



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
FACULTY OF BUSINESS**

**CONSUMERS PREFERENCE TOWARDS DOMESTICALLY VS FOREIGN  
MADE SHOES IN ST MARY UNIVERSITY UNDER GRADUATE SENIOR  
YEAR STUDENTS**

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**ADDIS ABABA, ETHIOPIA**

**APRIL, 2023**

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## **DECLARATION**

**I, the undersigned, declare that this thesis is my original work, presented under the guidance of NIBRETU KEBEDE (PHD). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher institution for the purpose of earning any degree.**

**Name**

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**Signature**

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**St. Mary University, Addis Ababa**

**April, 2023**

## **ENDORSEMENT**

**This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.**

**NIBRETU KEBEDE (PHD)**

**Advisor**

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**Signature**

**St. Mary University, Addis Ababa**

**April, 2023**

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## **Abstract**

*The study's goal was to determine whether consumers preferred domestically made shoes to those made abroad. A non-probable sampling and from non-probable sampling convenience sampling strategy was employed to complete the investigation. Primary data were gathered for the study's input utilizing questionnaires and interviews. St. Mary's senior year students were given 298 questionnaires to complete, of which 268 were collected. In addition, a marketing manager's interview was conducted specifically to find pertinent and helpful data for the study. Secondary data was gathered online, in books, and from journals. Using the descriptive data analysis method, the respondents' and marketing managers' responses were examined and presented. Using the descriptive data analysis method, the respondents' and marketing managers' responses were examined and presented. According to the data acquired, the majority of responders were marketing management and computer science students, and they also preferred shoes made abroad. Consumers primarily buy foreign-made shoes because of their quality, brand, design, fashion, and price, according to research. The study demonstrates that customers are significantly influenced by role and status because people are compelled to purchase things based on what they signify to them and other people in their social network. The research also shows that businesses are not leveraging media to reach their customers, and the government is not supporting local producers.*

*Key words: Consumer, Consumer preference, Attitude*

## **CHAPTER ONE**

### **INTRODUCTION**

The focus of this section is mainly to address the background of the study, statement of the problem, objective of the study, methodology, significance of the study, scope, limitation, and time schedule of the study.

#### **1.1 Background of the study**

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

Consumer preference is an important determinant of demand. This preference can change rapidly in response to advertising and customs. Consumer and producers have strong relationship. Therefore producers determine what should be produced and not to be produced product is less than consumer expectation, their preference will shift to foreign product.

Consumers in the developed countries have a general inclination for their local made products because that are high quality over global products whereas consumers in undeveloped and developing countries are more likely to favor global products than local ones as they assumed global products are more superior than domestic products in quality performance and using global brands will electrify others as they are related with high style and fashion or high prestige issue Wang & Hui as cited in Ahmed (2014) With the increasing availability of imported products in most national markets, consumers in developed countries have a general preference for domestic made products over foreign products Bilkey & Nes, as cited in (Garg & Jain, 2015).

Footwear is a dynamic product in worldwide markets. It is being delocalized from advanced countries to less developed ones. The beneficiaries of this process are Far East nations, in particular China, India, North African countries and the Central and Eastern European countries (CEEC) (Global Footwear Analysis). China only produces more than 62% of the world total. Its

regional neighbors India, Vietnam, Indonesia, Pakistan, and Thailand are also among the top 10 world footwear producers, producing another 20% of the total. Outside Asia, Brazil is the most important producer, with 4.4%. Mexico, Italy, and Turkey are also among the world's most important manufacturers. Jointly, these ten countries amount for 90% of the world footwear produced (APICCAPS, 2011).

Nowadays, human needs are more complex to be fulfilled. One of the requirements that must always be fulfilled is called primary needs. Shoes are one of the primary needs that humans must meet. Shoes products are now not merely used as footwear but are also part of lifestyle, character, and other functions. Fashion shoes need to be developed along with increasing demand, because middle class people not only choose clothing and food but are willing to pay more for a particular brand or design.

The aim of this research is try to analyze the main reasons behind why consumers prefer either foreign made shoe or domestically made shoes. And to evaluate the gap the researcher will try to identify the reasons attributed to consumer preference. Another aim could be here to see which of the variable actually have some bearing on the preference of consumers.

## **1.2 Statement of the problem**

Ethiopia ranks first in Africa in livestock population and even 10th in the world, but these resources were not exploited yet despite the abundant raw material and cheap manpower. The country is working hard to exploit this huge potential so that the sector contributes its share to the growth of GDP and the wellbeing of the key role players in this sector is enhanced. Significant efforts has been made by the country to upgrade this sector in order to make it competitive at international level and these days many of the footwear factories are trying to advance in to international market (Institute Of Leather Industry Development , 2012).

The impact from the imports may be from price, style, product design availability, the ability to satisfy customers' need and from others like decline in profit reduced employment. The footwear industry of Ethiopia has faced a tremendous influence from foreign imports especially from Chinese leather shoe imports according to study made by (Tegene, 2007). During the past time, the country was a major importer of footwear such as leather shoes. This has created large pressure on domestic footwear producers andsuppliers. The imported shoes are superior in design comfort and delivering value compared to domestically produced shoes. The price at

which Chinese imported shoes sold in the country was relatively less than those shoes produced and supplied by the domestic producers to the domestic market. According to Knorrnga and Pegler (2004), as cited by Tegene (2007), the small scale shoe producers and suppliers were hugely affected by imported shoes from abroad.

The footwear industry face stiff competition from cheap imported shoes from abroad as previous studies indicated. This import pressure has its own effect on domestic footwear producers, as the domestic footwear producers are at their infant and adolescence stage, studying this effect is paramount important. Shoes imported from China has controlled the market as Tegene (2007) indicated in his study. Even if the Chinese shoe are cheap and low in quality, their style and fashion design are very attractive compared to domestically produced shoes and women and children shoes are widely available in many local markets in the country. Recent trend shows that a significant improvement in production and supply of domestically produced leather shoes to home as well as foreign market. But still the imported shoes from countries like China, Vietnam and others have significant share of the market and posing strong competitive force to the domestic leather shoe producers. We can find imported shoes anywhere in the country even in local market (Endale, 2011).

All the foreign made shoes dominate in the local market domestic shoe producers lose customers and find it difficult to stay in the market. As a result rate of unemployment increases. When many companies tempt to import shoes from abroad, it is obvious that the country would lose hard currency which could be used for other development areas. Moreover, as domestic producers get out of the market, the country would lose revenue collected in the form of tax. Consumer preference change due to product quality. There is evidence in various literature that as quality is an integral features of a product, it determine its ability decided level of satisfaction which could further influence consumer preference (Baker, 1996).

In other ways, the existence of close substitute also affects aggressively which changes the preference of product. Globalization has made it easier for traders to import and ale products in the country and this continues to hurt the local industry. Equally, there has been concern that the consumer market perception and attitude of local products is poor and bad as compared to that of foreign made products. Poor market perception and attitude make consumer to prefer foreign goods over local ones and this undermines the performance of locally produced products

(Kinyingi, 2018). And also some studies showed that domestic shoes markets filled with various shoe imports, and domestic shoes consumers provided with multiple choice of shoes around the world. As a result, domestic shoes are facing stiff competition from abroad in their home market. However, the consumer's preference of shoes is remained as open that need to be investigated. Understanding of what consumer's choices and why they prefer is important for shoes manufacturers, wholesalers and retailers, it will lead to more accurate merchandise mix and marketing programs. However, failure to do so result in not only lose their chances to enter other markets, but also risk of losing their sales to companies from neighboring countries who have invaded their home markets (Kotler, 2005). The domestic market of the country is still the major consumer of imported shoes for a number of reasons. Studying what influence that imports impose on domestically manufactured products will enable to find ways to take this as an opportunity and exploit it or it helps to design ways to reduce the competitive pressure posed from imports. Thus, this study conducted to assess consumers' preference either imported or domestic shoes, identify the factors that affected consumers' shoes preference.

### **1.3 Research questions**

- 1) What is the current attitude of consumer preference towards domestically made shoes versus foreign made shoes?
- 2) What are the reasons that make consumers prefer and consider purchasing either domestically or foreign made shoes?
- 3) Which factors determine consumer preference more?
- 4) What quality aspects do domestic shoe products lack to satisfy consumer needs?

### **1.4 Objective of the study**

#### **1.4.1 General objective**

The general objective of the study was to assess consumer preference towards domestically made shoes versus foreign made shoes.

#### **1.4.2 Specific objective**

Specific objective of the study includes

- 1) To identify the current consumer preference towards domestically made shoes versus foreign made shoes



- 2) To explore the reasons that make consumers prefer and consider purchasing either domestically or foreign made shoes
- 3) To describe the factors that determine consumer preference
- 4) To identify the quality aspects that domestic shoes products lack to satisfy consumer needs

### **1.5 Significance of the study**

**Practical significance:** - It can be significant in terms of providing producers with information about the factors that make consumers shift their demand to foreign made shoes or domestically made shoes. And hence they can adjust themselves to act accordingly. This study would help all stakeholders shoe retailers, wholesalers, manufacturers, consumers as well as the government, by indicating the current actual attitude of consumer preference towards domestically made shoes versus foreign made shoes. The forwarded recommendation would help tackle the problems identified.

**Theoretical significance:** - The study would help the researcher to have more experience in writing research and also to have knowledge in addition it might help other researchers to develop theory by depending on these study.

### **1.6 Scope of the study**

The study focuses on assessing consumer preference towards domestic versus foreign made shoes on students. The attempt is to show the reasons that make consumers to have positive or negative preference towards domestically produced shoes. This study focused only on factors that affect consumer preference. In addition to this consumer's preference for other products other than shoes are beyond the scope of this study.

### **1.7 Limitation of the study**

As we can predict the nature of the study is more connected with number of customer, so it is time consuming to distribute and collect data. The cost of the research is also one limitation of the study. The main and the underlying limitation will be the willingness of the respondents to participate in the study. To escape all these limitation I used d/t techniques like I asked some friends who studies there to collect the questionnaires and all for the willingness of the respondents I tried to explain all the purpose of the research.

### **1.8 Organization of the study**

The paper is arranged under five chapters. Accordingly, first chapter deals with introductory aspect namely, back ground of the study , statement of the problem, research question, objective of the study, significance of the study, scope of the study, limitation of the study and Research methodology. Second chapter will focus on literature review that could give theoretical and empirical basis to the study. Third chapter focuses on design and methodology of the study. The fourth chapter introduces the result and discussion. Finally fifth chapter which is the closing chapter focuses on providing summery of finding, conclusion and recommendation aimed at resolving the identified problem.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITREATURE**

#### **2.1. Theoretical Literatures**

##### **2.1.1 The concept of Consumer**

The name consumer is defined by different scholars. Scholars like Philip kottler defines consumer as the ultimate user of the product. He defines consumers in principle of marketing book, as the ultimate user of the product or a person who buys the product for the purpose of consumption or not for the reason to sell or resell (Kotler, 2010).

Consumers are elements for marketing decision. Foxall (1994), Louise (2017)stated that consumers are a buyer and the same time they are the user of the product. They can be a customer as well as the end user of the product.

##### **2.1.2 Consumer preference**

The concept of preferences comes from economic theory, with preferences defined as individuals ‘utility’ for consuming goods and services (Philips, Jhonson, & Manddala, 2002). According to Rajpurohit & Vasita (2011), preferences indicate choices among neutral or more valued option available. Consumer as an important factor in marketplace has a preference when their making a decision

Increased understanding of consumer preference for foreign versus domestic product and the linkage to price and quality attributes can facilitate more effective product positioning, more efficient strategy development and overall knowledge of the dynamic of international markets. Greater knowledge of country image in all its facets can permit researchers to adjust given aspects of the product or promotion mix so that products can be targeted to the needs of specific markets. By delving more deeply into the various aspects of consumer preferences, scholars may beadle to refine extant understanding in ways that advance international consumer behavior research (Knight, 1999).

Compare consumer preference for goods made abroad and in the home country by both foreign and home-country firms. These preference and the intervening role of price-quality attributes are

assessed in an empirical study using conjoint analysis and a MANOVA (Multivariate analysis of variance) procedure. Results suggest that country of manufactured goods and are often willing to pay higher price for them.

It is usually only when imported goods are significantly superior quality that consumers will pay more to obtain them. Finally, in their purchase decision consumers appear not to put much weight on a product's perceived importance to the home country. The variety of imported goods available for sale in developed countries is considerable. With ongoing trade liberalization, the globalization of markets, advances in communication and transportation technologies, and other facilitating factors. Consumers are increasingly exposed to a wide area of imported goods; Previous studies have suggested that consumers trend to stereotype products manufactured in foreign countries, and that, owing to negative stereotypes about some foreign goods and patriotic feeling about goods made in the home country, consumers are more likely to prefer domestically-made goods. While the importance of marketing mix variables such as price and product quality has been firmly established, the national origin of the product and the role of the image of the product's country of origin are the subject of ongoing research.

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

### **2.1.3 Attitude**

Attitude is a set of beliefs and emotions a consumer holds for a particular brand/product/service which determine the perception of that consumer towards the former. Attitude of a consumer is very important factor as it decides how well the consumer responds to a particular product. Attitude put consumers in the frame mind of liking or disliking a product, moving towards or away from them. Attitudes are not easily changeable because they are presentations consistently loyal to it.

Attitudes are expressions of inner feeling that react whether a person is favorably or unfavorably disposed to some object or product (Levinson & Kanuk, 2000).

In marketing terms, consumers can develop attitude to any kind of product or service, or indeed to any aspect of the marketing mix, and these attitude will affect behaviour.

Attitudes are defined as a mental predisposition to act that is expressed by evaluating a particular entity with some degree of favor or disfavor. The value of attitude in marketing can be explained in terms of its importance in prediction, diagnostic value and also as relatively inexpensive information that is easily obtained. In summarising the literature, describes attitudes having three different components.

**Cognitive:** Cognitive component consists of a person's cognitions, i.e. knowledge and perception about an object. This knowledge and resulting perceptions commonly take the form of beliefs, images, and long-term memories. A utility function representing the weighted product of attribute and criteria would be used to develop the final ranking.

**Affective:** The affective component of an attitude compromise of the consumer's emotion or feelings towards an object. These emotions or feelings are frequently treated by consumer researches as primarily evaluative in nature. They capture an individual's direct or global assessment of the attitude-object, which might be positive, negative or mixed reaction consisting of our feelings about an object. Buying of any product or service would be accomplished on the basis of how each product/service makes the decision maker feel.

The affective response maybe derived through association or directly attribute to the interaction b/n the product or service and the decision maker.

**Conative:**The conative component is concerned with the likelihood or tendency of certain behaviour with regards to the attitude object. It would also mean the predisposition or tendency to act in a certain manner towards an object (MBAKnowledgebase, 2021).

The importance of consumer attitudes towards products and classes of products in determining purchase behaviour is well established. The bias of consumers towards domestic goods, i.e., ethnocentrism, offers a vital clue to strategies of global corporations.

#### **2.1.4 The effect of country image**

Since past 40 years researchers have been studying the impact of Country of Origin on Purchase intention. Many researchers such as Klein (1998), Lee & Lee (2009) and Cordell (1992) stated that country of origin is an important factor that influences International Marketing. They also stated due to the past beliefs of people, consumers evaluate the products made in developing countries unfairly. Lee & Lee (2009) stated in his study that people use country of origin as one parameter to evaluate Product quality. They consider products made in developed country are superior to those made in developing countries.

Since 1980's there is substantial literature available on this issue, which clearly states that Country of Origin influences consumers purchase intention.

In current scenario, role of Country of origin is very important in comparison to old times when only domestic products were available. Due to globalisation, companies can now participate in global markets, because of which the access to foreign products has increased. In today's time, place of manufacture is also one factor which consumers consider while evaluating the product. Country of manufacture has both positive and negative effect on the consumer preference as they evaluate suppliers and then take a final decision regarding purchase of product.

Over a period, lot of research has been conducted in the area of Consumer preference. It was found that there are various factors that affect consumer preference and COO is one such attribute. When sometimes buyers have to choose from wide range of products they use "halo effect" according to COO for product evaluation (Ankita & Narinder, 2020).

### **2.1.5 Brand preference**

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision to buy new products. Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality. Brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items.

Brand preference features in all of the major texts on brand strategy. It has also been considered by different authors: however, there is a lack of consensus on the definition of brand preference among these authors there are numerous definition for brand preference.

Brand preference is consumer's predisposition towards a brand that varies depending on the salient beliefs that are activated at a given time.

According to Hellier (2003) the preferred brand is the chosen brand among several brands of the same product. In addition Hellier (2003) define it as extent to which a consumer favors one brand over another. These authors agree that brand preference is created from consumer's differentiation and comparisons b/n various alternatives of brands considered by them. Brand preference as the sum of unique assets captured by the consumers and measured by the brand

strength experienced by the consumer. Further, Chang & Liu (2009) defined this concept as consumer's biasness towards a certain brand.

#### **2.1.6 Price**

The price of imported shoes has its own significant effect on domestically produced footwear. Kotler & Gary (2008) defined price as the sum of the values that customers exchange for the benefits of having or using the product. Historically, price has been a major determinant affecting consumer selection. Companies nowadays face strong and rapid-changing pricing environment. According to Kotler & Gary (2008), increasing customer price consciousness put various companies in price "pricing vise." When prices are reduced unnecessarily, it may result in decrease in profit and causes price war. It may appear to customer that price is more important than the value the product delivers. For companies, selling value than price is important in order to be competitive. Companies should convince their customer the greater value of their product can be evaluated by paying higher price.

Kerin (1992) defined price as money or other considerations such as other goods and services exchanged in order to own a given product or for use of goods and services. From customer perspective, price is often used to indicate value when it is paired with the perceived benefits of a goods or services. For some goods price determines the perception of quality and ultimate value to customers. Price is critical decision made by marketing managers since price has direct effect on firm's profit. Higher price. Competing with price means that customers are first and foremost motivated by price and producers will have to provide low price to be successful.

#### **2.1.7 Design**

Product performance can be broadly assessed based on its function, form, and fit. Although it is well known that fit or product compatibility is essential for a person to enjoy comfort, safety and satisfaction during consumption, form has become an important for the design and development of footwear over the last few decades Khalid (2003). Even if increases in technology are thought to improve the functioning of footwear, some of them are simply ornaments to improve form rather than functional elements that protect people's feet. Given the remarkable flexibility of the foot, it is important that the foot be accommodated in a manner that allows a foot to function as "designed". Ergonomics dictates good posture and many other specific areas such as quality control, perception, and biomechanics can be reasonably well integrated into the design and development of footwear (Khalid, 2003).

Product style refers to the appearance of the product. An attractive style may catch interest and produce enjoyable aesthetics, but it does not necessarily make the product perform better. Contrasting style, design is more than skin deep – it goes to very heart of a product (Kotler & Gary, 2008)

As competition increases, design will give one of the most powerful tools for differentiating and positioning goods and services of all kinds. That investment in design pays off has certainly been recognized by worldwide companies which have embraced design. Nike, for example, employs some 60 designers and releases over 500 shoe design each year (Endale, 2011). Its shoes are worn by athletes, but are aimed primarily at a youthful market for which high-performance footwear is currently fashionable

### **2.1.8 Quality**

According to Schroeder (2000), quality is defined as meeting or exceeding customer requirement in the future. Here if a given product satisfies customer wants or need it can be taken as quality product. In this case the product or service is fit for the consumer's use. The products fitness for use is connected with the value that the customer receives and to customer satisfaction. As Schroeder (2000) indicates, the satisfaction derived from a given product varies from customer to customer. A buyer may be satisfied with today's product, may not in the future. Producers should specify quality characteristics as much as possible and try to meet those requirements while improving the process through time.

According to Schroeder (2000), "Producers should continuously strive to improve quality that is doing a better job of meeting customer needs by reducing variability in all processes and by introducing new products when needed. Continuous improvement is a never ending process and is driven by knowledge and problem solving." Therefore, the more the producers gain better knowledge of their customers' expectation, the more they can improve product quality on ongoing process.

Quality of design is decided prior to the production of the product. It is determined by cross-functional product design team, which includes members set from selling, engineering, production and other departments. As Schroeder (2000) put, quality of design is decided by market research, design concept and product specification. Customer needs and wants are



assessed by using market research. A given design concept should be developed as there are various ways of meeting customer requirements.

Conformance quality is producing the product that fulfills the specification. Regardless of quality of the design, if the goods or services meet the specification it can be accepted as quality product. Comfort shoes enable consumers to move easily and enjoy more comfortably and it gives good fit as well as attractive appearance.

#### **2.1.9 Domestic alternatives not available**

The country of origin research by examining the influence of consumer ethnocentrism in decision situation where a domestic product may be available. However, if a domestically manufactured product is not available, the ethnocentrism consumers will have no choice but to purchase imported goods. In countries such as New Zealand, the loyalty of consumers to domestic goods cannot encompass all product categories, because domestic industry does not manufacture all types of products. Garlan & Coy (1993) noted that even highly ethnocentric consumers when purchasing goods not manufactured domestically. Sharma, Shimp, & Shin (1995) provide some insight into this area Domestic alternative not available. They suggest that ethnocentric consumers may distinguish countries based on their similarity to the home country as either in-group or out-group.

Ethnocentric consumers are expected to exhibit a greater preference for products from these in-group countries over products from the out-group countries because of their in-group status. Therefore, it could be hypothesized that in a decision situation where domestically manufactured goods are unavailable, ethnocentric consumers will exhibit a preference for products from culturally similar countries over those from culturally dissimilar countries. Once again, the following hypotheses concern the attitude of ethnocentric consumers only (Sharma, Shimp, & Shin, 1995).

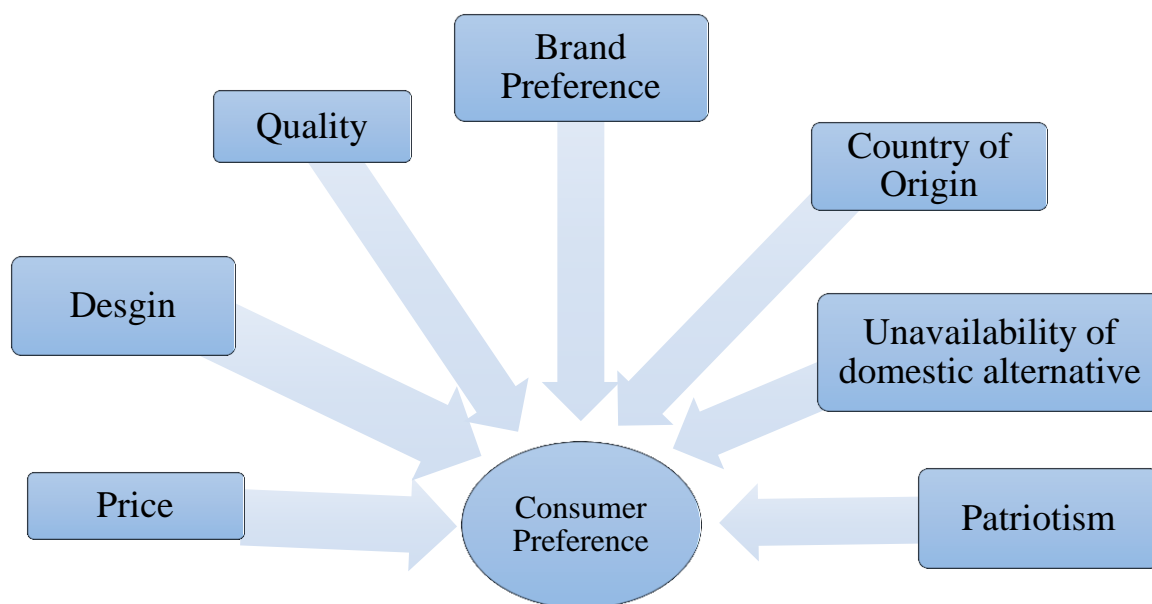
#### **2.1.10 Consumer perception on foreign products**

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

possible that foreign brands may lose their appeals as locally made goods increase in quality and attractiveness Zhon & Hui, 2003 as cited in (Yamen, 2008).

#### **2.1.11 Consumer Patriotism**

Patriotism refers to strong feelings of love and devotion towards one's own country, without a corresponding hostility towards other nations (Balabanis, Diamantopoulos, Mueller, & TC, 2001). In the literature, it indicates that patriotism is similar to nationalism. Even though patriotism and nationalism both involve positive feeling towards one's nation, nationalism represents the detrimental facet of a positive in-group evaluation. Patriots have high levels of love and loyalty for their own country, these are not necessarily related to how they feel about foreigners and they do not exhibit the extremities of nationalism (Balabanis, Diamantopoulos, Mueller, & TC, 2001). Patriotism has a strong influence on willingness to buy foreign and domestic products (Han, 1998). Patriotism affects consumer product selection and plays an important role in choosing between domestic and foreign products (Martinez, Ibanez, & Del, 2000). Moreover, the study indicated that CP has a positive effect on ethnocentrism. Previous study is also providing evidence for the relationship between patriotism, cosmopolitanism and the ethnocentric tendency (Rybina, Reardon, & Humphrey, 2010). Further, highly patriotic consumers have a positive preference towards cultures which are similar to their own culture, while they have a negative attitude toward the others (Watson & Wright, 2000). Consumers' high patriotic emotions often trigger consumption bias against imports when qualities of the products are comparable to those produced domestically (Meas, Hu, & Colson, 2014). In the extreme, domestic products, even with lower quality, are chosen over foreign imports.



**Source:** Compiled from the review of literature and empirical evidences

## **2.12 Factors influence consumer preference**

### **2.12.1 Cultural factors**

Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the most fundamental determinant of a person's wants and behavior. Every group or society has a culture. Although different societal groups have their own culture that affects consumers' buying behavior, the extent to which it influences the behavior might vary from country to country (Kotler P. , 2000).

### **2.12.2 Social Factors Consumer's**

Consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses. A Supreme Court justice has more status than a sales manager, and a sales manager has more status than an administrative assistant (Kotler P. , 2000). In general, people choose products that communicate their role and status in society.

### **2.12.3 Reference Group**

Reference groups consist of all of the groups that have a direct (face-to-face) or indirect influence on a person's attitudes or behavior (Kotler P. , 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 doesn't belong 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 individual's interest will be adapted to the reference group. Third, the created compulsive condition may have influence on the choice of product brand (Kotler & Armstrong, 2005). 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 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).

#### **2.12.4 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. It is a part of a household which consists of individuals living singly or together with others in a residential unit (Durmaz Y & R., 1991). 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 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.

#### **2.12.5 Personal Factors**

**Personal Factors** Personal characteristics, including the buyer's age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept influence which product or service to be bought. People change the goods and services they buy over their lifetime. They eat baby food in the early years, most foods in the growing and mature years, and special diets in the later years. Taste in clothes, furniture, and recreation is age-related.

Similarly, consumption is also shaped by the stage of the family life cycle-the stages through which families might pass as they mature over time. Similarly Person's Occupation and economic circumstances also affect the goods and services bought (Kotler & Gary, Principle of Marketing 13th Edition, 2010).

#### **2.12.6 Psychological Factors**

It constitutes motivation, perception, learning, and beliefs & attitudes. When a person is motivated, he/she ready to act, yet how that person actually acts is influenced by his or her perception of the situation. Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. When people experience new things, changes take place in their behavior, i.e. they learn new things when they take action. Therefore, through doing and learning, people acquire beliefs and attitudes that, in turn, influence buying behavior (Kotler P. , 2000)

#### **2.13 Role and status**

A person belongs to many groups - family, clubs, and organizations (Kotler p. , 1999). Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs (Kotler P. , 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. To 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, consumers' 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, 2005).

## **2.2. Empirical Literature**

The research results conducted by (Hamaza, 2011) showed that there is positive and significant relationship between factors of brand with cosmetics brand loyalty. On the other hand (Hhunvan) 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, 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, 2006) established the level of income for an individual relates positively with purchase decision. They were able to establish that the consumer's 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 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, 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. 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 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 & Jan) on the other hand found the aesthetic nature of the product influences consumer product choice.

A study conducted by (Hamaza, 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 (Petropolou & Soo, 2011) reveals that the durability of goods affects consumers' 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 "public understanding of product lifetime and durability" 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.

Income of a consumer is the most important factor affecting demand and subsequently the purchase decision. 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 person's 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.

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 (Dimitra & Kwok, 2011).

(Havkinze, 2006) Found out that the consumers' disposable income plays a major role in determining what to buy and in what quantities. Furthermore, (Ruth, 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 & Udomkit, 2012) studied the analysis of desired attributes of shoes and its retail shops from Bangkok consumers' 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 (Petropolou & Soo, 2011) reveals that the durability of goods affects consumers' 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 "public understanding of product lifetime and durability"



## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Research Design**

The research design for this study was descriptive in nature. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or of a group. Studies concerned with specific prediction with narration characteristics concerning individual group or situation are all examples of descriptive research studies. The major role of descriptive in these research is to explore and describe consumer's preference towards domestically versus foreign made shoes and then report the findings. The study adopted a content analysis method of analysis.

#### **3.2 Research Approach**

Based on the research purpose and data type, it can be classified into quantitative, qualitative or combination. Quantitative research is a study that makes use of statistical analysis to obtain findings. Its key features include systematic and formal measurement of phenomena and the use of statistics (Geoffrey, 2005). According to Millan & Schumacher (1993) qualitative research is defined as primarily an inductive process of organizing data into categories and identifying patterns (relationships) among categories.

In this case, the study used mixed type of research approach. Because mixed method helps utilization of the strength of both qualitative and quantitative and tackle of disadvantage of both approaches. Also there is more insight gained from the combination than either form by itself. Their combined use provides an expanded understanding of research problem (Creswell, 2009).

### **3.3 Sampling design**

#### **3.3.1 Target population**

Creswell (2009) Point out, population is the group of interest to the researcher, the group of whom the researcher would like to generalize the result of the study. In this research due to accessibility time and willingness the researcher took St Mary's senior year students.

#### **3.3.2 Sample size**

By assuming all students mentioned above the researcher determined the size of the sample by using Yamane's formula (Yamane, 1967). This is because the population is finite. According to the formula margin of error will be 5% and 95% confidence level are assigned. Therefore, the size of the sample is presents as below

$$n = \frac{N}{1 + Ne^2}$$

Where n= the sample size

N= the size of the population

e= the error of 5 percentage point

For theses study the researcher took 1170 as size of the population whereas 0.0025 is the marginal error.

So that the sample size is 298 students.

#### **3.3.3 Sampling techniques**

To collect data from the population the researcher used non probability sampling method. From non-probable sampling method, convenient sampling technique was used. Convenient sampling (grab sampling, accidental sampling or opportunity sampling) is a type of non-probable sampling method where the sample is taken from a group of people easy to conduct or to reach. There are no other criteria to the sampling method except that people be available and willing to participate.

### **3.4 Source of Data**

The researcher used primary and secondary sources. Primary data was collected by using questionnaire and interview. The questionnaire included both close ended and open ended questions. The secondary source of data collected from referring different journals, other research paper and internet as review related to literatures.

### **3.5 Data analysis**

The researcher used in-house editing for data clearing. The data collected was coded and recorded using computer.

The quantitative data was gathered and analyzed by using descriptive statistics such as percentage and frequency and the data was interpreted by using tables and figures for better understanding. The interview was open-ended questions and analyzed by using qualitative data analysis. While doing so, statistical package for social science software (SPSS) and Microsoft excel was used to generate the data results.

### **3.6 Ethical consideration**

Ethics refers to the appropriateness of your behaviour in relation to the right of those who became the subject of your work, or are affected by it. The following ethics was used remarked in the research field.

- Informed consent:- participants should be given the choice to participate or not to participate and furthermore be informed in advance about the nature of the study
- Right to privacy:- performance must be kept strictly confidential
- Honesty with professional colleague:- findings must be reported with complete and honest fashion without misrepresenting what has been done or intentionally misleading others as to the nature of it.
- Confidentiality:- giving participants more open and honest response

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter the researcher presents, analysis and interpret the data. The data was gathered through questionnaire and interview. The questionnaire was distributed to 298 senior year students of St mary's University where 30 questionnaires was not returned and properly filled. A personal interview was conducted with the marketing managers of kangaroo shoe factory, Endalkachew Abera leather products private enterprise and ours leather shoe private limited company. The findings are presented according to the design and methodology of the study that is descriptive data analysis. To analyze the findings, the collected data were organized in frequency distribution tables.

#### 4.1 Demographic Distribution of Respondents

**Table 4.1 Gender distribution of respondents**

NO	Item	Alternative	Respondents	
			Frequency	Percentage
1	<b>Gender</b>	Male	128	47.8%
		Female	140	52.0%
		<b>Total</b>	268	100%
2	<b>Age</b>	18-25	250	93.3%
		26-30	18	6.7%
		≥30	0	0
		<b>Total</b>	268	100%
3	<b>Department</b>	Marketing	71	26.5%
		Accounting	70	26.1%
		Computer science	66	24.6%
		Tourism	34	12.7%
		&hospitality	27	10.1%
		<b>Total</b>	268	100%

Source: own survey 2022

The research sample was made up on 268 respondents ranging from 18-25 and 26-30 years old. As shown in table 4.1, item 1, 128 (47.8%) of the respondents were male and 140 (52.2%) were female. Item 2 shows that majority of the respondents 250 (93.3%) were aged b/n 18-25 and 18 (6.7%) were b/n 26-30. As shown in Item 3 71 (26.5%) and 70 (26.1%) respondents were from Marketing Management and Accounting department students while 66 (24.6%), 34 (12.7%), 27 (10.1%), respondents were from Computer science, Tourism and Hospitality and Management.

#### 4.2 Response for preference of shoes

**Table 4.2 Which shoe do you prefer?**

	Frequency	Percentage
Foreign made shoe	198	73.8
Domestically made shoe	70	26.1
	268	100

Source: Own Survey 2022

According to above table, majority of the respondents 198 (73.8%) of respondents prefer foreign made Shoes to purchase. They are more than double of those who prefer to use while 70 (26.1%) of respondents prefer domestically made Shoes to use.

The researcher simply understand that majority of consumer prefer foreign made Shoes than domestically made Shoes.

**Table: 4.3 Relation b/n gender and shoe preference**

Gender	Prefer domestic shoe	Prefer foreign shoe	Total
Male	40	88	128
	31.25%	68.75%	100%
Female	30	110	140
	21.4%	78.5%	100%

Source: Own Survey

As the above table shows 68.75% of male respondents prefer foreign made shoe and 31.25% of them prefer domestic at the same time 78.5% of female respondents prefer foreign shoe and 21.4% choose domestically made shoes which can be concluded that females prefer foreign made shoes than males.

#### 4.3 Analysis for frequency of purchasing question

**Table: 4.3.1 Have you ever bought domestically made shoes**

Have you ever bought domestically made shoes		
	Frequency	Percent
Yes	70	26.7
No	198	73.8
Have you ever bought foreign made shoes		
268		100

Source: Own Survey 2022

**Table 4.3.2 Response for Shoes purchasing frequency**

Item	Frequency	Very frequently	frequently	Sometimes	Never	Total
Buying frequency of domestically made Shoes	Number of respondents	9	21	40	198	268
	Percentage %	3.4	7.8	14.9	73.8	100
Buying frequency of foreign made Shoes	Number of respondents	103	96	69	0	268
	Percentage %	38.4	35.8	25.7	0	100

Source: Own Survey

According to the above table only 26.1% of the respondents purchased domestically made Shoes. While 73.8 % of the respondent do not purchase domestically made Shoes. Based on the above table, 73.8% of the respondents never bought domestically made shoe. 14.9% of the respondents purchase domestically made Shoes sometimes .7.8% of the respondents purchase domestic Shoes

frequently. Only 3.4% of the respondents purchase domestic Shoes very frequently. This simply indicates that the majority of the respondents never purchase domestically made shoes.

According to above table .all respondents (100%) responded that they purchase foreign made Shoes or imported Shoes. Based on respondents response 38.4% of respondents replied that they purchase foreign made Shoes very frequently. And 35.8% of the respondents purchase foreign made Shoes frequently, 25.7% of the respondents responded that they purchase sometimes. The Researcher can conclude that the consumer purchase foreign made Shoes very frequently.

#### 4.4 Product Factor

**Table 4.4.1 Product durability affect my preference**

Level of agreement	Frequency	Percent
Strongly Agree	86	32.1
Agree	130	48.5
Neutral	52	19.4
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

Table 4.4.1 shows that 86 (32.1%) of the respondents strongly agree that product durability affects their preference towards domestically vs foreign made shoe while 130 (48.5%) and 52 (19.4%) responded agree and neutral respectively.

**Table 4.4.2 Domestic shoes are more durable than foreign**

Level of agreement	Frequency	Percent
Strongly Agree	4	1.5
Agree	32	11.9
Neutral	72	26.9
Disagree	105	39.2
Strongly Disagree	55	20.5
Total	268	100.0

Source: Own Survey 2022

As per the respondents data presented on the above table only 1.5% strongly agree, 11.9% agree, 26.9% neutral, 39.2% disagree, 20.5% strongly disagree that domestic shoes are more durable than foreign made shoes.

**Table 4.4.3 The quality of the shoe affect my preference**

Level of agreement	Frequency	Percent
Strongly Agree	69	25.7
Agree	134	50.0
Neutral	63	23.5
Disagree	2	.7
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

Accordingly 69 (25.7%) respondents strongly agree, 134 (50%) respondents agreed while 63 (23.5%) respondents responded neutral and finally 2 (0.7%) respondents disagree on the quality affecting their preference.



**Table 4.4.4 Compared to domestic foreign made shoe are good in quality**

Level of agreement	Frequency	Percent
Strongly Agree	109	40.7
Agree	119	44.4
Neutral	40	14.9
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

The above table indicates that 40.7% of the respondents strongly agree, 44.4% agree while 14.9% respond neutral that foreign shoes are good in quality according to these the quality of the domestic shoes doesn't meet consumer's requirement and the producers should strive to improve quality that is doing a better job of meeting customers need (Schroeder, 2000).

**Table 4.4.5 The shoe design and style affects my preference**

Level of agreement	Frequency	Percent
Strongly Agree	71	26.5
Agree	144	53.7
Neutral	53	19.8
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

Table 4.4.5 shows the response of the respondents whether shoe designs and styles affect their preference. Accordingly 26.5% of the respondents strongly agree, 53.7% agree and finally 19.8% of the respondents respond agree. The above findings proved that an attractive style catch interest and enjoyable aesthetics and design is more than skin deep it goes to very heart of product (Kotler& Gary,2008).

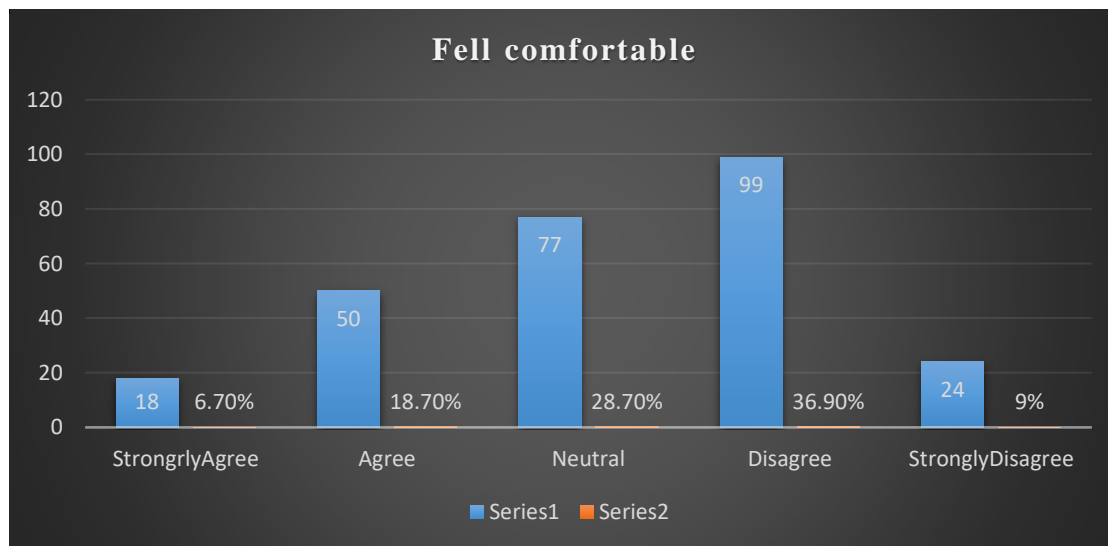
**Table 4.4.6 Prefer foreign design than domestically made shoes**

Level of agreement	Frequency	Percent
Strongly Agree	92	34.3
Agree	108	40.3
Neutral	68	25.4
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

As indicated in the above table 92 (34.3%) responded strongly agree while majority of the respondents 108 (40.3%) agreed and 68 (25.4%) responded neutral to the question of foreign and domestic shoe design preference. As competition increase design will give one of the most powerful tools for differentiating and positioning products Endale (2000) and the above findings show domestic shoe factories are not using design as a tool.

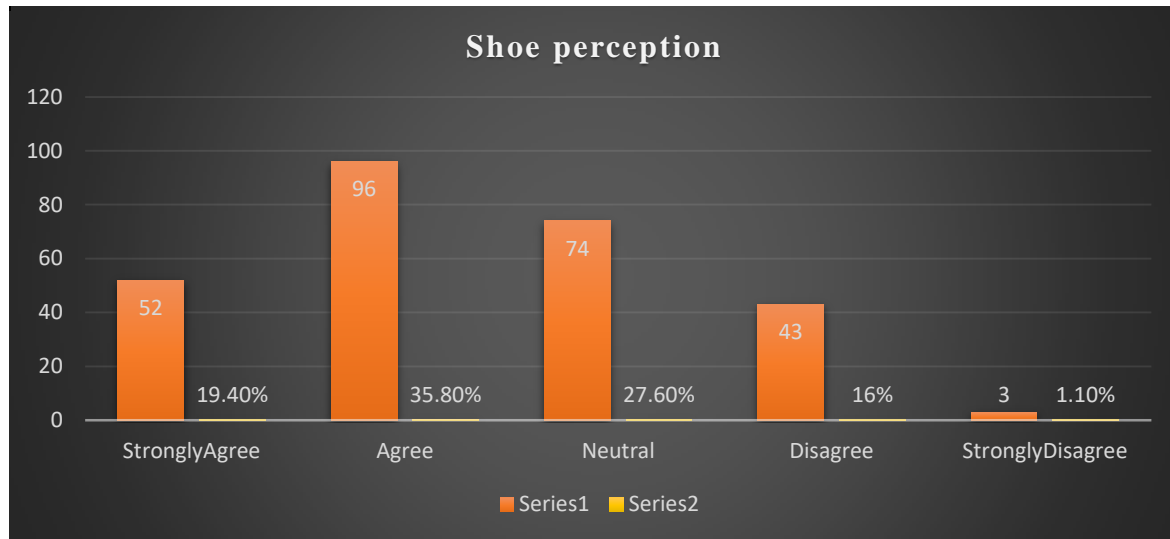
**Figure 1 I feel comfortable when I wear domestically made shoes**



Source: Own Survey 2022

The above figure shows whether the respondents feel comfortable when they wear domestic shoes and 6.7% strongly agree, 18.7% agree 28.7% neutral, 36.9% disagree and lastly 9% strongly disagree.

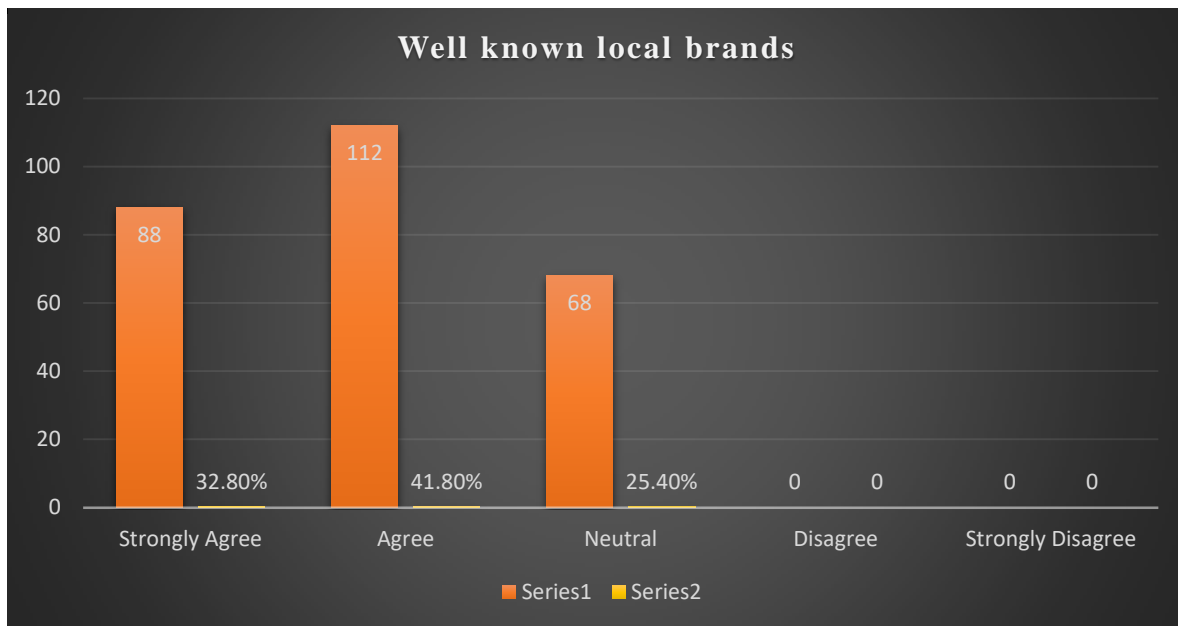
**Figure 2 My perception about the shoe brand affects my preference**



Source: Own Survey 2022

As indicates 52 (19.4%) strongly agree, 96 (35.8) agree, 74 (27.6%) neutral, 43 (16%) disagree, 3 (1.1%) strongly disagree that shoe brands affect their preference.

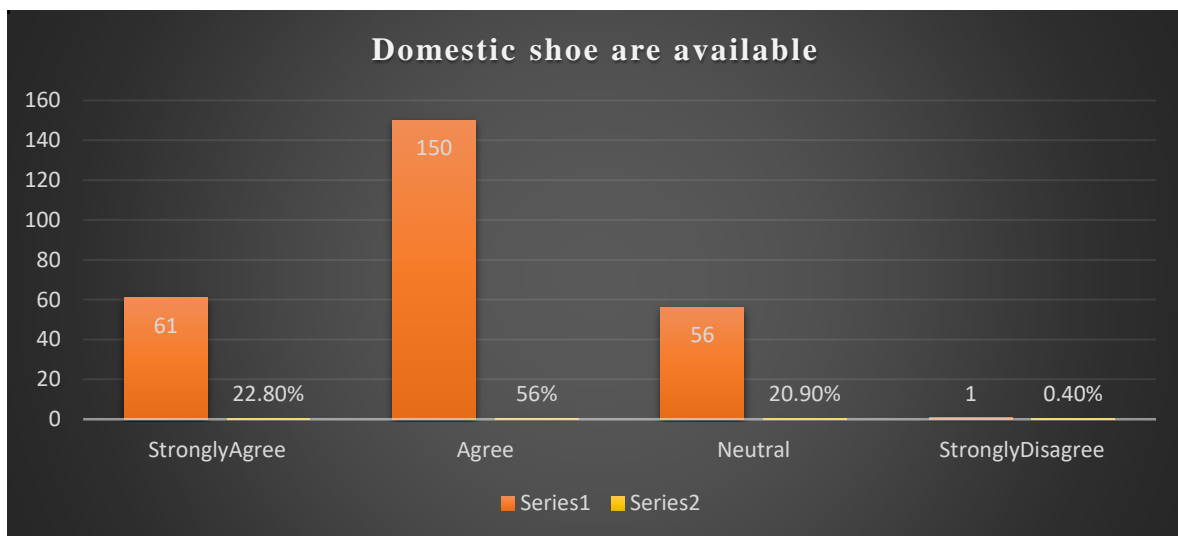
**Figure 3 There are well known local brands in domestic market**



Source: Own Survey 2022

The figure indicates that 32.8% of the respondents strongly agree, 41.8% agree while 25.4% respond neutral if there are well known brands in domestic market.

**Figure 4 Domestic shoes are easily available**



Source: Own Survey 2022

As per the respondents data presented on the above figure 22.8% strongly agree, 56% agree, 20.9% neutral, 0.4% strongly disagree that domestic shoes are more easily available.

#### 4.5 Analysis on the effect of price

**Table 4.5.1 Always consider price as major factor in my purchase**

Level of agreement	Frequency	Percent
Strongly Agree	100	37.3
Agree	108	40.3
Neutral	60	22.4
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

The researcher sought to find out, in table 4.5.1 100 (37%) of the respondents strongly agreed that they always consider price as major factor in their purchase and majority of them 108 (40.3%) agreed while 60 (22.4%) responded neutral to the question.

**Table 4.5.2 Price of domestic shoe is fair**

Level of agreement	Frequency	Percent
Strongly Agree	1	.4
Agree	125	46.6
Neutral	92	34.3
Disagree	50	18.7
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

The above table shows that only 0.4% of the respondents strongly agree that the price of the domestic shoes are fair and the rest 46.6%, 34.3%, 18.7% responded agree, neutral and disagreed. We can conclude from customer's perspective price is often used to indicate value when it is paired with the perceived benefit.

**Table 4.5.3 Increased price causes me to switch to other imported shoes**

Level of agreement	Frequency	Percent
Strongly Agree	23	8.6
Agree	130	48.5
Neutral	88	32.8
Disagree	27	10.1
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

From the above table, we can see that around 8.6% of the total respondents strongly disagree on increased price causes them to switch to imported shoes while majority of them 48.5% agree 32.8% replied neutral and finally 10.1% disagree. The finding proved that computing with price means that customers are first and foremost motivated by price and producers will have to provide low price to be successful (kerin 1992).

#### **4.6 Analysis on the effect of social factors on consumer preference**

**Table 4.6.1 The people around me influence my preference**

Level of agreement	Frequency	Percent
Strongly Agree	87	32.5
Agree	98	36.6
Neutral	83	31.0
Disagree	0	0
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

The above table shows that 32.5% strongly agree, 36.6% agree, 31% responded neutral to the question that whether people around them influences their preference. These generally implies that (friends, family, referral groups) in one way or another has effect on consumers preference (Kotler &Armistrong, 2005).

**Table 4.6.2 My status in the society influence my shoe preference**

Level of agreement	Frequency	Percent
Strongly Agree	1	.4
Agree	124	46.3
Neutral	77	28.7
Disagree	66	24.6
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

According to the above table, out of 268 respondents only 0.4% strongly agree that status in the society influence their shoe preference 46.3% agree, 28.7% were neutral, and finally 24.6% disagree with it by these we can conclude that people choose shoe products which are the messengers of their social role and status in the society.

**Table 4.6.3 I feel inferiority when I wear domestically made shoes**

Level of agreement	Frequency	Percent
Strongly Agree	0	0
Agree	98	36.6
Neutral	94	35.1
Disagree	76	28.4
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

From the above table it is evident that 98 (36.6%) of the respondents feel inferior when they wear domestically made shoe while 94 (35.1%) feel neutral and 76 (28.4%) don't feel inferior when they wear domestic shoes.

**Table 4.6.4 Feel patriotic when I buy domestically made shoe**

Level of agreement	Frequency	Percent
Strongly Agree	0	0
Agree	115	42.9
Neutral	115	42.9
Disagree	38	14.2
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

The above table shows that there is an equal percentage of agreeing and feeling neutral which is 42.9% about feeling patriotic when buying domestically made shoes respectively while 14.2% don't feel patriotic since patriotic have high level of love and locality for their own country these are not necessarily related to how they feel about foreigners and they do not exhibit the extremities of nationalism (Balabanis, Diamantopoulos, Muller & Tc 2001).

**Table 4.6.5 My preference is highly influenced by culture**

Level of agreement	Frequency	Percent
Strongly Agree	83	31.0
Agree	108	40.3
Neutral	67	25.0
Disagree	10	3.7
Strongly Disagree	0	0
Total	268	100.0

Source: Own Survey 2022

Based on the above table 4.6.5 31% of the respondents responded strongly agree for the culture influence on the shoe (preference) while 40.3% of the respondents responded agreed, 25% responded neutral and 3.7% responded disagree.



#### **4.7 Interview analysis**

The interview question was answered by the marketing managers of kangaroo shoe factory, sunrise shoe factory and Endalkachew Abera leather products enterprise. This is analyzed as follows

The managers responded that they favor foreign-made shoes because of the quality when asked about their choice for domestically versus internationally produced footwear. The management responded that they don't take into account the needs of their customers because local shoe designs are created using the company's designer ingenuity and copied from foreign shoe designs. Because they mimic the designs of foreign shoes, the managers think their shoe designs are fashionable.

The managers responded that shoes made abroad are more durable than those created locally and also cited the superiority of the materials used in the production of the shoes as an illustration. According to a company interview, consumer attitudes are evolving and improving. Young societies in particular are now using them in the current context. Additionally, shoppers may afford the local shoes.

The marketing manager responds that they don't use much television advertising due to the high expense of advertising, despite the fact that some well-established local businesses use TV advertising while other businesses promote their goods on radio and social media. Additionally, the managers believe that there is no market gap and that local businesses are utilising it perfectly.

The managers who were interviewed stated that one of the reasons there aren't many local manufacturers is because the government doesn't support local shoe producers as much as it should. The managers believe that imported shoes have a significant impact on the local market, which was the last point cited.

## CHAPTER FIVE

### SUMMERY, CONCLUSION AND RECOMENDATION

The aim of this chapter is to summarize the major findings of the study, to make conclusion and recommendation. The first section presents the summary of the findings. The second section deals with conclusions. The third section presents possible suggestions/recommendation

#### 5.1 Summery

- From the findings the majority of the respondents (93.3%) were aged between 18-25 and 128 respondents were males (47.8%) while 140 (52.2%) of the respondents were females, Majority of the respondents department were Accounting and Marketing management department students.
- From the findings majority of the consumers (73.8%) of respondents prefer foreign made Shoes to purchase while (26.1%) prefer domestic shoe.
- From domestically made shoes perspective 73.8% of the respondents have not purchased domestically made Shoes While 26.1% of the respondent purchase domestically made Shoes. Based on the above table, 73.8% of the respondents never purchased domestically made Shoes ,14.9% purchase sometimes .7.8% of the respondents purchase domestic Shoes frequently. Only 3.4% of the respondents purchase domestic Shoes very frequently.
- From foreign made shoes perspective all respondents (100%) responded that they purchase foreign made Shoes or imported Shoes. Based on respondents response 38.4% of respondents replied that they purchase foreign made Shoes very frequently. And 35.8% of the respondents purchase foreign made Shoes frequently. 25.7% of the respondents responded that they purchase sometimes.
- Majority of the respondents (48%) indicated that product durability affects their preference towards domestically vs foreign made shoes and at the same time (39.2%) disagree on durability of domestic shoes over foreign made shoes. On the question quality affecting shoe preference half of the respondents (50%) responded agreed. comparing to foreign shoe over domestic in terms of quality (44%) of them agreed on foreign shoes are good in quality.

- According to the findings over half of the consumers agreed on shoe designs and styles affecting preference and also (40.3%), (25.4%) agree and feel neutral on preferring foreign made shoe design over domestic design.
- The above findings shows that (36.9%) consumers don't feel comfortable wearing domestic shoes.
- Based on the findings the respondents responded agreed, based on these data the researcher can simply understand that shoe brands affect perception at the same time they also agreed on having well-known brands in the domestic market and easily availability of domestically made shoes.
- From the findings most consumers consider price as a major factor in purchase in relation to these majority of the respondents agreed on the fair price of domestic shoes and also increased priced causes them to switch to imported shoes.
- Relation to social factor (36.6%) consumers are influenced by people around them while (31%) of them are neutral beside these majority of them (46.3%) said their status in the society influences their preference.
- With regards of feeling inferior (36.6%) of consumers feel inferior while (28.4%) of them don't feel it.
- The findings shows that (42.9%) of the consumers equally feel patriotic and neutral by buying domestically made shoes and lastly (40.3%), (3.7%) agreed and disagreed on culture affecting their preference.

## **5.2 conclusion**

The last inference that can be drawn from the analysis of the data is that the majority of consumers like shoes made abroad. The quality, design, and brand reputation of imported footwear are reasons to favor them. For instance, the majority of domestically produced shoes have poor design (style), which makes consumers less drawn to (motivated to use) them. In addition, these consumers don't think that domestic shoes are durable, which has an impact on consumer preference in purchase.

According to study, consumers place a significant value on pricing when making purchases. While domestic shoe costs are reasonable, other criteria like shoe quality and comfort lead consumers to switch to foreign shoes.

It is obvious that social elements, such as friends, relatives, and coworkers, as well as a person's place in society, have a significant impact on consumer selection.

It was shown that the majority of respondents feel both patriotic and inferior when wearing and purchasing indigenous footwear.

According to the report, shoe producers mimic the style and design of imported shoes without taking their customers' needs into account.

The final conclusion is that only a small number of well-known local businesses use advertising as a strategy to attract clients, while the others choose not to do so due to the expense and the fact that the government is not providing enough support.

### 5.3 Recommendation

The negative consumer preference for domestically produced shoes poses significant obstacles to the development and growth of domestic manufacturers. Their contribution to the growth of their nation is challenged by this information. The study advises domestic makers to anticipate change, adapt, and adopt the most popular shoe design and quality.

The majority of buyers have poor opinions on domestic shoes' quality. By accepting this disadvantage, the domestic shoe manufacturer should endeavor (challenge) to improve the quality and style to draw in customers for domestic shoes.

- The government ought to promote and encourage indigenous manufacturers to raise the caliber of their footwear. In order to satisfy their clients and increase the desire for locally produced Shoes, the government should assist them in launching new items (Shoes) and utilizing modern technology.
- The domestic manufacturer should identify appropriate shifting variables like quality, design, price, and style must give for them to change the consumers' requirement away from foreign-produced shoes toward domestically made shoes.
- To boost the efficacy, efficiency, and inventiveness of important employees like managers, appropriate training programs concerning the manufacturing equipment should be provided. Designers should aim to create designs that appeal to both current and future customers. Different styles must to be created and manufactured so that buyers have a sufficient selection of fashions, quality, designs, and brands. As a result, they ought to develop shoes that satisfy consumer demand.
- In order to satisfy clients, shoe manufacturing enterprises should adapt to the evolving technological trend by introducing various sorts and designs of shoe products. Additionally, they must study and determine the needs of their clients, including any possible preferences for style, color, and design.
- In order to make it easier to manufacture various patterns, styles, and colors of Shoes that consumers find satisfying, marketing managers should do more and more by considering when, how frequently, and where consumers can purchase their products.

**For Future Researcher:-**

- They need to see more the current market situation.
- Need to have smooth relation with the local manufacturers.
- Try to study the exact gap b/n the market and consumer's knowledge.
- Try to read more literature related with the topic.

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**APPENDIX I**  
**St Mary University**

**Master of business administration**

I would like to thank you for your willingness to fill this questionnaires. Currently, I am conducting a senior research entitled “assessment of consumer preference towards foreign versus domestic made Shoes” for the requirement of MBA. This questionnaire is prepared to gather relevant information to asses’ consumer preference on domestic made Shoes versus foreign made Shoes. Therefore, I request you to take few minute and fill the following questionnaires genuinely. I would like to inform you that the response you provide will be used only for this academic research.

**Questionnaires to be filled by senior year students of St Mary University**

**Instructions:**

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

**Part I**

**Personal information**

1. Gender ☐ Male ☐ Female
2. Age 18-25 ☐ 26-30 ☐  $\geq 30$  ☐
3. Department  
Marketing Management ☐ Accounting ☐ Computer Science ☐  
Tourism and Hospitality ☐ Management ☐

**Part II**

General information

1. Which shoe do you prefer?

Foreign made shoes  Domestically made shoes

2. Have you ever bought domestically produced shoes?

Yes  No

3. How often do you buy domestically produced shoes?

Very frequently  Frequently  Sometimes   
Never

4. Have you ever bought foreign made shoes?

Yes  No

5. How often do you buy foreign made shoes?

Very frequently  Frequently  Sometimes   
Never

### Part III

What is your level of agreement on the following statements on the effects of product factors on consumer preference towards domestically vs foreign made shoes? 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
1.Product durability affect my preference towards domestically vs foreign made shoes	1	2	3	4	5
2. I believe domestic shoes are more durable than foreign shoes	1	2	3	4	5
3. The quality of the shoe affects my preference	1	2	3	4	5
4. Compared to domestically made foreign shoes are good in quality	1	2	3	4	5
5. The shoe design and style (the aesthetic nature of the product) affects my preference	1	2	3	4	5
6. I prefer foreign made shoe design than domestically made shoes	1	2	3	4	5
7. I feel comfortable when I wear domestically made shoes	1	2	3	4	5
8.My perception about the shoe brand affects my preference	1	2	3	4	5
9.There are well known local shoe brands in the domestic market	1	2	3	4	5
10.I believe domestic shoes are easily available	1	2	3	4	5

#### Part IV

What is your level of agreement on the following statements on the effects of price on consumer preference towards domestically vs foreign made 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
1.I always consider price a major factor in my purchase	1	2	3	4	5
2.Price of domestically made shoe is fair	1	2	3	4	5
3.Increased price causes me to switch to other imported shoes	1	2	3	4	5

**APPENDIX II**  
**St Mary University**

**Master of business administration**

I would like to thank you for your willingness and taking your time to answer the following interview questions. Your response is very useful for the study.

Interview questions for shoe factory,

Dear Respondents,

The purpose of this interview question is to enable the researcher to conduct a research for the fulfillment of MBA. The research focuses on consumer preference towards domestically vs foreign made shoes. I kindly want your assistance in responding this interview properly.

1. Do you prefer locally made shoe or foreign made shoe? Why?
2. Does your company make shoe designs based on consumers' needs or is it based on the company's designer creativity?
3. Do you think local shoe designs are fashionable?
4. Are locally made shoes more durable than foreign made shoes?
5. What do you think about consumer's attitude about locally made shoes?
6. Is the price of locally made shoes affordable for consumers?
7. Do you think locally made shoes are accessible to consumers?
8. What does your company do to reach to its consumers? Does your company promote its product?
9. Do you think local shoe factories are using the local market perfectly or do you think there is a gap?
10. Does the government encourage the local made shoe factories? If it does how?
11. Do you think imported shoes have effect on the local shoe market?