influences consumers buying decision. It is, therefore, important that more attention should be given to consumer preferences in terms of sex. Marketers and manufacturers have to work to divert the attention of consumers by providing shoes that can satisfy both sexes.

- ✓ The results also showed that, majority of the respondent consumer who decides to buy domestic shoe are price sensitive, while the non-buyers decision were not influenced by price variation of domestic shoe. This shows that, there are other factors that the domestic shoe non-buyers emphasize on in their buying decision; therefore, attention should also be given to identify the interest of this group of consumers by working on to know their real buying characteristics.

- ✓ The study revealed that shoe durability and shoe quality were found to be significantly influenced consumers buying decision. This clearly indicates that for effective utilization of the domestic shoe market, enhancing the comfortability of shoe to the extent that satisfies consumersô interest would be an ideal measure to be taken.

- ✓ The majority of the respondent students and business ownersô especially female respondents were found to be non-buyers of domestic shoe. This implies that in most cases only certain part of the consumers buys domestic shoe. Therefore, increasing the aesthetic nature of domestic shoe is an ideal measure that the researcher advises the stakeholders.

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JIMMA UNIVERSITY

BUSINESS AND ECONOMICS COLLEGE

MBA PROGRAM

Questionnaire

Dear respondents: The purpose of this questionnaire is to collect information on ñ***Factors that influence consumer buying decision of domestic leather shoe"*** in Jimma town. The study is only for academic purpose. Therefore, your genuine, honest and timely response is vital for accomplishment of this study on time. Hence, I kindly ask you to give your response to each items/questions carefully.

Researcher: Dejene Wolde **Supervisor:Ashenafi Haile**

Cell: +251-13353842 Co-advisor-Hayelom Nega

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Thank you in advance for your cooperation!

This questionnaire consists of two parts. Please answer all the questions by ticking on the spaces provided or use the spaces left for you.

PART A: GENERAL INFORMATION

1. Gender? Male ☐ Female ☐

2. Please tick (ã) on the age bracket which best describes the range in which your age falls

   Below 20 years ☐
   Between 20 to 30 Years ☐
   Between 31 and 40 Years ☐
   Between 41 and 50 Years ☐
   51Years and above ☐

3. Level of education?

. Primary ☐ Diploma ☐ Masters ☐
☐ ☐

Secondary Undergraduate Doctorate

Others_____

4. Your category in the society

   Banker Employee of other governmental and NGOs

   Business man Student Other

5. Do you use domestic leather shoe?

   Yes No

6. How often do you use domestic leather shoe?

   Always frequently occasionally

   Sometimes Not at all

PART B: FACTORS AFFECTING CONSUMER BUYING BEHAVIOR OF DOMESTIC LEATHER SHOE

7. Does a product design and style affect your purchase decision?

   Yes No

8. Does a product comfort affect your purchase decision?

   Yes No

9. What is your level of agreement on the following statements on the effects of product factors on consumer buying behavior of domestic leather shoe? Use a scale of 1-5 where 1 is strongly agree, 2 is agree, 3 is neutral, 4 is disagree and 5 is strongly disagree.

Product Factors	**Strongly agree**	**Agree**	**Neutral**	**disagree**	**Strongly disagree**
Product durability affects my purchase decision of domestic leather shoe.	1	2	3	4	5
The quality of the shoe affects my buying	1	2	3	4	5

decision.					
The shoe design and style (the aesthetic nature of the product) affects my purchase decision.	1	2	3	4	5
The perceived comfort of the shoe affects my purchase decision.	1	2	3	4	5
My perception about the shoe brand affects my buying behavior.	1	1	3	4	5
Other Specify_____ _____	1	2	3	4	5

10. Do you consider brand choice in your purchase?

    Yes ⬭ No ⬭

11. If your answer for question no ñ10ò is yes, then which domestic brand you usually purchase, please specify

    _____

12. Does price of shoe affects your buying decision?

    Yes ⬭ No ⬭

13. What is your level of agreement on the following statements on the effects of price on consumer buying behavior of domestic leather shoe? Use a scale of 1-5 where 1 is strongly agree, 2 is agree, 3 is neutral, 4 is disagree and 5 is strongly disagree.

Price	**Strongly agree**	**agree**	**Neutral**	**disagree**	**Strongly disagree**
Price of domestic leather shoe is fair	1	2	3	4	5
Increased price would not hinder my	1	2	3	4	5

purchase decision of shoe.					
Increased price causes me to switch to other options (imported shoes)	1	2	3	4	5
I will consider price of imported shoe for comparison	1	2	3	4	5
I always consider price a major factor in my purchase.	1	2	3	4	5
Other Specify_____ _____	1	2	3	4	5

14. Income affects my buying behavior of shoe.

Strongly agree ⬭ Neutral ⬭ strongly disagree ⬭

Agree ⬭ Disagree ⬭

15. To what extent do you consider income as a factor when purchasing domestic shoe of your choice?

Very great extent ⬭ Great extent ⬭

Moderate extent ⬭ little extent ⬭

Not at all ⬭

16. Motivation from friends and family or other individuals influences my purchase decision of shoe.

Strongly agree ⬭ Neutral ⬭ strongly disagree ⬭

Agree ⬭ Disagree ⬭

17. Other individuals influence my buying behavior.

Strongly agree ⬡ Neutral ⬡ strongly disagree ⬡

Agree ⬡ Disagree ⬡

18. What is your level of agreement on the following statements on the effects of reference group, family and role and status on consumer buying behavior of domestic leather shoe? Use a scale of 1-5 where 1 is strongly agree, 2 is agree, 3 is neutral, 4 is disagree and 5 is strongly disagree.

Social factors affect my buying decision	**Strongly agree**	**agree**	**Neutral**	**disagree**	**Strongly disagree**
The people around me (like friends, family colleague)influences my buying decision.	1	2	3	4	5
My status in the society influences my shoe purchase decisions	1	2	3	4	5
My role in the society or work place influences my decision.	1	2	3	4	5
Other Specify_____ _____	1	2	3	4	5

Thank you for your time and co-operation.

ጅማ ዩኒቨርስቲ

የቢዝነስና ኢኮኖሚክስ ኮሌጅ

ማኔጅመንት ትምህርት ክፍል

የተከበራቹ የዚህ መጠይቅ ተሳታፊዎች፡- የዚህ መጠይቅ አላማ ስመመረቂያ ጹሁፌ (ሪሰርች) የሚረዳኝን ግብዓት ለማሰባሰብ ነዉ፡፡ የናንተ ተሳትፎና በጎ ምላሽ ለማዘጋጀዉ ጥናታዊ ጹሁፍ ዓይነተኛ ሚና ይጫወታል፡፡ ስለዚህ መልካም ትብብር ከሆነ የተዘጋጁትን መጠይቆች በመሙላት ይተባበሩኝ፡፡ ስለመልካም ትብብሮ አመሰግናለሁ፡፡

ይህ መጠይቅ ሁለት ክፍሎች አሉት፡፡ እባክሆን የመረጡት መልስ ላይ ይህንን ምልክት ይጠቀሙ (√)

ክፍል አንድ

አጠቃላይ መረጃ

1. ጾታ ወንድ ☐ ሴት ☐

2. ዕድሜ

   ከ 20 ዓመት በታች ☐
   ከ 20 — 30 ዓመት ☐
   ከ 31 — 40 ዓመት ☐
   ከ 41 — 50 ዓመት ☐
   ከ 50 ዓመት በላይ ☐

3. የትምህርት ደረጃ

   የመጀመሪያ ደረጃ ትምህርት ያጠናቀቀ ☐ የሁለተኛ ደረጃ ትምህርት ያጠ ☐
   ዲፕሎማ ☐ ዲግሪ ☐ ማስተርስ ☐ ሌላ _____

4. የስራ ድርሻ

   የባንክ ሰራተኛ ☐ መንግስታዊ እና መንግስታዊ ያልሆኑ ድርጅቶች ተቀጣ ☐
   የግል ስራ ☐ ተማሪ ☐ ሌላ ካለ _____

5. የሀገር ዉስጥ የቆዳ ጫማዎችን ይጠቀማሉ

   ☐ ☐

አዎ አይደለም

6. ለጥያቄ 5 መልስዎ አይደለም ከሆነ፤ ምክንያቶ ምንድነዉ

ዋጋ ◯ የጥራት ደረጃ ማነስ ◯ የአገልግሎት ዘመን ማነሰ ◯
ምቾት ስለሌላቸዉ ◯ ዉበት ስለሌላቸዉ ◯ ሌላ ካለ _____

7. ለጥያቄ 5 መልስዎ አዎ ከሆነ፤ የሀገር ዉስጥ ጫማዎችን ምን ያህል ይጠቀማሉ

ሁል ጊዜ ◯ በተደጋጋሚ ◯ አልፎ አልፎ ◯ በጥ ◯

<u>ክፍል ሁለት</u>

8. የጫማዉ ዉበት የግዢ ዉሳኔዎት ላይ ተጽኖ ያሳድራል

አዎ ◯ አይደለም ◯

9. የጫማዉ ምቾት የግዢ ዉሳኔዎት ላይ ተጽኖ ያሳድራል

አዎ ◯ አይደለም ◯

10. በሚከተሉት ነገሮች (ነጥቦች) ላይ ምን ያህል ይስማማሉ? 1 = በጣም እስማማለሁ፤ 2 = እስማማለሁ ፤ 3 = ገለልተኛ፤ 4 = አልስማማም 5 = በጣም አልስማማም፤ የሚሉትን የስምምነት ደረጃ ይጠቀሙ

ጫማዉን የሚመለከቱ እዉነታዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
የጫማዉ የአገልግሎት ዘመን የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
የምርቱ የጥራት ደረጃ የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
የምርቱ ዉበት የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
የምርቱ ምቾት የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
የጫማዉ ዓይነት (ብራንድ) የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል	1	2	3	4	5

ሌላ ካለ _____	1	2	3	4	5

11.የጫማዉ ዓይነት (ብራንድ)የግዢ ዉሳኔ ላይ ተጽኖ ያሳድራል

አዎ ◯ አይደለም ◯

12. ለጥያቄ ቁጥር 11 መልስዎ አዎ ከሆነ፤ የትኛዉን የሀገር ዉስጥ የጫማ ዓይነት ይጠቀማሉ፡፡ እባክሆን ዓይነቱን ይጥቀሱ _____

13. የጫማዉ ዋጋ የግዢ ዉሳኔዎት ላይ ተጽህኖ ያሳድራል?

አዎ ◯ አይደለም ◯

14. በሚከተሉት ነገሮች (ነጥቦች) ላይ ምን ያህል ይስማማሉ? 1 = በጣም እስማማለሁ፤ 2 = እስማማለሁ ፤ 3 = ገለልተኛ፤ 4 = አልስማማም 5 = በጣም አልስማማም፤ የሚሉትን የስምምነት ደረጃ ይጠቀሙ

የጫማዉን ዋጋ በሚመለከት	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
የሀገር ዉስጥ የጫማ ዋጋ ተመጣጣኝ ነዉ	1	2	3	4	5
የጫማ ዋጋ መናር የመግዛት ፍላጎቴን አይቀንሰዉም	1	2	3	4	5
የጫማ ዋጋ መናር ሌሎች አማራጮችን (ከዉጭ የሚገቡ ጫማዎችን) እንድመለከት ያስገድደኛል	1	2	3	4	5
ጫማ በምገዛበት ወቅት የሀገር ዉስጥ እና ከዉጭ የሚገቡ ጫማዎችን የዋጋ ልዩነት አነጻጽራለሁ፡፡	1	2	3	4	5
በግዢ ዉሳኔ ላይ የጫማዉ ዋጋ ሁል ጊዜ ትልቁን ድርሻ ይወስዳል	1	2	3	4	5

15.የገቢ መጠኔ የግዢ ፍላጎቴን ይወስናል?

አዎ ◯ አይደለም ◯

16. ስጥያቄ ቁጥር 15 መልስዎ አዎ ከሆነ፤ የገቢ መጠንዎ ምን ያህል የግዚ ፍላጎቶ ላይ ተጽኖ ያሳድራል

◯ ◯ ◯ ◯ ◯

እጅግ በጣም በጣም መካከለኛ በጥቂቱ እጅግ በጣም በጥቂቱ

17. በዙሪያዎ ያሉ ግለሰቦች (እንደ ቤተሰብ ፤ ገደኛ የመሳሰሉት) በግዚ ፍላጎቶ ላይ ምን ያህል ተጽኖ ያሳድራሉ?

እጅግ በጣም◯ በጣም◯ መካከለ◯ በጥ◯ እጅግ በጣም በ◯ቱ

18. በሚከተሉት ነገሮች (ነጥቦች) ላይ ምን ያህል ይስማማሉ? 1 = በጣም እስማማለሁ፤ 2 = እስማማለሁ ፤ 3 = ገለልተኛ፤ 4 = አልስማማም 5 = በጣም አልስማማም፤ የሚሉትን የስምምነት ደረጃ

ግዚ ላይ ተጽኖ ሊያሣድሩ የሚችሉ ማህበራዊ ጉዳዮች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
በዙሪያዎ ያሉ ግለሰቦች (እንደ ቤተሰብ ፤ ገደኛ የመሳሰሉት) በግዚ ፍላጎቶ ላይ ተጽኖ ያሳድራሉ	1	2	3	4	5
በህብረተሰቡ ዉስጥ ያለኝ ቦታ በግዚ ፍላጎቶ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
ያለኝ የስራ ድርሻ በግዚ ፍላጎቶ ላይ ተጽኖ ያሳድራል	1	2	3	4	5
ሌላ ካለ ይጥቀሱ					

ስለ መልካም ትብብሮ እጅግ በጣም አመሰግናለሁ!!