



STUDY ON ATTITUDE AND PREFERENCE OF CONSUMERS

TOWARDS DOMESTIC SHOES PRODUCTS

(A CASE STUDY IN WOLAITATOWN)

**A RESEARCH PAPER SUBMITTED TO THE DEPARTMENT OF MARKETING
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ABSTRACT

Now a days it is simply observed that many products including shoe products are imported to Ethiopia. This product has an impact on domestic products. The overall the objective of the study is to investigate the attitude and preference of customer toward shoe product and identify the absent value of domestic shoe. How do consumer differentiate among the shoes product identify the reason consumer prefer to purchase imported shoes finally identify consumer know the significance of using domestic shoes products.

The study will be conducted in Wolaita town which is 398 km far from Addis Ababa to the north direction . The source of the data for the study is that consumer of shoe product in Wolaita town including University students specially 3rd and 4th year, preparatory students and residents of Wolaita government employees and non-governmental employees monthly income above 1200 Ethiopian birr. The study will take a sample of 150 consumers using judgmental non probability sampling. The data will be collected using questionnaire and interview. After collection it will be processed and analyzed by descriptive statistics using tables, figures, and percentages. Finally interpretation, summarization, conclusion and recommendation for each variable will be provided.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Industrial development in developing countries including Ethiopia is recent phenomena which trace back to the last couple of decades and most of which are highly food processing industries that provide commodities of low quality and quantity. These industries are utilizing backward technology, poor equipment and machinery and unskilled or semiskilled manpower.

Even though industrial sector in Ethiopia including shoe and leather industries are at infant stage, they are significant contributor to the overall economy of the country with the other sector of economy. They try to speed up the implementation of the development strategy including the technological innovation, improving production and creating employment opportunities, position by the government.

Due to the free market economic policy, different types of product are imported to Ethiopia which have an impact on domestic product. To develop their capacity to compete in the world market. The Ethiopia manufacturing industry association is currently working closely with the government.

Imported products including shoe product are more preferable and the domestic product are suffering of great completion in the domestic market. These cause domestic industries to obtain low market share and profit. (<http://www.assischamer.com/speech/leather.htm>)

Having verse with the above overall identified problem the student research stands to investigate consumer behavior that directs to buy the imported product and identify absent value of the domestic product. Understanding the activity helps, companies to supply the product to ultimate customer.

As indicated in Kotler /1996:148/ “ Before their marketing plan marketer need to study consumers market and consumers behavior” This implies that marketers are expected to know with the market looks like before they produce and launch any product, so this research is inspired to come to existence by this basic idea with regard to domestic shoe market.

The firms ultimate success depends primarily on how well it performs in the market place which requires knowledge of market. Therefore, the first task of the firm is to study prospective buyers, who are they? Where are they? What factors are important in their purchase of our product? The second task of the firm is to develop the product or service that satisfy customers’ needs and wants. The third task is to set price and terms of these products that appear reasonable to buyers while returning a fair profit. The fourth task is distributing the product so that they are conveniently available to buyer. (Terspestra, 1997:s)

The understanding of consumer attitude and preference will ultimately result in consumer and producer to reach in the better agreement that world make the producer supply the right product at the right price with enough quality in order to retain and satisfy customer. Finally, understanding the relationship between attitude and preference and other factors which affect the buying behavior of consumers helps to reduce substantial risk of marketing failure.

Generally, the research aimed at showing the factors that made imported shoe more preferable in the market. It provide marketer with standards to evaluate the performance and quality of their products, so that they can develop new once / or improve the existing one/ with new attributes that can satisfy consumer.

1.1 STATEMENT OF THE PROBLEM

Consumer buying behavior refer to buying behavior final consumer individual and household, who by goods and service for personal consumption. Consumer make many buying decision every day, most of the largest companies research consumer buying decision in great detail to answer question about what consumer buy and why they buy, where they buy, how and how much the buy and when they buy. /katler,1998:548/

Ethiopia has a leather and shoes industries that produce different types of shoes and distribute it to domestic and foreign market, New a days, shoes product area imported to Ethiopia and many customer including Wolaita town residents prefer the imported shoe to domestically manufactured once because of different reason like quality, durability, style, fashion and other factors that can affect that attitude and preference of consumer. Due to this domestic shoes factories are suffering of great competition with imported shoes. The objective of the study is to understand consumers have positive or negative attitude towards foreign shoes products.

At the end, of the study I will try to find answer for the following basic research questions

1. What quality aspects do domestic shoe products lack to satisfy consumer needs?
2. Do consumer know the significance of using domestic shoes products?
3. How do consumer differentiate among the shoes products?
4. What are the reason consumer prefer to purchase imported shoes?

1.2 OBJECTIVE OF THE STUDY

1.2.1 GENERAL OBJECTIVE

Accordingly, the general objective of the study is to investigate the attitude and preference of consumers towards the domestic shoes and to understand the absent values of the domestic shoes, so as to take solution for the problem identified.

1.3.2 SPECIFIC OBJECTIVES

To reach at general objective, there are certain specific objectives that need to be accomplishing, these area

- ❖ To identify reason behind the preference of consumer for imported shoes
- ❖ To show the relevant factors/ choice criteria/ used by consumers in selecting the shoes type.
- ❖ To assess consumers' knowledge the significance of shoes product.
- ❖ To identify the quality aspects domestic shoes products lack to satisfy consumers' needs.

1.3 SIGNIFICANCE OF THE STUDY

The research will be significance to different stockholder, non governmental organization /NGO/ and other individual as its study about the attitude and preference /consumer behavior/ and the deficiencies of the domestic shoes, by supplying an important information for short and long range plans of shoes manufacturing organizations. Furthermore, it give clue for the government in general to know the impact of imported product on domestic product manufactures , so as to keep the security of domestic product by improving the quality of the shoe product.

Besides, the research output would be important for other researches as references for subsequent studies to be made in this area.

1.4 SCOPE OF THE STUDY

It would have been better to study consumers' attitude and preference for domestic shoes products through out the country so as to get the complete picture. However because of time and financial constraints this study is delimited to Wolaita town.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 LITERATURE REVIEW

The aim of this section is to review some of the important literature relate to the study. Due to different problems in our country. It was very difficult to collect reliant and adequate information. This section therefore includes conceptual definition consumer behavior, consumer satisfaction, factor affecting consumer behavior model of consumer behavior and other related concepts.

2.2 DEFINITION OF CONSUMERS

The term consumer is defined to mean the end user “who is the not necessary the consumer take examples of a mother or father who is buying breakfast cereal. The chance area that they area immediate consumer, acting as agent on behalf of the eventual consumer and in order to market cereal effectively. It is clearly necessary to understand what the end consumer want, as well as what parents want so consumer is a person who consumers/’s or uses a product.

The term consumer is often used to describe two different king of consuming entities the personal consumer buys goods and organization consumer the personal consumer buys goods and services for his or her own use for the use of household or as a gift for a friend. The second type of consumer buy product, equipment and services in order to run their organization / kanuk, 1997:7-9/

Consumer behavior is defined as the acts of individual directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts.

This definition has three key parts:

- i. “ the act of individuals ...” This includes such activities as travel to and from stores, in- store shopping, actual purchase transportation, use and evaluation of both goods and services available in the market .
- ii. “ Individuals directly involved in obtaining and using economic goods and services...” This statement identifies the focus of this field of consumer behavior the ultimate consumer. That is , it concentrates on individual purchasing goods and service for personal consumption by themselves and /or for some other similar unit such as their family or a friend . This latter context would include the homemaker acting as the family purchasing agent as well as some one buying a gift for another person. This part of the definition of consumer behavior also notes that the test does not deal specifically with individual purchasing for business or institutional usage even though many of the topics are equally relevant to such activities.
- iii. “ ... including the decision process that precede and determine these acts.” This statement is included to recognize the importance of the purchase activities of consumers that directly affect their observable market action, for example, contact with sales people, media and advertising exposure, informal exploration with friends, the formation of evaluate criteria, and the overt acts of identifying and considering alternative purchase decision.

(Saravanavel, 2004:433)

2.3 CONSUMER BEHAVIOR

Consumer behavior is observable activities chosen to maximize satisfaction through the attainment of economic goods and service, such as choice of retail outlet, preference for particular brand and so on / Baker, 1998:67/

Consumer make many buying decision every day, most large companies research consumer buying decision in great detail to answer questions about what consumer buy, where the buy, how and how much they buy, when they buy and why they buy. Marketers can study consumer purchase to find answer to questions about what the buy, where and how much consumer behavior are influenced strongly by cultural, social, personal and psychological characteristics, /Kotler, 1996:146/

The field of consumer behavior covers a lot of ground. It is the study of the processes involved when individual or groups select, purchase , use or dispose of product , service. Ideas or experience to satisfy needs and desire . The perspective of role theory takes the view that much of consumer behavior resembles action in play. As in a play each customer has lines, props and customer necessary to put on good performance because people act out and producers at the time of purchase. Most marketers now recognize the consumer behavior is an ongoing process.(Solomon, 2002:5)

2.4 DEFINITION OF CONSUMER DECISION MAKING

In most general term, decision is the selection of an option two or more alternative choices in other words for a person to make a decision a choice of alternative must be available.

Level of Consumer decision making

Not all consumers decision making situation receive or require the same degree of information search on efforts ranges from very high to very low we can distinguish three specific level of consumer decision making.

1. Extensive problem solving

When consumers have no establish criteria for evaluating a product category have no narrowed the numbers of brand they will consider to a small manageable subset their decision making efforts can be classified as extensive problem solving.

2. Limited problem solving

At this level of problem solving consumers already have established the basic criterial for evaluating the product category however they have not fully establish preference concerning a selected group of brands. Their search for additional information in more like fine tuning. They must gather additional brand information to discriminate among the various brand.

3. Reutilized response behavior

At this level consumer have some experience with the product category and well established sets of criteria with which to evaluate the brand they care considering (Kanuk, 1997:558-559)

2.5 CUSTOMERS SERVICE AND SATISFACTION

Because of time and space limitation and more, appropriately shortage of money consumer cannot be completely satisfied. Therefore consumers have their own interest and inclination toward reaching their needs and wants.

Consumer are value maximize within the bound of search costs and limited knowledge, mobility, and income. They form an expectation of value and action

it whether or not the offer lives up to the value of expectation affects both satisfaction and repurchase probability.

Customer perceived value-over premise is that customers will buy from the firm that they see as offering the highest perceived value customer perceived value is the different between the prospective customer evaluation of all benefits and all the cost of an offering and perceived alternatives total customer value is the perceived monetary value of the bundle of economic functional and psychological benefits customers expect from a given market offering. (Kotler, 2003:60-62)

The sever who is at a consumer perceived value disadvantage has two alternative to increase total customer value or to decrease total customer cost. The former calls for strengthening or augment the offers product, service, personnel cost by reducing the price, simplifying the ordering and delivers process or absorbing some buyer risk by offering a warranty (Kotler, 2003:60-62)

2.6 MODE OF CONSUMER DECISION MAKING

The mode has three major components. These are input process and out.

Input: - the input component of our consumer decision making model draws on external influence that serve as source of information about particular product and influence a consumers product related values. Attitudes and behaviors chief among these input factors are making mix-activities of organizations that attempt to communicate the benefit of their products and service to potential consumers and the non marketing social cultural influences.

Process:- The process component of model is considered with how consumers decision to understand this process we must consider the influence of the psychological concept examined psychological field the internal influence /

motivation, perception . Learning, personality and attitude/.That affects consumer decision making process.

Outputs:- The output portion of consumer decision made concern two closely associate kinds of post decisions activity, purchase behavior and post purchase.

Purchase Behavior:- Consumers makes three types of purchase. There are trial purchase, repeat purchase and long term commitment purchase when a consumer purchase a product for the first time and buys a smaller quantity the usual. Thus purchase would be considered a trail. Thus a trail is the exploratory phase of purchase behavior in which consumers attempt to evaluate a product through direct use. Repeat purchase behavior is closely related to the concept of brand loyalty which most firms try to encourage, because it contribute to great stability in the market place post purchase evaluation .

Consumers use a product particularly during a trail purchase they evaluate its performance in alight of their own expectation.

There are three possible out comes of these evaluation

1. Actual performance muches expectation leading to neutral feeling.
2. Performance exceeds expectation, causing what is known as positive disconfirmation of expectation which leads to satisfaction.
3. Performance is below expectation causing a negative disconfirmation of expectation and dissatisfaction. For each of these three outcomes consumers expectation are closely linked i.e consumer tend to judge their experience against their expectation when performing post purchase evaluation .(Kotler, 1998:147)

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1 RESEARCH DESIGN

Methodology is the core and large part of the research paper which refers to the technique that the research was use in performing the research operation. It includes the type of data (source of data) method of sampling, method of data collection.

3.2 TYPE OF DATA

The study was use both the primary and secondary data source. The primary source of data was collected from individuals who are consumers of both domestic and imported shoes product in Wolaita town. The secondary source of data is review of literature that was obtained from books and internet source in social science library.

3.3 METHOD OF SAMPLING

Since, the study of attitude and preference of customers is qualitative research type, for this research the preferable sampling method is non probability judgmental sampling method in which the researcher select customers that are believed to be typical or repetitive of the population.

Therefore, to fulfill the research, the 150 sample customers were taken customers from the total population using judgmental sampling to total population including the university students, collage students, preparatory students and residents of the town.

3.4 METHOD OF DATA COLLECTION

This study is designed to get the insight, inclination, view, feeling and preference of customers toward shoe product. So, qualitative study particularly helpfully on breaking the board. The primary data was collected by survey method of data collection using questionnaires' interview and self to examine the behavior of the customers.

The questionnaires were construct with closed ended, open- ended and rating scale. Questions in which respondents are limited to stated alternation in closed ended questions and to get the subject respondents freely talk their opinion about the domestic and imported shoe in open ended questions.

At the time of data collection, there some problems such As:-

- From the proposed of expected sample respondents out of (70), only 60 of them returned questionnaire 10 of them for unknown reason, and from the expected management bodies of 5 interview, four of them was interviewed, one of the interviewee was at annual leave.
- Except three open ended questions, the respondents did not give response for most such questions. So the data were collected almost from closed ended questions.

Table 1:- Analysis of customer's profile

No	Item	No of Respondents	In %
1	Sex		
	Male	40	66.7
	Female	20	33.3
	Total	60	100

2	Age Below 20	2	3.3
	20-30	20	33.3
	30 – 40	28	46.7
	Above 40	10	16.7
	Total	60	100
3	Marital Status		
	Married	33	55
	Single	20	33.3
	Wingle	3	5
	Divorced	4	6.7
	Total	60	100
4	Educational Level		
	Below high school	2	3.33
	High school complete	3	5.00
	Diploma graduates	25	41.67
	Degree graduates	30	50.00
	Total	60	100

As the above table 1 (No.1) Shows 66.7% of the sample size are male customers and 33.3% of the respondents are female customers.

This indicates that most male customers have more income than female customers and also it indicates females are dependent of male or on their husbands.

Table 1 (No 2) indicates age group b/n 30 and 40 of the respondents covers 46.7% of the sample size and 33.3% are age groups b/n 20 and 30 where as age group below 20 covers 3.3%. In general age group below 20 and above 40 covers 20% of the sample size.

The above illustration implies that age group 20-40 of Wolaita town customers understood and aware about the importance of shoes product of all types. Where as, age group below 20 of Wolaita town customers are less users of shoes product. This is because they could be dependent of their family and they could be students who do not have their own income.

Table 1(No 3) 55% of the sample size respondents are married and 33.3% of the sample size are not married (single). Where as 5% of the respondents are widows and 6.7 are divorced.

From this we can conclude that 55% of Wolaita town Customers use shoes product with their family and with their spouse because they have responsibility on their family, where as, 11.7% of Wolaita town customers are either widowed or divorced and covers smallest number. This could be shortage of income because they are alone.

Table 1 (No 4) indicates 50% of respondents are degree graduates and 41.67% of the sample size are diploma graduates.

The above illustration implies that almost 91.67% of Wolaita town customers are educated and aware about shoes product, whereas, 3.33% of customers of the Wolaita town) education level is below high school. This indicates that these groups of customer are not aware about the use (The importance of shoes product.)

Table 2:- Whether information board exist or not

Item	No of Respondents	%
Yes	50	83.33
No	10	17.67
Total	60	100

Source:- Respondents

3.5 LIMITATIONS OF THE STUDY

- dalliance of returning questionnaire and unwillingness of respondents and interviewee
- time and budget constraint
- lack of secondary source of materials
- Lack of the access information technology.

CHAPTER FOUR

4. Data Analysis and Interpretation

4.1 Data Analysis And Interpretation

To Support the paper and the literature review previously covered preliminary investigation and different aspects of service delivery has been taken in Wolaita town.

The consideration that underlies here is a choose process and analysis technique for best interpretation and determination of results. After the data were collected, it will be edited coded, classified and tabulated to be used for analysis. The technique that will be use for analysis is descriptive which make easy to understand and interprets the data in to meaningful information and understandable for readers later on. Descriptive statistics employed to analyze the data, sample statistical measurement such as percentage and charts used to analyzed and interpret the data.

The collected data would be analyzed using different statistical tools like:-

- Percentiles
- Tables
- Chart

4.2 TIME BUDGET

To accomplish all activities of the research on time, the activities are arranged based on their occurrence and time to be accomplished as follows.

Activity	Period						
	OCT	NO V	DE C	JAN	FE B	MAR	AP R
Consulting advisor	→						
Research design	→						
Proposal writing		→					
Questionnaire development			→				
Literature review		→					
Data collection		→					
Data processing				→			
Data Analysis					→		
Data interpretation						→	
Report writing						→	
Presentation of report							→

4.3 COST BUDGET

The cost that researcher will incur in performing the research

Item	Quantity	Duration in a day	Unit cost per Day	Total cost
1. Personal cost				
-Allowance for students	1 person		20	200
research	-		-	150
- secretary	1 person		150	150
Transportation				
1. Stationeries				
- Paper				
- Pen	10		1.50	15.00
- Pencil	5		0.50	3.00
- Floppy	2		4	8.00
- Printing	60 page		1.00	60.00
- binding	6		6	36.00
- Binder	1		12	12.00
- Ruler	1		2.00	2.00
Sub total				636.00
Contingency				63.00
Grand Total				699

4.4 ORGANIZATION OF THE STUDY

The research project will be organized in to four chapters. The first chapter deals with introduction part which includes Background of the study, statements of the problem, objective of the study, significance of the study and scope of the study. Chapter two consists of the literature review about consumer behavior, consumer decision making and mode of consumer decision making. Chapter three contains research design and methodology, which include research design, type of data , method of data collection and data analysis method. Finally chapter four contains time budget, cost budget, organization of the study.

CHAPTER FIVE

5. Conclusion and Recommendation

5.1 Conclusion

After analyzing and interpreting customers' response for the questions, the student researcher (I) concluded the following points.

Most of Wolaita town shoes customers are males which indicate female's dependency on males.

More than half of Wolaita town shoes customers are between age group 18 – 40 which indicates that this group is aware of product.

The product that provided by Wolaita town is good and this is supported by more than half of its customers.

Most of the time the company provides the required product on time to its customers.

Most of Wolaita town Customer faced problem in relation to buy the shoes. Such as over changing in price. The product (Wolaita town) do not satisfied demand of the customers.

5.2 Recommendation

In general after illustration the respondents and the interviews response, the researcher.

As indicates on the conclusion Wolaita town some customers do not get required service on time and according to stated standards. This is because of shortage of vehicle and effective sales. Therefore, by providing product on time and increasing the number of service vehicle, the product should take corrective measure to avoid such problems to satisfy its customers.

Some of Wolaita town sales are not capable and efficient. So to avoid such problems and to have good performance in domestic delivery area.

Most sales of the domestic delivery area of the shop are not full ethical in their work area, so they must keep it up because ethics is the base for every work. However, some sorts of problems are observed. There is a problem in relation to buying shoes, such as: over charging in price.

In Wolaita town supply and demand to shoes product is not equal or reconciled. It means demand of the customer is not fulfilled. Now a day demand of these services is increasing. Therefore, the seller should work hard and supply these domestic as demanded by customers to satisfy the needs.

As pointed on the open ended question of suggestion and comment of the questionnaire, there is shortage of product in service delivery. Specially sales person. Therefore to make the service provided fast the product.

As indicated on the illustration part there is shortage of domestic vehicle in service delivery area.

In general if the product /Wolaita town/ implement points mentioned on the recommendation, the researcher hops that, it could fulfill customers demand, satisfy shoes service needs of its customers, and could more successful and more profitable in delivering domestic.

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ST. MARY UNIVERSITY COLLAGE

Faculty of Business

Department of Marketing Management

Questionnaire to be filled by shoe Customer

Dear respondents

This study is conducted by graduating student in the department of marketing management, St.Mary University Collage as part of the requirement for Bachelor Degree. The purpose of the questionnaire to collect data on customer attitude to ward`s preference for domestic shoes products, project works, so be sure that there is nothing behind the study and all your response will be kept secret (confidential) and used only for academic purpose. Hence you are kindly requested to fill the questionnaire given below. Your response will be making a mark /✓/or expressing your opinion in the given space. One or more response may be possible if necessary.

I. Personal Data

1. Age below 20 21-45 45-65 Above 65
2. Sex Male Female
3. Educational level
 - Literate
 - Elementary
 - High school
 - Preparatory
 - Diploma
 - Degree
 - Masters

II. Main research questions

4. If you prefer both the domestic and imported shoe which one do you prefer first
 - A. Imported shoe
 - B. Domestic shoe

5. If you prefer imported shoe, what are the competitive advantage of the imported shoe?

- A. High Quality B. Durability C. Fashion
D. Style E. High supply level in the market
F. Reparability G. Low price

6. If you prefer domestic shoes, what are the competitive advantages of the domestic shoes?

- A. Quality E. Low price
B. Durability F. I need my country products
C. Fashion G. High supply level in the market
D. Reparability H. Others /specify/

7. If you do not prefer the domestic shoes what are the absent values of domestic shoes?

- A. _____
B. _____
C. _____
D. _____

8. Does the domestic shoes satisfy the purpose that you need with your payment (your benefit from using domestic shoe)?

- A. Yes B. No

9.If your answer is No, please specify your reason?

10. If your answer is yes, in what way you are satisfied

A. Sole B. Style C. Hide skin

D. other/specify/_____

11. How is the quality of domestic products in your perception?

Very good Good Average Poor Very poor

12. When you consider the cost the domestic shoes product in relation to their quality, their cost is

Very high High Average Very Low

13. In your opinion, what should be done to make domestic shoes products more attractive?

14. Do you like using domestic shoes product?

Very great Greatly Fairly No much

15. How frequently do you buy domestic shoes product?

Very great Frequently Same times Very rarely

16. How is the durability of domestic shoes product in your perception?

Very high Average Very low High Low

17. How do rate the supply of domestic shoes products in the market?

Very high Average Very low High Low

18. How is the fissionability of domestic shoe product in your perception?

Very good Good Average Poor Very poor

19. How is the price of domestic shoe product in your perception?

Very good Good Average Poor Very poor