



Addis Ababa University School of Commerce

Department of Marketing Management

Graduate Program

**The effect of product attributes on consumer purchasing
decision: the case of Ethiopian traditional wears in Addis
Ababa, Ethiopia**

**Thesis Submitted To School Of Graduate Studies of Addis Ababa
University School of Commerce in Partial Fulfilment of The
Requirement For The Degree Of Master Of Marketing Management**

By: Afework Teshome

Advisor: Dr. Mulugeta G/Medhin

June, 2019

Addis Ababa, Ethiopia



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Statement of Declaration

I, the undersigned, declare that, this research paper is my original work, has never been presented in this or any other university, and that all resources and materials used herein have been duly acknowledged.

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Date of submission: June, 2019

Statement of Certification

This is to certify that **Afework Teshome** has carried out his research work on the topic entitled **The effect of product attributes on consumer purchasing decision: the case of Ethiopian traditional wears in Addis Ababa, Ethiopia.**

The work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management.

Advisor: Mulugeta G/Medihin (PHD)

Date: _____

**The effect of product attributes on consumer purchasing decision: the case of
Ethiopian traditional wears in Addis Ababa, Ethiopia.**

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ACKNOWLEDGMENT

Above all, thanks to my Almighty God for his faith in my whole life. My wife, FrehiwotNedi, thank you for your patience and assistance in the whole process God bless you and my daughter Mena Afework it is a blessing to see your smile and to hear your noises.

I am greatly thankful to thank my advisor Dr.Mulugeta G/Medhin for his unreserved attention to correct my report and advising me for the better improvement of this thesis. .

Finally yet importantly, I would like to acknowledge participants of the study for being willing to participate in the study and provide valuable information. Moreover, those individuals who have been contributing a lot for the entire work, either directly or indirectly deserve to be acknowledged, I would say thank you!!

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ACRONYMS

-CFP- Counter Fit Products

-SME- Small and Medium Enterprise

-SPSS- Statistical Package for Social Science

Abstract

The research focused on apparel attributes that may affect consumer purchasing decision to Ethiopian traditional fashions in Addis Ababa. Studied variables are the five Apparel attributes Physical apparel attributes, Affective apparel attributes, performance apparel attributes, Aesthetics apparel attributes, Connotative apparel attributes. All responses were collected from all customers and potential customers of traditional fashion in Addis Ababa by using questionnaire through convenience sampling (n=322). Data was analysed to obtain descriptive statistics, normality test, reliability test and comparing mean analysis (i.e. independent t-test and ANOVA) and other analyses (i.e. correlation analysis and multiple linear regressions). According to the findings, four of the apparel attributes were identified as essential for consumer purchasing decision. Connotative apparel attribute has disregarded because fail to attain the reliability standard which 0.7 the result gets 0.647. The researcher recommends that the four apparel attributes are critical in influencing consumers purchasing decision towards Ethiopian traditional fashion so that all parties involved in producing and marketing these products should give a due emphasis for all attributes. However aesthetic attributes had highest effect.

Keywords: Ethiopian traditional fashion, Physical apparel attributes, Affective apparel attributes, performance apparel attributes, Aesthetics apparel attributes, Connotative apparel attributes

CHAPTER ONE

1. Introduction

1.1 Background of the Study

The development of human society was historically in the course of the progress of its socio cultural sphere. Basically, folks continually wished to develop some common traditions and habits that may be common for a selected community. This trend might be determined in several spheres of life and it's still important nowadays. Probably, the foremost obvious the intention of individuals to own one thing in common is also found in fashion that is an especially vital a part of human life. In fact, fashion wasn't simply a shot of individuals to urge similar preferences in garments, music, etc. however it absolutely was conjointly a really vital social issue that united folks. Actually, fashion full fills identical operate nowadays also because it did throughout its history. However, it's ought to have mention that fashion is one in every of the foremost chop chop dynamic facet of social and individual life as a result of among the last fifty years solely fashion has evolved dramatically and, what's most likely a lot of vital, the recent trends explain to the increasing speed of adjusting of fashion (Auty, S. & Elliott, R,1998).

Nevertheless, fashion perpetually served as a method of expressive style of people, it's additionally a superb chance to demonstrate individual's singularity though' this singularity tends to disappear as presently as some item of fashion really becomes modern. In such a state of affairs it's quite fascinating to trace the evolution of fashion inside the last fifty years that unquestionably reflects the evolution of human society inside this era of your time (Auty, S. & Elliott, R,1998).

Ethiopia with ancient history of traditional cottage textile sub-sector. Since long, people make traditional dresses from cotton supplied by small holder farmers using home spun yarns. This traditional cloth making was inherited and being performed from generation to generations using handlooms both in rural and urban areas for livelihood and income generations (Abdella and Ayele, 2008). Weaving in Ethiopia has been a way of life for centuries; in the old era all the traditional clothing was made from hand woven textiles. Commonly these outfits are white and prepared from locally grown cotton. They also usually feature a decorative border called

‘Tibeb’. Unlike other African fabrics, Tibeb’ is decorative weaved which is a distinctive feature of Ethiopian traditional textiles.

ShiroMeda, a sub-district located in the northern part of Addis Ababa, at the foot of the Entoto hills is home to some of Ethiopia’s most respected hand loom weavers. There are several weavers at ShiroMeda in an area now known as Kebele 19, 20 and 21. One of the Micro and Small Scales Textile Industry is GundishMeda Micro and Small Scale Traditional Fashions production and selling centre. In addition to this there are also private traditional cloth weavers, designers and garments at ShiroMeda and other areas in Addis Ababa.

Traditional fashion clothes were made of 100% cotton resources. The country, Ethiopia has 3 Million hectare an arable land suitable for cotton cultivation (MoARD, 2010; Kassaye, 2012). He discussed also the country’s potential and currently used only 3.6%of land or (110,000) hectares raw materials. Cotton farming is a major cash crop and offers employment opportunities to farmers, handloom weavers, garment, designers, in the ginneries and textile factories. In this regard, the country is fortunate in that it has the potential to provide the textile sector with basic production inputs.

According to Wanshan Cheng (2010), garment industry is the most traditional and the most fashion industry in the world. The sales of the world textile and apparel goods are only lower than the tourism industry and information industry which means it is the world's third largest industry.

The fashion industry is a product of the modern age. Prior to the mid-19th century, most clothing was custom made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century—with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores—clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices.

Breward (2003) describes cultural fashion clothes as an important conduit for the expression of social identity, political ideas and aesthetic taste. As cited by Tony Hines and Margaret

Bruce (2007) et.al, Perna (1987) also defines fashion as ‘an expression of the times’. Such interpretations fit well with consumer society in which many aspects of peoples’ lifestyles are vehicles for reflecting social status and success. Cultural fashion clothes are different styles and dresses made of cotton and fabrics of cotton which are changing from time to time depending on the needs and desires of customers on the globe.

Fashion is increasingly understood as a global phenomenon based on the changes in the organization of garment production across the globe as well as the huge economic significance of garment production in world trade (Hansen, 2004). Next to the weaving process, garments and designers are playing a great role in the design and production of the fashions.

Although the term fashion has a very wide frame of reference, the fashion industry tends to be primarily focused on those businesses involved in the design, production, sale and promotion of clothing, accessories and footwear. And the fashions industry success is highly affected by time as customers are in a dynamic behavior of searching their satisfaction.

Cultural fashion clothes reflect a living culture and evolve despite being based on traditional forms and know-how. Also referred to as traditional cultural expression or expressions of folklore, cultural products derive from culture - the distinctive material, intellectuals, spiritual and emotional features that characterize a society or social group. The fashion industry brings many benefits to everyday lives across the globe. Fashion goes beyond simple clothing to express identity, create wellbeing, embrace creativity and connect global communities. Fashion is one of the cultural industries and Gatawa (2008) quoted the definition explained by Weissman (1967), —fashion in its broadest sense is not only a manner of dressing; it is also a social expression of an age, a way of life that reflects man’s cultural heritage and current ideals.

Therefore, for this study product information mainly its attribute will be discussed (consumer knowledge, product involvement, textile texture, and source of design, colour, history of the design, durability) with purchasing decision of traditional wears will serve as a conceptual framework for this study.

Currently, changing in lifestyle, the perceived quality and increasing social expression can be considered as the cause for the demand increase of wears. The expansion of cloth designers is also the other cause driving force for the growing demand. This rapidly growing market will make the competition environment; the way by which companies win the competition is by analyzing the factors that consumers perceived to be important in their purchasing decision (Melese, 2013).

Keeping in mind the importance of understanding consumers purchasing decision and preference did not seen on Ethiopian traditional wears from the side of product information which is focused on the product attributes. Thus the present study was conducted with the objective of identifying which product information from the attributes is really important to consumers decision towards purchase the traditional wears particularly female in Addis Ababa, Ethiopia.

1.2 Statement of the Problem

Cultural fashion clothes which are unique, identity and cultural wearing of the nations at every corner of the country has a great role in many economic settings. Increasing quality and design of the cultural fashions and understanding consumers purchasing behavior for these products benefits both designers and retailers by maintaining larger market share and profit. And further, a cultural fashion clothes plays a great role for tourism industry. These fashions are only indigenous designs of the country and state the nations' weaving technology (Melese, 2013).

Cultural fashions were manufactured and used in all Ethiopian nations and nationalities for a long period of time. Although these fashions had long histories as with the peoples of the country, their market share, and firm's profitability is at bar minimum and the sector is blamed of abuse of child labor due to low income of firms (Melese, 2013).

Cultural fashions is affecting by factors like past experience ,consumer attitude and the like considering those factors for marketers is important to share from the benefits (Animut ,2017) The consumers' purchase behaviour of cultural fashion industries in Ethiopia as compared to other industries has not been evaluated and significant efforts were not made to improve the

quality of the product , attaining customer demand and attract consumers. The ultimate success of cultural fashion clothes depends on consumers' acceptance of the offering.

Consumers' buying decision is very complex. Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of different intrinsic and extrinsic factors (Zeithaml, 1988). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behaviour will be driven by the physiological motivation that stimulates their response which brings them to the retail store to fulfil their need (Kim and Jin, 2001).

It is difficult to make insightful conclusions out of the above researches for the reason that almost all of the studies especially those considered as milestone for this area focused on western market.

Thus it is important for companies to go ahead and understand what consumers perceive about their products. In this new marketing era, consumers are the leaders of the market and co-creators. Because of this, their perception towards an industry's product very much affects their purchase decision. A company which is aware of the product attribute that consumers perceive to be important for their purchase decision becomes the market giant and profitable because of its consumer focused insight.

1.3 Research questions

Based on the literature review the following research question has developed.

1. To what extent the physical attributes of cultural clothes affect consumers purchasing decision in Ethiopia.
2. How does performance attributes of cultural clothes affect consumers purchasing decision in Ethiopia.

3. To what extent the affective attributes of cultural clothes affect consumers purchasing decision in Ethiopia.
4. How does aesthetic attributes of cultural clothes affect consumers purchasing decision in Ethiopia.
5. To what extent the connotative attributes of cultural clothes affect consumers purchasing decision in Ethiopia.

1.4 Objectives of the Study

In light of the above facts, this study attempts to examine the product attribute dimensions related to apparel quality: physical, performance, affective, aesthetic and connotative as product information and their effects on consumers purchasing decision of traditional wears.

1.4.1 General Objective of the Study

The general objective of this study is to investigate the effect product attribute dimensions related to apparel quality: physical, performance, affective, aesthetic and connotative as product information on Ethiopian consumers purchase decision Addis Ababa, Ethiopia.

1.4.2 Specific Objective of the Study

More specifically the study will seek to achieve the following objectives:

1. To examine the effect of physical attributes of cultural clothes on consumers purchasing decision in Ethiopia.
2. To examine the effect of performance attributes of cultural clothes on consumers purchasing decision in Ethiopia.
3. To examine the effect of affective attributes of cultural clothes on consumers purchasing decision in Ethiopia.
4. To examine the effect of aesthetic attributes of cultural clothes on consumers purchasing decision in Ethiopia.
5. To examine the effect of connotative attributes of cultural clothes on consumers purchasing decision in Ethiopia.

6. To examine if there is a difference among the demographic profile of consumers and the apparel attribute in influencing consumers purchasing decision of Ethiopian traditional wears.

1.5 Significance of the Study

This study is expected to add new knowledge regarding purchasing behaviour towards female traditional wears. The study is therefore intended to close this gap in the literature, which is aimed to understand how product attributes as specific information could affect Ethiopian female consumers purchasing decision in general and how those information would important to improve the market. A clear understanding of the product and what it mean to the consumer purchasing decision make the market and the demand goes in parallel.

Therefore, this study can help marketers to design a better marketing strategy by identifying which product information that are important for consumers in influencing the purchase.

From the companies point of view the research help to better understand the their supply as of consumer expectation and provide better attraction by identifying the core benefits of the product to their consumers for further purchase and re-purchase decision of cultural clothes. Furthermore, the study gives insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.6 Delimitation/Scope of the Study

The population of the study was limited to Addis Ababa, capital city of Ethiopia. This geographical limitation was not only chosen because of time, access and cost restriction, but also it is believed that a considerable number of cultural fashion clothes are available in Addis Ababa. There are a variety of fashions in the country that are used by every nations of the country. This study is limited to only the traditional wears.

Furthermore this research focuses only on the product attributes like physical, performance, affective, aesthetics, connotative which are important in influencing consumer purchase behaviour of traditional clothes. The attribute that influence consumers purchasing decision

for traditional wears may differ in other product categories, so generalization of the findings of this research beyond the traditional wear is not recommended.

1.7 Organization of the Paper

The research is organized in to five chapters. The first chapter includes the research background, problem statement, and objective of the study, significance of the study, scope of the study, limitation of the study and definition of terms. This is followed by the discussion of concepts and theories related to the area of study (Chapter two, literature review). The third chapter describes the research design, participants of the study, the data source, data collection and analysis techniques and procedures. The fourth chapter deals with the interpretation and discussion of the findings. Finally, in the last chapter, conclusion, recommendations and agenda for future research will be included.

1.8 Definition of Terms

1.8.1 Conceptual Definitions

Product knowledge: Brucks (1985) suggested that product knowledge consisted of three distinct constructs; subjective knowledge, objective knowledge and familiarity.

Product involvement: . Product involvement can be viewed as a consumer's interest in a product class (Mittal & Lee, 1989).

Consumers purchasing decision: is related with consumers' behaviour, perception and their attitude. Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001).

Traditional clothes: are different styles and dresses made of cotton and fabrics of cotton which are changing from time to time depending on the needs and desires of customers.

Consumers: final users of cultural fashion clothes.

Product attributes : Product attributes are the evaluative criteria used by a consumer to assess and select a product to purchase; these include physical properties as well as other aspects which are perceived to provide benefit or value (Grapentine, 1995; Jamal & Goode, 2001; Wu et al., 1988).

CHAPTER TWO

2. Review of Related Literature

2.1. Theoretical Review

2.1.1. Cultural Industries

Cultural industries use creativity, cultural knowledge, and intellectual property to produce products and services with social and cultural meaning. The cultural industries include: advertising; architecture; crafts; designer furniture; fashion clothing; film, video and other audio-visual production; graphic design; educational and leisure software; live and recorded music; performing arts and entertainment; television, radio and internet broadcasting; visual arts and antiques; and writing and publishing.

The traditional industries are defined by Scott (2004) as a collection of sectors offering service outputs focusing on entertainment, edification and information (e.g. motion pictures, recorded music, print media or museums and manufactured products) through which consumers construct distinctive forms of individuality, self affirmation and social display such as fashion and jewellery. traditional industries are the main images and mirrors of technological development, productivity and capacity of nations with in the country.

SalihuMaiwada (2012) concluded the notion of cultural industries as emphasizing those industries whose inspiration derives from heritage, cultural knowledge, and artistic elements of creativity. Also, the notion of —creative industries places emphasis on the individual and his or her creativity, innovation, skill and talent in the exploitation of intellectual property. This industry equally meets the fundamental goals of wealth creation and income generation.

SalihuMaiwada (2012) also explained traditional textile industry is so diverse and therefore has so many branches. These include spinning, weaving, knitting, sewing, dyeing, embroidery, printing and a host of others. Marjory (1980) states that —textile products are an integral part of every person's daily life. Therefore; understanding why consumers purchase of traditional wears will increase the market share and profit of the firms involved in fashion design, production and sealing.

2.1.2 Fashion

Breward (2003, p. 9) describes fashion as an important conduit for the expression of social identity, political ideas and aesthetic taste. As cited by Tony Hines and Margaret Bruce (2007) et.al. Perna, (1987) also defines fashion as ‘an expression of the times’. Such interpretations fit well with consumer society in which many aspects of peoples’ lifestyles are vehicles for reflecting social status and success. Fashions are different styles and dresses made of cotton and fabrics of cotton which are changing from time to time depending on the needs and desires of customers on the globe.

Fashion is increasingly understood as a global phenomenon based on the changes in the organization of garment production across the globe as well as the huge economic significance of garment production in world trade (Hansen, 2004). Next to the weaving process, garments and designers are playing a great role in the design and production of the fashions.

Although the term fashion has a very wide frame of reference, the fashion industry tends to be primarily focused on those businesses involved in the design, production, sale and promotion of clothing, accessories and footwear. And the effect of product information on consumers purchasing behaviour influencing the fashions industry success, market share and profitability

2.1.3 Cultural Fashion Clothes

Cultural products reflect a living culture and evolve despite being based on traditional forms and know-how. Also referred to as traditional cultural expression or expressions of folklore, cultural products derive from culture - the distinctive material, intellectuals, spiritual and emotional features that characterize a society or social group. The cultural fashion industry brings many benefits to everyday lives across the globe. Fashion goes beyond simple clothing to express identity, create wellbeing, embrace creativity and connect global communities.

The link between cultural fashion clothing and identity is a long established theme in cultural dress studies, though one that has been given new impetus by the rise of postmodernism with its emphasis on identity. The link has been understood in a number of ways. The most

prominent has been in terms of social class. From the time Veblen (1889) and Simmel (1904) onwards sociologists have explored the way in which cultural clothing operates as part of social class identity, with fashions diffusing down the social hierarchy as they are successively adopted and abandoned by elites, and as lower groups take up the style. Competitive class emulation is thus the engine of cultural fashion. Bourdieu (1984) refined the account with analysis of the role of cultural clothing as a marker of class distinction in which dress is an aspect of cultural capital, part of how elites establish, maintain and reproduce positions of power, reinforcing relation of dominance and subordination. More recently the dominance of class in the account of fashion has been challenged. The democratization of fashion and the rise of street styles have rendered its dynamic less central (Davis 1992) with the result that other aspects of identity are increasingly emphasized.

Of these, gender has always been the most significant. Indeed theorists like Entwistle (2000a) present cultural fashion as essentially preoccupied with gender. Clothes have long been used to hide sexual difference in its strong biological sense, at the same time to pointing up and signalling it through assumptions concerning gender in clothing codes. Davis (1992) and Teeslon (1995) similarly regard the ambivalences of gender as at the heart of fashion. Much of the writing on gender and cultural fashion has been rooted in feminist analysis. Feminists of the second wave tended to be critical of the fashion system and its malignant impact on the lives of women. Fashion was seen as imposing oppressive forms of gender identity, embodying practices designed to objectify and limit women, locking them into defensive and inauthentic forms of presentation, and reinforcing their cultural association with narcissism and triviality. More recently, feminists influenced by postmodernism, have taken a less negative view, recognizing the inescapability of matters of style and cultural formation in relation to the body and appearance. They have been willing to see cultural fashion as part of a distinctive women's culture, an area of pleasure and expressivity that goes beyond the reproduction of patriarchy and capitalism (Wilson 1985, Evans and Thornton 1989).

The third major way in which cultural clothing and identity has been theorized is in semiotic terms, whereby clothing is presented as a linguistic code - a means whereby people send messages about themselves - and Barthes' (1985) gave a celebrated account of the Fashion System in such structuralism terms. But if clothing is a code, it is an inexact one.

Empirical work suggests that meanings are not always fixed or shared, with the link between the intention of the wearer and the interpretation of the observer far from straightforward (Feinberg *et al* 1992). Davis (1992) suggests clothing is indeed a code, but one with what he terms low semantic; he argues we should regard it as an aesthetic rather than linguistic code, communicating ambiguity and complexity. Like other cultural goods, its meanings are by their nature immanent and hidden, subject to masking, interpretation and uncertainty.

Fashion is one of the cultural industries and Gatawa (2008) quoted the definition explained by Weissman (1967), —fashion in its broadest sense is not only a manner of dressing; it is also a social expression of an age, a way of life that reflects man’s cultural heritage and current ideals.

2.1.4 Traditional fashions in Ethiopia and its advantages to the tourism sector

This industry profile on the ‘cultural fashion clothes in Ethiopia’ provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in Ethiopia has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers.

Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Ethiopian fashion consumers will set the global fashion trends in the coming era. Currently, all cultural fashions of various nations and nationalities are common in Ethiopia.

There are numerous fashion designers of Ethiopia which have distended into famous brands not only in the country but in the world which has given more improvement to the Ethiopian cultural fashion industry. Consumers’ attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Readymade of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as

in social circles. Culturally, Ethiopian preferred dresses stitched by local tailors catered exclusively to local demand.

Gatawa (2008) explained that there is definitely potential for the local fashion industry to make a significant contribution to tourism development but this is dependent on the development of a clear fashion tourism policy framework, greater marketing and promotional efforts, understanding consumers' perception and attitudes and the addressing of critical challenges in the fashion and cultural tourism sectors. The international experience of using fashion in city development strategies has also revealed that the fashion industry has become a key part of economic development strategies in many global cities and is increasingly linked to the tourism development.

Wanshan Cheng (2010) explained that culture and innovation play a crucial role in helping regions attract investment, creative talents and tourism. Cities and regions are competing to attract foreign direct investment and creative talents. In order to succeed they need to attach several new strings to their bows: diversified cultural offerings, quality of life and life style. Culture has become an important soft location factor and a key factor for boosting local and regional attractiveness.

Fashion has become an increasingly global phenomenon and more and more linkages between fashion and other economic sectors such as tourism are emerging. Fashion communicates culture and reflects identity and can therefore be used to promote the uniqueness of a country and to develop tourism.

2.1.5 Product attributes

Product attributes play an important role in the decision making process, because consumers evaluate and compare competitive products based on its attributes and thus, the outcome of a purchase decision is determined by attributes (Akpoyomare et al., 2012). A product is characterized by a set of attributes (Koufaris, 2002) and a product can have one, two or more attributes (Yan and Sengupta, 2011). In general, consumers can use up to six products attributes (Engel et al., 1995) but the more important the consumer is considering the

purchase to be, and the more experience he/she has with the product category, the more product attributes are used (Rothschild and Houston, 1977).

Product attributes have previously been classified into intrinsic and extrinsic categories (Hatch and Roberts, 1985; Jacoby et al., 1971; Szybillo and Jacoby, 1974; Wheatley et al., 1981). Intrinsic product attributes cannot be changed or manipulated without also changing the product's physical characteristics and extrinsic product attributes are not part of the physical product but instead are applied by the retailer or manufacturer (Eckman et al., 1990). O'Neal (1990) has distinguished five product attribute dimensions related to apparel quality, that are; physical, performance, affective, aesthetic and connotative. The physical dimension refers to clothing features, the performance dimension refers to use attributes, the affective dimension relates to subjective, emotional attributes, the aesthetic dimension refers to factors contributing to the perception of beauty and the connotative dimension includes extrinsic properties, such as brand and price (O'Neal, 1990).

An important attribute is one that offers an important benefit in order to satisfy the consumers needs (Aaker et al., 1991). The most salient attributes however are not necessarily the most important ones to consumers, but maybe salient because the consumer is more familiar to those attributes (Kotler, 2002). Consumers focus on product attributes that are most important and relevant to them when they decide on a purchase (Kotler, 2002) and these are referred to as determinant attributes (Alpert, 1971).

2.1.6 Value

Values represent the basic needs and goals that people use to guide their beliefs and evaluations of products (Kim, 2005). They thus serve to achieve consumption goals and guide the decision making process (Kim, 2005). They furthermore guide a person's attitude towards a product and the importance of the product to the person (Kim, 2005). Product attributes are the reflections of consumers' underlying values and attitudes (Eckman, 1990).

Product attributes are not only the physical properties of a product (Wu, 1988), but instead they also include intangible criteria such as value. Hollbrook (1998) refers to consumer value as an experience, meaning that the consumer value lies in the consumption experience that is

derived from the acquired product. This argument originates from the belief that all products provide a service by creating experiences satisfying needs or wants (Morris, 1941) and people wanting products because of the experience they hope the products will bring (Abbott, 1955). Consumers thus often link attributes to the consequences that purchasing or consuming products brings (Akpoymare et al., 2012). An example is aesthetics value, which is a special form of consumer value, occurring in everyday objects, through experience of beauty (Hollbrook, 1998). Related to fashion products, aesthetic value is derived from a consumers' perception that meets a set of utilitarian and social needs (Hollbrook, 1998). For everyday objects, such as clothing, aesthetic aspects are becoming more important for differentiation (Hollbrook, 1998). Perceiving an aesthetic object is an important experience, and even though beauty on itself doesn't have a practical purpose, it is important as it meets a so called fundamental need of mind (Santayana, 1955). Aesthetic value meets needs that include self-realization, personal enrichment and cognitive complexity (Hollbrook, 1998). The aesthetic function of a fashion object is to make the consumer more attractive and enables others to make references about the characteristics of the person wearing it (Hollbrook, 1998). Also, apparel is used to express and communicate values to others (Kaiser, 1997). The belief that consumers appreciate fashion for non practical reasons indicates that the aesthetic value of fashion products is extrinsic (Morganosky, 1987).

2.1.7 Apparel and fashion

The fashion consumption activity provides the consumer of value that is symbolic, immaterial and hedonistic and goes beyond the consumer's need that is based on the benefits that apparel can offer (Dobers and Strannegard, 2005). With their clothing, consumers can make social identity statements (McIntyre and Miller, 1992). However, where clothes and apparel products have similar utilitarian value in the sense of functionality (Naderi, 2013), fashion products have a hedonistic value, referring to fashion products being used for the emotional value that they provide (Sheth and Mittal, 2004). Fashion goes beyond solely protecting but functions as a self expression, (Gwozdz et al., 2013) or symbolic product (Niinimäki, 2010). Clothing is argued to differ from fashion, as clothing is fulfilling physical needs for protection and functionality where fashion expresses individual personality by marks, symbols, brands and status items; fashion melts together with emotional needs (Gwozdz et al., 2013). The

consumption of fashion is therefore defined as “the use of clothing for purposes that go beyond utilitarian needs” (Gwozdz et al., 2013).

Apparel is a high body involving product of which the consumption is related to fit (Rosa et al., 2006). Body image is a person’s mental picture of their bodies (Fallon, 1990) and has been found to be associated with the consumption of apparel(e.g., Cash and Cash, 1982; Solomon and Douglas, 1985). Consumers with high body satisfaction are found to use clothes more to express their individuality where consumers with low body satisfaction are more interested in clothes that provide camouflage (Kwon and Parham, 1994). Tiggemann and Lacey (2009) define five different functions of clothing which are;

Fashion; fashionable clothes

Camouflage; camouflaging clothes

Assurance; clothes that make the consumer feel more sure

Individuality; clothes that make consumers distinctive

Comfort; comfortable clothes

Apparel product attributes such as care and comfort that are connected to clothing (Zhang et al., 2002; Jegethesan et al., 2012; skgkao, 1994; Abraham-Murali and Littrell, 1995) can only be evaluated until usage of the product, implying that clothing is an experience product, which refers to products of which attributes cannot be known until the product is purchased and used (Wang et al., 2012). Apparel being an experience good is also found by Ekelund et al (1995) arguing that its quality can only be fully determined after purchase.

2.1.8 Involvement

Personal values or needs that are motivators of consumers’ interest in products have been linked to involvement(DeBruicker, 1979; Lastovicka and Gardner, 1979;Li, 1997; Tyebjee, 1979). Involvement is a motivation factor shaping the decision making process and is furthermore found to, amongst other factors, affect the product attributes that are evaluated by

consumers (Engel et al., 1993). Involvement is defined by Zaichkowsky (1985, pp. 342) as “a person’s perceived relevance of the object based on inherent needs, values, and interests.” In this sense values play an important role in forming involvement with products (Kim, 2005). It is the link between values, the product and the product-related attitude that influence a person’s level of involvement (Laaksonen, 1994). Rothschild (1979) defines involvement as “a motivational state of arousal and interest, evoked by external factors (e.g. situation, the product, the communications) and internal factors (e.g. ego, central values).” A consumer will thus become more involved when the product is perceived as important, meeting a consumer’s needs, goals and values (Engel et al., 1993).

Fashion clothing is regarded as a high-involvement product category (O’Cass, 2004) and to indicate the interest of apparel products, the term “fashion involvement” is applied (Kim, 2005). Fashion involvement is defined by O’Cass (2000, p.870) as “the extent to which a consumer views the related fashion activities as a central part of their life”(Gwozdz et al., 2013). Michaelidou and Dibb (2006) developed a “Involvement with Clothes” scale that includes the dimensions hedonism, importance, self-expression, interest and sign value;

Hedonism; buying clothes gives pleasure and enjoyment

Importance; clothes are important to me

Self-expression; clothes express who I am and are part of my self-image

Interest; clothing interests me a lot, not at all, I am indifferent

Sign-value; clothes do not reflect who I am

Kapferer and Laurent (1985) found that self-identity might trigger product involvement across product categories. The self is defined by Dittmar (2008) as something that a person actively creates, and is thus partially created through consumption. The self exists in different forms, namely the actual or current self, which is how a person perceives himself, the ideal self, which represents the qualities that an individual would like to possess, but doesn’t and the

social self is the perception of the individual of how others see him (Banister and Hogg, 2007).

Identity is a form of social representation mediating the relationship with the individual and the social world (Chrysoschoou, 2003). In order to develop and maintain their identities, consumers use brands (Philips, 2003). For that reason, the symbolic meanings that fashion products hold play an important role in the process of identity construction and maintenance (Elliott and Wattanasuwan, 1998; Banister and Hogg, 2007).

2.1.9 The decision making process

A decision is the selection of an option from two or more alternatives, so in order for a person to make a decision, a choice of alternatives needs to be available (Schiffman and Kanuk, 2007). The decision making process consists of five stages that are need recognition, search, evaluation of alternatives, purchase and post-purchase (Peter and Olson, 1994). The classification of the decision making process in stages is a rational approach to decision making (Punj and Srinivasan, 1992; D'Astous et al., 1989). This rational approach refers to the weighing and evaluation of product attributes (Solomon, 1996; Engel et al., 1995). It is found however that during decision making, consumers are involved in non-conscious behavior, referring that decision making can be a subconscious act (Bozinoff, 1982). Consumer decision making does not only involve what products do but also what they mean to consumers and because consumers are driven by emotional needs, they are limited in the options they are willing to consider (Bettman, 1993; Schiffman and Kanuk, 2000). It should be taken into account that consumers may have limited knowledge and skills, and certain values could dominate goals and decisions (Erasmus et al., 2001).

2.1.10 The information searching process

The consumers' knowledge about fashion products becomes outdated quickly because of the dynamic nature of fashion (Frings, 2005). After the first step of the decision making process, the problem recognition, the consumer enters the search stage (Dewey, 1910) where information is required in order to satisfy a need (Brennan and Gallagher, 2002; Retief and De Klerk, 2003; Solomon and Rabolt, 2004). The search for information begins with the memory

of the consumer, or internal search, as consumers have stored information through previous experiences (Backwell et al., 2006; Baron et al., 2006; Cant et al., 2006; Hoyer and MacInnis, 2007; Solomon and Rabolt, 2004). It is found that internal search is applied often when the quality of products is derived from extrinsic product attributes (Hoyer and MacInnis, 2007). The consumers that have little experience of a fashion product rely on the extrinsic product attributes of the products in order to evaluate the quality (DeKlerk and Lubbe, 2004). The information search however can be a combination of internal search and external search (Park and Stoel, 2005; Schiffman and Kanuk, 2007), in which environmental influences are used to obtain information (Cant et al., 2006). A consumer might apply less external search when the previous experience is significant (Schiffman and Kanuk, 2007) but if the internal search is found unsatisfactory, the consumer might turn to external search (Hoyer and MacInnis, 2007; Rousseau, 2007). The amount of information search applied by consumers can vary because of several factors, such as the knowledge about the product, the perceived risk, the availability of product alternatives, available time, availability of products and product attributes (Taylor and Cosenza, 2002).

Not all consumer decision making require the same amount of information search; this depends on the level of decision making (Sheth and Mittal, 2004). Extensive (or extended) problem solving occurs when the search is extensive, for example for purchases that are not made before or that involve high risk of making a wrong decision (Sheth and Mittal, 2004). High involvement purchases, such as fashion products, are considered important purchases for a consumer and thus require extensive problem solving (Schiffman and Kanuk, 2007). It is furthermore found that consumers use more cognitive effort to important purchases (Erasmus et al., 2001) even though the information processing is both cognitive and emotional (Schiffman and Kanuk, 2000; Loffman, 1991; D'Astous et al., 1989). Where cognitive information processing refers to planning and goal directed behavior, emotional information processing refers to evaluating product alternatives within more abstract parameters (Erasmus et al., 2001).

2.1.10.1 The alternative evaluation process

From the information search stage, the consumer enters the alternative evaluation stage, where it is decided what criteria to use to perform evaluation (Schiffman et al., 1991). The evaluation of alternatives stage of the consumer decision making process exists of consumer decision strategies that are the procedures that consumers use to make choices and provide guidelines that make the decision process less burdensome (Schiffman and Kanuk, 2007). Consumer decision strategies can be based on compensatory decision rules, where a product is evaluated in terms of attributes that are weighted and can balance out a negative evaluation on another attribute (Schiffman and Kanuk, 2007). A consumer decision strategy can also be based on non-compensatory rules, where a minimum acceptable level is selected for each attribute (conjunctive rule), or for all attributes that meet or exceed the minimum acceptable level of any attribute (disjunctive rule) or by ranking the attributes in terms of relevance or importance (lexicographic rule) (Schiffman and Kanuk, 2007).

2.2. Empirical review

There are different studies in which consumers' purchasing decision behaviour have been discussed. A study by Kaushal (2013) on the importance of apparel attributes for teenaged buyers the respondents were selected from two shopping malls – Saharagani and Fun Republic at Lucknow by using purposive convenience sampling method and from a total of 200 questionnaires 187 responses were collected. This study was conducted by using SPSS v.17 and had found that fashion is the most important attribute of apparel to teenagers when making purchasing decisions, with designer brands being the second most important attribute. On the other hand, In-store promotion, reference group and body cathexis also play very important roles to buy the apparels.

A study by Parsad (2012) on attributes influencing the purchasing behaviour of apparel consumers in an organized outlets in the city of Hyderabad and Secunderabad, India. This study emphasised on understanding the attributes which influence the apparel buyer decisions in twin cities. Data was collected at 12 different retail formats comprised of apparel chains, using a structured non-disguised questionnaire with questions in a prearranged order.

Following the data collection procedure, a total of 250 customers were surveyed and only 178 respondents completed and returned the questionnaires.

In the analysis, finally found that the apparel consumers' buying behaviour is mostly influenced by the attributes like style, value, diversity, demand, credibility, concern, referral groups. Hence, it is concluded and suggested that organise retailers should exercise caution in serving the utmost needs, wants and preferences of potential and existing consumers in order to acquire and retain.

A study by J North, et.al (2015) on the importance of apparel product attributes for female buyers seeks to investigate what values do consumers attach to the various attributes when consumer make apparel purchasing decision. For this study the *population* included women in two provinces in South Africa (Gauteng and Mpumalanga) between the ages of 16 and 65. the sample size of 250 women, convenience and non-probability method of sampling was used. The results of this study indicate that style is the most important attribute of apparel to women when making purchasing decisions, with price being the second most important attribute.

Balla&Deari (2015) how product attributes affect consumer behaviour. The aim of the research is to analyse consumer behaviour in the selection of food products brands. In this study, samples were selected as consumers in major cities of the Republic of Albania. According to the bulletin of the Institute of Statistics, Albanian household expenditures for food products are about 47.6%. Thus a considerable part of their household budget goes for the purchase of food products. It is important to understand their attitudes and behavior toward the products offered. For this study was used principal-components method of factor analysis to determine how food product's attributes affect consumer behavior in the brands choice of food products. The findings showed that the variables are dimensioned in five components. After analysing the attributes which includes each component these components are named, product information, packing attraction, product promotion, location based on price and brand image. According to the results it is clear that the attributes of food products play an important role in brand choice.

Getie (2017) also discuss the effect of packaging attributes on consumer purchasing decision consumers in the capital of Ethiopia had found that printed product information influence consumer decision.

2.3 Conceptual model

The physical dimension refers to clothing features, the performance dimension refers to use attributes, the affective dimension relates to subjective, emotional attributes, the aesthetic dimension refers to factors contributing to the perception of beauty and the connotative dimension includes extrinsic properties, such as brand and price (O'Neal, 1990). Based on the above model discussion on the following hypothesis follows:

2.3.1 Physical attributes

Various literatures discussed that intrinsic attributes are natural, (szybilo&Jacob ,1974) the change in physical attributes would change the product . (Hopfer& Istook , 2016) in their study they discussed the different apparel attribute that could influence Mexican American female and that their survey measured the importance of intrinsic and extrinsic apparel attributes to the purchase of casual pants ,tops ,skirts and dresses. The result implied that intrinsic attributes are more important especially Mexican American rating for fit/sizing , for this companies concern on fit preference and garment types.

(Castelo&Cabral ,2017) has identified on their study that from the attributes of the perception of clothing quality garments are highly important attributes in this case the quality fabric ,size and fit are the basic faction of the menswear as well as women wears. Thus,

H1. Physical attributes of cultural clothes has a positive and significant effect on consumers decision making in Ethiopia.

2.3.2. Performance attributes

Articles has viewed apparel attributes in different categories from that from the hypothesis performance is one (North and et.al, 2003) with aim of analysing female consumers' apparel

purchasing decision has found that style is the dominate attribute which contribute to female consumers decision than the listed attributes. Others explained Performance as ease to care and is evaluated after purchase and it is persons own experience and expectations (Hoyer et al,2013). Features or characteristics of the product seemed to explain the quality of the product and the service that able to satisfy the stated consumer needs. (Bennett et.al, 2007) defined product quality fitness for use or conformance to requirement. Thus,

H2.Performance attributes of cultural clothes has a positive and significant effect on consumers decision making in Ethiopia.

2.3.3. Affective attributes

Affective categories are related to moods, emotions and feelings in apparel fashions like traditional wears those affective attributes expected peoples engaging themselves with the satisfaction they would get from the specific style of cloth. Different literatures are explained how these affective attributes positively affect consumer buying behaviour.

(Peter &Olson ,2005) in their research found that buying emotions play an important role in consumer decision making. Abbas & Bashir had found on their study that affective element decision making process affects purchasing. The research of cognitive and affective behaviour during shopping (Tradafilovic and et.al) the study revealed that during shopping females are more inclined to affective behaviour than men , while men consider more options. (Lee & et.al, 2010) with the aim examine the effects of image interactive technology features and revealed that the level of IIT and EA positively affected shopping enjoyment as well as decreased preserved risk. Thus,

H3.Affective attributes of traditional fashions has a positive and significant effect on consumers decision making in Ethiopia.

2.3.4. Aesthetics

The basic definition of aesthetic phenomenon or social situation , regarded as either good or bad “or “the sense of what is fitting ,harmonious, or beautiful : the perception and enjoyment of what constitutes excellence in the fine arts, literature, fashion ,etc”.(from dictionary .com)

According to ,Swan and Combs, consumer satisfaction with clothing is influenced by the physical qualities as well as the psychological and that assessing the apparel product is not only limited to the functional aspects , but also includes the aesthetics.

(Hoyer et.al,2011) has studied the role of aesthetic taste in consumer behaviour and found that aesthetic taste had playing critical role for consumer decision and judgment.

(Niinimaki, 2014) on the study of green aesthetics in clothing with the aim define the dimensions of aesthetics perception in design and commodities had revealed that beauty and aesthetic dimensions are the most significant when consumers choosing his/her clothing and designers are creating new objects. Thus,

H4. Aesthetics of cultural clothes has a positive and significant effect on consumers’ decision making in Ethiopia.

2.3.5. Connotative attributes

Connotative attributes are attributes which extrinsic in nature eg. Price, brand , country of origin ,salespersons evaluation ,approval of others and the like.

Number of Literatures proves these attributes effect on consumer decision making behaviour.

(Pereira et.al 2009) on their study aimed at to understand the relationship between apparel attributes and advertising on consumer buying behaviour they had found that; There is positive relation between the level of decision making and advertising in fashion magazines and the internet however there is a negative relation association between the level of advertising on newspaper and consumer decision making.

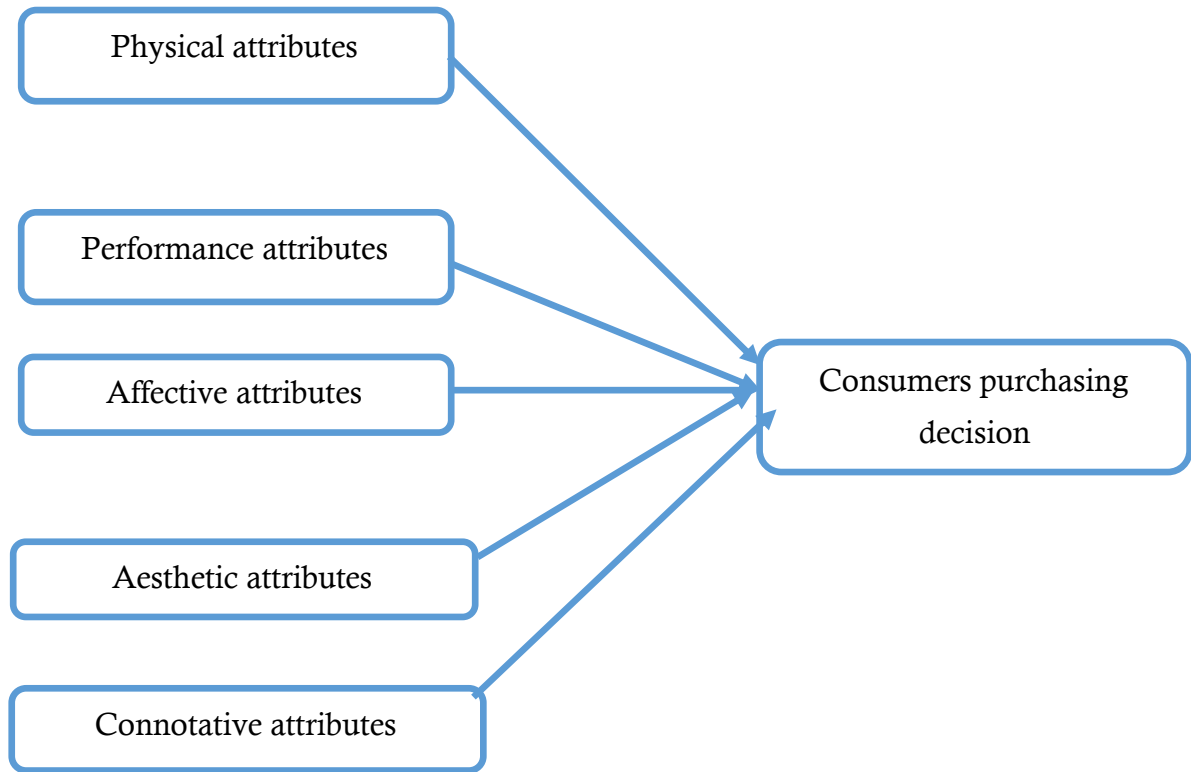
Attitude and confidence represents a consumer's belief that his/her knowledge or ability is sufficient or correct regarding fashion clothing assessment. Consumers who take a brand as important to their lives will likely build favourable and positive attitudes towards the brand. Consumers with higher levels of involvement in an object (product or brand) are expected to hold positive attitudes towards the same object [Intel, 2008]. (Howarton et.al ,2010) indicated that the biggest factor driving a woman's brand choice is liking or disliking, followed by the ease of mobility, fabric with fashion/style/colour and functionality and the brand name or image. A study found that adults aged 45 and older are no more brand loyal than those aged between 18-34. Consumer's attitude towards a brand referred to the consumer's overall assessment of that brand, and forms the basis for consumer behaviour towards that brand (Wu et.al 2009). (Liu et.al ,2009) found that fashion and clothing can show one's personality and image by the insight of colour, styling, silhouette, etc. If a consumer can identify himself/herself on a specific image projection of a particular brand, he/she would create greater preferences towards this brand. Brand is used for consumers to express themselves, which is especially prominent in fashion. When a brand possesses a strong personality that is consistent with the consumer's image, the consumer will have greater preferences towards the brand. Positive brand attitude has a direct impact on consumer involvement in branded clothing. Thus,

H5. Connotative attributes of cultural clothes has a positive and significant effect on consumers decision making in Ethiopia

2.3 Conceptual Framework

Based on the above discussion, it can be concluded that, _product attributes are major to determine consumers purchasing decision behaviour 'product attribute dimensions related to apparel quality, that are; physical, performance, affective, aesthetic and connotative ' are related to consumers' purchasing decision traditional wears which lead to the formation of framework for the present study as depicted in

Figure 2.1.



Sources: extracted from the literatures (ONEL'S, 1990)

CHAPTER THREE

3. Research Design and Methodology

3.1 Research Approach

There are three types of research approaches, qualitative, quantitative and mixed approach. Quantitative method is a means for testing objective theories by examining the relationship among variables. Data collected is number and statistics. The data is based on precise measurements and the final report will be statistical report with correlations, comparisons of means and statistical significance of the findings.

Quantitative approach is one in which the investigatory primarily uses postpositive claims for developing knowledge, employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data. Survey research provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. This study use Survey method because of advantageous for its merit of economy of design and it enables to gather enough information, which may not available from other sources. The purpose of survey research is to generalize from the sample to the population so that inferences can be made about some characteristic, attitude or behavior of the population (Creswell, 2009). Also Fowler (1984) noted that the strengths of survey methods that result in their wider use included the value of statistical sampling, consistent measurement, and the ability to obtain information not systematically available elsewhere or in the form needed for analysis. Consequently for its merit of economy and enables to gather enough information, survey method had be employed in this study.

3.2 Research Design

The study is mainly an explanatory research since it tries to examine the effect of product attribute on consumers purchasing decision of traditional wears, Addis Ababa. The study used primary quantitative data which aimed to be collected through survey using self-administered questionnaire. Survey is popular since it allows the collection of a large amount of data from a sizeable population in a highly economical way (Saunders, Lewis, &Thornhill, 2009).

3.3 Sampling Design

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman,2004). There are several decisions to be made in organizing a sample such as identifying target population, selecting sampling technique and determining the sample size.

3.3.1 Target Population

Population is defined as the complete set of units of analysis that are under investigation (Davis 2000). Proctor (2003) defines population as the total group to be studied. Therefore the target population for this study was customers and potential customers of the traditional fashion products in Addis Ababa city.

3.3.2 Sampling Technique

Based on the literature, there are two main sampling methods, probability and non-probability sampling (Zikmund, 2000). In this study the lack of access to a list of the entire population or sampling frame being studied makes it difficult to use probability sampling, as a result of this two stage sampling is planned to be used. Convenience sampling technique is used to select traditional wears retail stores for the convenience of the researcher and after then every other customer visiting the retail stores will be in the sample and to somewhat randomize the sample composition.

3.3.3. Sample Size

The population size of this research is unknown, so unknown population sample formula is used to determine the sample size. In using the formula 95% confidence level, 0.5 standard deviation and confidence interval of +/- 5% is used. From the standard table Z- score of 95% confidence level is 1.96. The formula is as follows:

$$\text{Sample size } n_0 = \frac{z^2 pq}{e^2} \quad \text{or} \quad \frac{1.96^2 * 0.5 * 0.5}{(.05)^2} = 384$$

Where, n_0 -

Sample size

Z – Z value at specified confidence interval

p - Estimated proportion of an attribute present in the population

e – Desired level of precision

With 95% confidence interval, 5% level of precision, and a proportion of 50%, the sample size for this study is determined to be 384. The 50% proportion is the maximum variability in a population, which is often used in determining a more conservative sample size (Isreal, 2013).

3.4. Sources of Data and Data Collection Methodology

Fin (1995) identifies four types of primary data collecting methods: self-administered questionnaires, interviews, structured record reviews, and structured observations. For this study primary data to be collected using structured questionnaire because first, this method is easy to standardize and produce results that are easy to summarize, compare and generalize. Second it is easy to use with large sample by fitting diverse experience into predetermined response categories. Third, it contributes to reliability by promoting greater consistency; since every respondent is asked the same questions.

Traditional wears stores are available in many corners of Addis Ababa; however, cultural fashion clothes are largely believed to be available in Gulele Sub-city in many varieties and in depth. The data from primary source was collected from willing customers in the convenient locations where cultural fashion clothes are largely available specifically in Gulele sub city shiro-medakebele 19,20, and 21.

3.5 Data Collection Instrument

3.5.1 Data Collection Instrument

The purpose of the instrument developed for this study is to test the formulated research questions, it is important that the instruments have to accurately measure the constructs in the questions.

The questionnaire is expected to design for this study in English and then translated into Amharic by professional translators. The questionnaire will consist of likert type statements about which respondents expected to fill asked to indicate their degree of agreement using a five point scale from 1- poor to 5- excellent agree which is consistent with Xin-y et.al(2015), Furqan et.al(2014), Yuawen(2009).

3.6. Data Analysis Method

With regard to data analysis, the study planned to utilize SPSS (Statistic Package for Social Science) version 20 software. Descriptive statistics Mean Score, Standard Deviation and inferential statistics like Correlation test using Pearson's correlation and Multiple Regression analysis will be used in order to address the initial research question of the study.

ANOVA and independent t-test analysis plan to be conducted to determine if there exists any significant differences between product information variables and demographic profiles of cultural fashion clothes customers. Reliability analysis will also be used to test consistency of measures using alpha.

3.7 Validity and reliability

3.7.1 Validity

Validity is defined as the extent to which a measurement represents characteristics that exist in the phenomenon under investigation (Malhotra & Birks, 2007). Accordingly, with reference to the previous research the apparel attributes had taken from (Antil, JH 1984) & (Belk, RW 1974)

3.7.2 Reliability

Reliability is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). It is clear that when we measure anything there is always a chance for errors. In fact, the goal of error free measurements may not duplicate each other exactly even if we repeated the same study with the same sample.

Typically it was done by using Cronbach-alpha a widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012).

3.7. Ethical considerations

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). This study will be governed by the general rules of research ethics in such a way that respondents was requested to provide information on voluntary basis, there was prior communication about the purpose of the study, and confidentiality of the information will be guaranteed. Moreover, the researcher, to his best level, is abided by the rules and regulations of the University.

CHAPTER FOUR

4. Findings and Discussion

4.1 Chapter Overview/Introduction

This chapter has summarized and analysed the data collected from Ethiopian traditional apparels in demand attaining the final objective of the study.

4.2 Survey Response Rate and Reliability Test

The 384 questionnaires were circulated in the of the month of April 2019 and customers randomly communicated which were visiting Ethiopian fashion retail stores (shop no 65-110) of Addis Ababa, Shiromed. However, a total of 360 questionnaires were collected, of which 38 were incomplete. Thus, 322 questionnaires were completed to be analysed and ready for analysis, which is 83.85 % response rate.

After record of data into SPSS version 20, the different analyses were administered first to check the reliabilities of the scales used in the data collection instrument. Malhotra & Birks (2007) explained reliability is the extent to which a measurement have consistent results in case the process of measurement were to be repeated. Cronbach-alpha is usually used to measure internal consistency, using SPSS version 20 and four the scales are used for this study were found to be consistent as their respective alpha values were higher than 0.7. However the fifth attribute connotative apparel attributes from the participants found which its respective alpha is 0.647 which less than the standard considered irrelevant.

The cronbach - alpha of each scale is presented in the following table.

Table 4.1: - Reliability Test

Measurement Scale	Cronbach-Alpha	No. of items
Physical attributes	0.715	5
Performance attributes	0.828	5
Affective attributes	0.796	5
Aesthetics attributes	0.815	5
Connotative attributes	0.647	6 disregarded
Purchasing decision	0.875	7
Over all reliability	0.779	6

Source: - Own survey result, 2019

4.3 Respondents' Profile

The demographic characteristics of respondents are shown in table 4.2 below. As seen from the table below gender composition of the respondents' female 77.3 % while the rest 23.7% are male respondents. This shows that female are more fashion followers than male.

Table 4.2: - Respondents profile

Items		Frequency	Percent
Gender	female	249	77.3
	male	73	23.7
	Total	322	100.0
Age	18-25	89	27.6
	26-35	141	43.8
	36-45	76	23.6
	above 46	16	5.0
	Total	322	100.0
Educational	Elementary completed	11	3.4
	High school graduate	32	9.9
	Diploma	53	16.5
	First degree	205	63.7
	Masters and above	14	4.3
	None	7	2.2
	Total	322	100.0
Marital status	Single	60	18.6
	Married	251	78.0
	Divorce	11	3.4
	Total	322	100.0
Employment	Employed	272	84.5
	Business	28	8.7
	Unemployed	12	3.7
	Others	10	3.1
	Total	322	100.0
Monthly income	Less than 2000	30	9.3
	2001-5000	32	9.9
	5001-10,000	210	65.2
	Above 10000	50	15.5
	Total	322	100.0
Annual expenditure	below 2000	23	.7 .1
	2001-5000	57	17.7
	5001-10000	192	59.6
	Above 10,000	50	15.5
	total	322	100.00

Source: - Own survey result, 2019

Age

The respondents in the study were older than 18 years of age. From the total of valid 322 respondents the respondent's age group was between 18 and 25, which is 27.7%. The age between 26 and 35 years old were who took about 43.8 % which holds most of the respondents , age range of 36 to 45 which is 23.6% and the last age group was above 46 who were about 5 %. From the data the age from 26-35 gets first rank followed by age between 18 to 25 . This shows most of the customers for Ethiopian traditional fashions in Addis Ababa are young consumers.

Education Level

From the 322 respondents, 11 of them were elementary completed is about 3.4%, 32 of them were high school graduate in percent holds 9.9 , 53 of them were diploma holders which is about 16.5%. , most respondents were first degree holders were 205 which is 63.7%, 14 of them which is 4.3 % were masters and above graduates and the remaining 7 or about 2.2 % of the respondents were no educational.

Marital Status

Out of 322 respondents 251 or 78% were married, 60 respondents or 18.6% were single and the rest 11 respondents or 3.4 % were divorced. This shows that most of customers in this study are married.

Employment Status

From the total 272 of the respondents or 84.2% were employed and 28 or 8.7% respondents were business men whereas 12 or 3.7% were unemployed mainly students and the remaining 10 or 3.1 said others mostly constitute house wives. Therefore most of the customers are employed in government and private organizations.

Income

The monthly income of the respondents were analyzed and discussed as follows. From the total 322 respondent 30 or 9.3% of individual reported monthly income below 2,000 ETB (Ethiopian Birr); 32 respondents or 9.9% earned monthly income of 2,001-5,000 ETB; 210 respondents or 65.2 % earned monthly income of 5,001-10,000 ETB; the rest 50 respondents or 15.5 % earned monthly income of above 10,000 .This shows that most customers are earning average and above average monthly income.

Annual spending for traditional apparels

From out of 322 respondents, 192 of them which about 59.6% were spend annually from Birr 5001 to 10000 on traditional fashion wears. Followed by consumers which is spending Birr 2001-5000 annually those respondents were 57/17.7% of the participants. The other 50/15.5 % of them were spending above 10,000 birr and the rest 7.7%/23of them spending below 2000 birr. This indicate that most of the consumers in this traditional wears market were average monthly income earners.

4.4 Descriptive statistics of study variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005).The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

Table 4.3: Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Physical attributes of Ethiopian traditional fashions			
I LOVE THE COLOR OF ETHIOPIAN TRADITIONAL WEAR	322	3.8323	.98421
ETHIOPIAN TRADITIONAL WEARS ARE EASY TO USE	322	3.9224	.77149
I AM MORE INTERESTED IN THE TEXTURE OF THE CULTURAL FASHION THAN OTHER ATTRIBUTES	322	4.4969	.92473
I LOVE THE WHITENESS OF ETHIOPIAN TRADITIONAL CLOTHES	322	4.3509	.89538
I influenced by the whiteness of the clothes	322	3.9224	.90526
mean of physical attributes		4.10498	0.896214
Performance attributes of Ethiopian traditional fashions			
AM MORE INTERESTED IN THE QUALITY OF ETHIOPIAN TRADITIONAL WEARS	322	3.6522	.64379
I ALWAYS CHECK THE TEXTURE OF THE GARMENT BEFORE MAKING PURCHASING DECISION	322	3.3137	.60455
I AM VERY CONCERNED THE DURABILITY OF THE PRODUCT	322	3.7360	.66173
WEARING ETHIOPIAN TRADITIONAL WEARS MAKING ME COMFORTABLE	322	3.7360	.67108
WHEN I GO FOR SHOPPING I LIKE TO BE SURE ABOUT THE FITNESS OF THE PRODUCT	322	4.3571	.93050
Mean of performance attributes		3.759	0.69723
Affective attributes of Ethiopian traditional fashions			
TRADITIONAL WEAR GIVES ME PLEASURE AND PROUD	322	3.9503	.74299
WHEN I PURCHASE TRADITIONAL WEARS I FEEL THAT I AM WEARING MY HISTORY	322	3.6801	.73211
I FEEL WHEN PURCHASING TRADITIONAL WEARS LIKE PROMOTING MY CULTURE	322	4.6211	.93358
I WOULD BE PROUD TO WEARING ETHIOPIAN CULTURAL CLOTHES	322	4.5994	.95265
I WOULD BUY CULTURAL FASHION CLOTHES JUST BECAUSE IT SHOWS STATUS	322	4.3571	.98260
Mean of affective attributes		4.2416	0.868786
Aesthetic attributes of Ethiopian traditional fashions			
ETHIOPIAN TRADITIONAL CLOTHES DESIGNS ARE UNIQUE AND FEEL ME THAT AM WITH NATURE	322	3.7453	.66772
WHEN I AM GO FOR SHOPPING FOR ETHIOPIAN TRADITIONAL WEAR I FEEL LIKE AM FELLOW OF FASHION	322	3.7205	.69454
CULTURAL BEAUTIES ATTRACTS ME MORE	322	4.3602	.98937
BUYING CULTURAL CLOTHES MAKES ME BUYING THE ARTS OF ETHIOPIA	322	3.8602	.98067
ETHIOPIAN FASHION DESIGNERS DESIGN MAKES ME PROUD	322	3.7019	.71342
Mean of Aesthetic attributes		3.87762	0.809144
Purchasing decision			
THE INFORMATION I HAVE HELPED ME TO BUY CULTURAL FASHION CLOTHES	322	4.6149	.85060
IF I FOUND THE CLOTHES WHICH FITS MY CHOICE I WOULD BUY	322	4.4441	.86736
THE DESIGN INFLUENCED ME TO PURCHASE TRADITIONAL CLOTHES	322	3.7205	.69454
THE LIKELIHOOD OF PURCHASING TRADITIONAL FASHION WEAR IS LIKELY HIGH BECAUSE IT GIVES ME PLEASURE	322	3.9503	.77581
AM WILLING TO PAY THE AMOUNT REQUESTED FOR TRADITIONAL FASHION PRODUCTS	322	3.7236	.69802
AM PROUD TO BUY TRADITIONAL WEARS BECAUSE IT SHOWS MY IDENTITY	322	4.6118	.94469
MY PEERS INFLUENCE MY DECISION TOWARD TRADITIONAL WEARS	322	4.0124	.96666
Mean of Purchasing decision		4.1539	0.82781

Source: Own survey result, 2019

4.5 Overview of Respondents' perception

In this section respondents' reaction on Ethiopian apparel attributes physical, performance, affective, aesthetic, and connotative and consumers purchasing decision are discussed using descriptive statistical analysis.

Respondents were asked to provide their reaction to wards traditional apparels attributes physical, performance, affective, aesthetic and connotative and their purchasing decision using 5 likert scale rating strongly disagree to strongly agree.

As shown on the Table 4.3, affective attributes ($M=4.24$) becomes the most important criteria in consumers' purchasing decision of Ethiopian fashion, followed by physical attributes ($M=4.10$), connotative attributes ($M=3.88$), aesthetics attributes ($M=3.87$), and performance attributes ($M=3.75$). In the meantime, the dependent variable consumer purchasing decision is ($M=4.15$) .

I) Affective attributes

The mean score for affective attributes was relatively high (4.24). This indicates that affective attributes is basic for consumer in their purchasing decision because they believed that this attributes value high in their decision for the traditional wears. Emotional attachment with the product they consumed this attachment may be created with the background they came from like religion and culture those factors leads consumers emotionally sensitive towards their purchasing decision for Ethiopian traditional fashions.

II) Physical attributes

According to the mean score analysis next to affective attributes, the mean score of physical attributes is higher (4.10). The consumers' reaction tells that physical matters of the traditional fashions are very important. Like the colour, textile texture and the like. Especially textile texture are very important and weighted more in their purchasing decision.

III) Aesthetics attributes

Aesthetics attributes with mean score of 3.87 indicates that most people are interested in the artistic nature of Ethiopian traditional wears. From the respondents response the style and design are very important to their purchasing decision to wards traditional fashions

IV) Performance attributes

The other variable that scores a mean (3.75) is the degree of performance attributes of respondents. The fitness of the products, easiness and durability are the main features that consumers influenced to make their decisions.

4.6 Correlation Analysis

The correlation matrix with the dependent and independent variables allows the researcher to assess the strength of the association between the variables of interest. The correlation matrix for the overall sample is provided below. This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

General guidelines correlations of .10 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

To determine the existence and level of association, the researcher used bivariate correlation. Pearson correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables (Field, 2005). The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between fashion apparel attributes (physical apparel attributes, performance apparel attributes, affective apparel attributes, aesthetics apparel attributes and connotative apparel attributes) and their purchasing decision.

Based on the variables which the most are relating factors predicting purchasing decision towards Ethiopia traditional fashions, relationship between all variables was determined through correlation analysis before regression analysis. Table 4.4 illustrates the r value for the relationship between independent variables i.e. physical apparel attributes, performance apparel attributes, affective apparel attributes, aesthetics apparel attributes and connotative apparel attributes and dependent variable i.e. Consumer purchasing decision of traditional fashions.

As per table 4.4 the coefficients show that the five variables measuring consumers purchasing decision towards Ethiopian fashion clothes were all positively related with consumers purchasing decision within the range of 0.470 to 0.673, all were significant at $p < 0.01$ level. Generally, it means if the consumers' reaction towards all variable is good then there is relation with consumer purchasing decision towards traditional fashion. A further look into each variable indicates that factors influencing consumer purchasing decision of traditional fashion wears can be grouped into 'important determinant' and 'least important determinant'. The highest correlation ($r = .673$) was between aesthetics apparel attributes and consumer purchasing decision followed by affective apparel attributes ($r = .661$), Performance apparel attributes ($r = .503$), Physical apparel attributes. This means all apparel oriented indicators have positive relationship with consumer purchasing decision of Ethiopian fashions.

Table 4.4: Correlations

Correlations							
		Physical apparel attributes	Performance apparel attributes	Affective apparel attributes	Aesthetics apparel attributes	Connotative apparel attributes	Purchasing decision
Physical apparel attributes	Pearson Correlation	1	.506**	.399**	.329**	.353**	.470**
Performance apparel attributes	Pearson Correlation		1	.605**	.561**	.452**	.503**
Affective apparel attributes	Pearson Correlation			1	.612**	.303**	.661**
Aesthetics apparel attributes	Pearson Correlation				1	.348**	.673**
Purchasing decision	Pearson Correlation						1

** . Correlation is significant at the 0.01 level (2-tailed).

Source: - Own survey result, 2019

4.7 Test of Regression Assumptions

4.7.1 Linear Relationship Test

Consumer purchasing decision is assumed to be linearly related with apparel related variables physical apparel attributes, performance apparel attributes, affective apparel attributes, aesthetics apparel attributes and connotative apparel attributes. Consumer purchasing decision

(dependent variable) is assumed to be impacted with changes in apparel attributes variables (the independent variables) linearly. The plot that shows the linear relationship of each independent variable with the dependent one is annexed.

4.7.2 Multicollinearity Test

Multicollinearity is tested in this study using the variance inflation factor (VIF) which quantifies the severity of multicollinearity in regression analysis. The VIF factor should not exceed 10, and should ideally be close to one. The below table shows there is no multicollinearity exist. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity (Field, 2005). The below table confirms the absence of multicollinearity according to Collinearity Statistics.

Table 4.5 Level of multicollinearity in the model

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.011	.292		6.888	.000		
	Physical apparel attributes	.112	.048	.112	2.311	.021	.880	1.136
	Performance apparel attributes	-.114	.060	-.105	-1.918	.056	.684	1.462
	Affective apparel attributes	.158	.050	.169	3.163	.002	.729	1.373
	Aesthetic apparel attributes	.473	.047	.556	9.975	.000	.667	1.500

a. Dependent Variable: Consumer purchasing decision.

Source:-Own survey result, 2019

4.7.3 Auto-correlation Test

Autocorrelation occurs when the residuals are not independent from each other. In other words when the value of $y(x+1)$ is not independent from the value of $y(x)$ there certainly is autocorrelation. To determine the autocorrelation between observations Durbin – Watson test was used. Durbin-Watson's d' tests the null hypothesis that the residuals are not linearly auto correlated. The Durbin-Watson statistic ranges in value from 0 to 4. A value near 2 indicates non-autocorrelation; a value toward 0 indicates positive autocorrelation; a value toward 4 indicates negative autocorrelation (Field, 2005). As a rule values of $1.5 < d < 2.5$ show that there is no auto-correlation in the multiple linear regression data. With Durbin Watson value of 1.501, which is between 1.5 , 2, it can be confirmed that the assumption of independent error has almost certainly been done.

Table 4.6 Level of auto-correlation

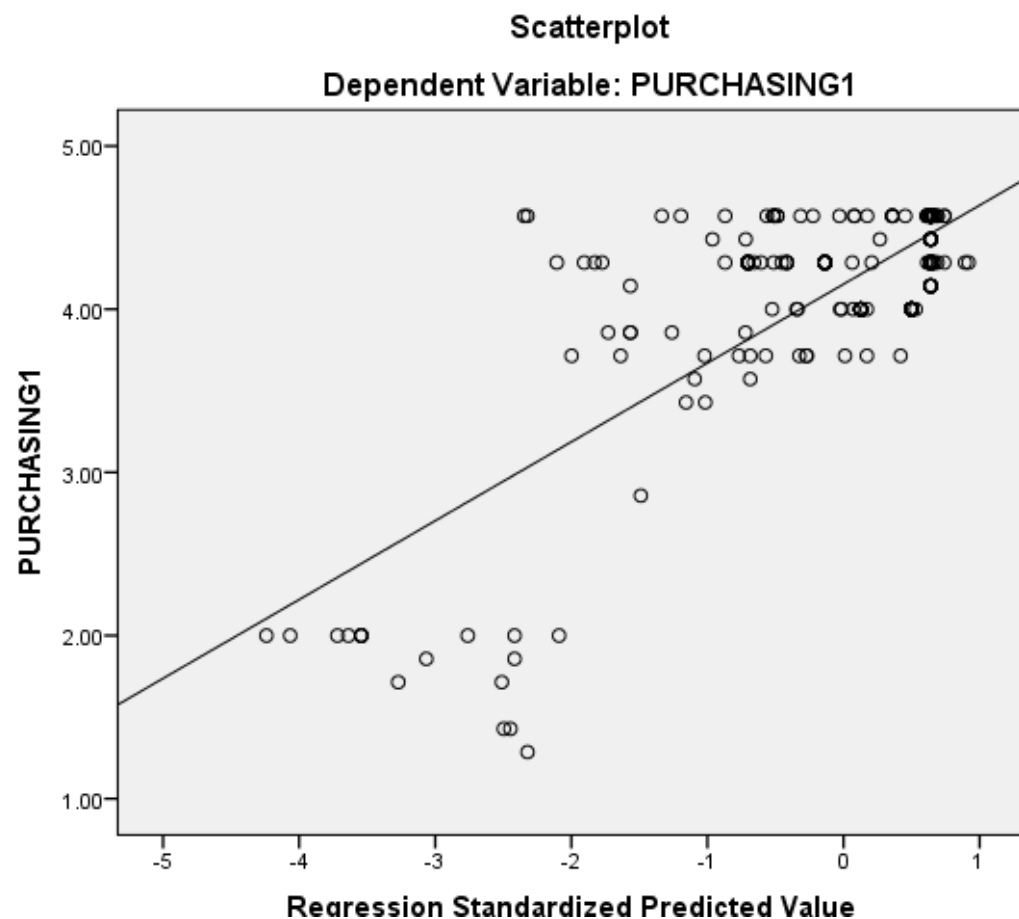
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.767 ^a	.594	.583	.407	1.501
a. Predictors: (Constant), Affective, Physical, Performance, Aesthics					
b. Dependent Variable: Purchasing decision					

Source:-Own survey result, 2019

4.7.4 Homoscedasticity (Equal Variance)

The variability in scores for independent variables should be similar at all values of the dependent variable. The scatter plot should show a fairly even rectangular shape along its length. There should be homoscedasticity before running multiple regression analysis, this means that the residuals (the differences between the values of the observed and predicted dependent variable) are normally distributed, and that the residuals have constant variance (Burns & Burns, 2008). If the assumption of homoscedasticity is violated (i.e. there is heteroscedasticity). The graph has demonstrated homoscedasticity of the study.

Figure 4.1 homoscedasticity



Source: - Own survey result, 2019

4.8 Multiple Regression Analysis

After the study met the regression assumption next the researcher examined the effect of apparel attributes consumer purchasing decisions. The researcher tested the six hypothesis set out to be tested at the beginning based on the regression analysis. The researcher believes that retailers involved in Ethiopian traditional fashion can use the result of the regression analysis for future decision making via identifying apparel attributes determining consumer purchasing decision and which parameters got the highest effect on consumers purchase decision. This will answer the research question of the effect of each independent variable (Affective apparel

attributes, Physical apparel attributes, Performance apparel attributes, Aesthetics apparel attributes) on the dependent variable consumers purchasing decision of Ethiopian fashion.

Table 4.7 R square level of the study

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.767 ^a	.594	.583	.407	1.501
a. Predictors: (Constant), Affective, Physical, Performance, Aesthetics					
b. Dependent Variable: Purchasing decision					

Source:-Own survey result, 2019

The result of regression analysis of the independent variables (Affective, Physical, Performance, Aesthetics) on the dependent variable consumers purchasing decision indicates existence of positive and statistically significant effect.

The model summary table R-Square value also called *coefficient of determination* measures the proportion of the variation in a dependent variable that can be explained statistically by the independent variables and it takes on any value between 0 and 1. The R-square value of the model is 0.594 which means that 59.4% of the consumers' purchasing decision was explained by the variation of the traditional apparel attributes (Affective, Physical, Performance, Aesthetics) and the other 40.6 % is due to other independent variables not included in the model and the random error.

Table 4.8 significance of the model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.698	5	15.140	92.298	.000 ^b
	Residual	51.834	316	.164		
	Total	127.532	321			
a. Dependent Variable: PURCHASING1						
b. Predictors: (Constant), AFFECTIVE, PHYSICAL, ESTHETICS, PERFORMANCE						

Source: - Own survey result, 2019

The ANOVA tells us whether the model, overall, results in a significantly good degree of prediction of the outcome variable (Field, 2005). Since the significance result on the ANOVA table is 0.000 which is $p < 0.05$, the regression analysis proved the presence of a good degree of

prediction. The contribution of each apparel attributes related variable can be seen from the results of multiple regressions in the coefficient table below.

Table 4.9: Coefficient of relationship of apparel attributes variables on consumer purchasing decision.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.551	.207		2.662	.008
	Physical attributes	.240	.044	.234	5.497	.000
	Performance attributes	.030	.060	.026	1.506	.013
	Affective attributes	.337	.048	.348	6.971	.000
	Aesthetics attributes	.433	.048	.428	8.929	.000
a. Dependent Variable: PURCHASING						

Source: - Own survey result, 2019

Regression Equation

$$\text{Consumer purchasing decision} = .551 + .240 (\text{physical apparel attributes}) + .030 (\text{performance apparel attributes}) + .337 (\text{Affective apparel attributes}) + .433 (\text{Aesthetic apparel attributes})$$

Hypothesis test results and discussions

From the above table one can see that physical apparel attributes, performance apparel attributes, Affective apparel attributes and Aesthetic apparel attributes positively affects consumer purchasing decision. With Unstandardized coefficient (Beta value) value the importance of apparel attributes influencing consumer purchasing decision presented as follows.

1. physical apparel attributes B=.240
2. performance apparel attributes B=.030
3. Affective apparel attributes B=.337
4. Aesthetic apparel attributes B=.433

Table 4.10 Summary of the Research Hypotheses

Hypothesis	Results	Reason
H1. Physical apparel attributes will positively and significantly influence consumer purchasing decision of Ethiopian traditional fashion.	H1:Fail to Reject	β =0.240, $p<0.05$
H2.performance apparel attributes will positively and significantly influence consumer purchasing decision of Ethiopian traditional fashion.	H1:Fail to Reject	β =0.030, $p<0.05$
H3. Affective apparel attributes will positively and significantly influence consumer purchasing decision of Ethiopian traditional fashion.	H1:Fail to Reject	β =0.337, $p<0.05$
H4. Aesthetic apparel attributes will positively and significantly influence consumer purchasing decision of Ethiopian traditional fashion.	H1:Fail to Reject	β =0.433, $p<0.05$

The beta value on the coefficient table indicates level of effect each variable has on the dependent variable consumer purchasing decision. The highest beta level is Aesthetic apparel attributes $B=.433$. This means that if traditional retailers work on the design, style and in general on its attractiveness the fashions.

Hypothesis 1 proposed that physical apparel attributes will positively and significantly influence on consumer purchasing decision of Ethiopian fashion. The results found that consumer purchasing decision was significantly predicted by physical apparel attributes ($\beta =0.240$, $p<.05$), supporting Hypothesis 1. This shows that for the fashion makers to improve and work their area concern because participants on this study one of their concern to their traditional fashion purchase is physical apparel attribute.

Hypothesis 2 predicted a positive effect of performance apparel attributes on consumer purchasing decision again receives statistical support. From the above model table shows that performance apparel attribute positive and significantly determine consumer purchasing decision

with($\beta = 0.030$, $p < .05$). The higher retailers work for value maximization of the higher on the performance design will be consumer attract consumer purchase for traditional fashions.

Hypothesis 3 hypothesised positive relationships between Affective apparel attributes and consumer purchasing decision (H3). Results revealed that Affective apparel attributes positively and significantly affected consumer purchasing decision ($\beta = 0.337$, $p < .05$) The affective attributes of Ethiopian traditional fashions peoples may be emotion or moving the fashion they see because it implicates their where they came from so retailers and designers should see the effect of this attribute seriously it is because to maximize their effort on the affective attributes to influence consumer purchasing decision. Therefore, H3 was supported.

Hypothesis 4 predicted Aesthetic apparel attributes would positively influence consumer purchasing decision (H4). The results showed that Aesthetic apparel attributes was positively related to consumer purchasing decision Ethiopian traditional fashion clothes ($\beta = 0.433$, $p < .05$), supporting H4. The higher the respondents 'Aesthetic apparel attributes the higher influence on their purchasing decision to purchase traditional fashions. These are mainly the attractiveness of the product, style and design.

In general, the results presented the four apparel attributes (Affective, Physical, Performance, Aesthetics) explained a substantial amount of change in consumer purchasing decision ($R^2 = .594$) for Ethiopian traditional fashions.

4.9. Consumer on purchasing decision Based on Respondents' Profile

In order to achieve the objective that aims to examine if there is a difference between the demographic profile of consumers and the factors they consider being important in influencing their purchasing, two inferential statistics techniques were employed. The independent t-test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with Connotative apparel attributes, Affective apparel attributes, Physical apparel attributes, Performance apparel attributes, Aesthetics apparel attributes

T-test is used to test mean differences between two groups. In general, t-test requires a single dichotomous independent variable and a single continuous dependent variable (Marczyk, Dematteo

and Festinger, 2005). Thus, t- test were used to compare mean difference between gender and underlying variables has an impact on consumer purchasing decision. Similarly, ANOVA is a test of mean comparisons. In fact, one of the only differences between a t-test and an ANOVA is that the ANOVA can compare means across more than two groups or conditions (Marczyk, Dematteo and Festinger, 2005). Hence, One-Way ANOVA analysis was employed between the variables to be important in consumers purchasing decision and four age groups, six educational levels, four employment groups and four income groups.

4.9.1. Consumer purchasing decision based on Gender

As it is shown in table 4.10, the mean difference between male and female subjects with regard to the variables which are Ethiopian apparel fashions attributes affective apparel attributes is most important in consumer purchasing decision particularly by female respondents. The result of independent sample t-test shows that the mean difference between female and male subjects with the affective apparel attributes is significant; at p value is 0.001, which is less than 0.05. This result indicates that affective apparel attributes is important in consumer purchasing decision for female consumers than male. The mean difference between female and male for the remaining four attributes is not significant as their p values are more than 0.05 (see table 4.10). This shows that the apparel attributes which are Physical apparel attributes, Performance apparel attributes, Aesthetics apparel attributes to be important in making buying decision by female and male because their weights not as such different however affective apparel attributes is to be more important in buying decision by female consumers than male consumers.

Table 4.11: Independent sample t-test between gender and consumer purchasing decision.

Group Statistics							
	GENDER	N	Mean	Std. Deviation	Std. Error Mean	Mean difference	Sig
Physical apparel attributes	FEMALE	249	4.1526	.59582	.03776	.210	.057
	MALE	73	3.9425	.65190	.07630	.210	
Performance apparel attributes	FEMALE	249	3.7928	.54190	.03434	.148	.675
	MALE	73	3.6438	.55602	.06508	.148	
Affective apparel attributes	FEMALE	249	4.3703	.57495	.03644	.567	.001
	MALE	73	3.8027	.70118	.08207	.567	
Aesthetics apparel attributes	FEMALE	249	3.9574	.62730	.03975	.351	.165
	MALE	73	3.6055	.52807	.06181	.351	

Source: - Own survey result, 2019

4.9.2. Consumer purchasing decision based on Age

The following table presentation to show that there is a significance difference between age group of respondents with regard to the apparel attributes such as Physical apparel attributes and Affective apparel attributes . As table 4.12 shows there is significant difference between different age groups and Physical apparel attributes, significance level 0.006, which is less than 0.05. And also with Affective apparel attributes at significance level 0.024. The traditional fashion buying decision of respondents who are in different age groups is influenced by Physical apparel attributes and Affective apparel attributes. For the remaining two factors (Performance apparel attributes, Aesthetics apparel attributes), the result shows that the influence is the same among different age groups of respondents.

Table 4.12: One Way ANOVA between Age and consumer purchasing decision

			ANOVA				
			Sum of Squares	df	Mean Square	F	Sig.
Physical attributes	apparel	Between Groups	4.653	3	1.551	4.235	.006
		Within Groups	116.479	318	.366		
		Total	121.132	321			
Performance attributes	apparel	Between Groups	.250	3	.083	.276	.843
		Within Groups	96.089	318	.302		
		Total	96.339	321			
Affective attributes	apparel	Between Groups	3.941	3	1.314	3.174	.024
		Within Groups	131.621	318	.414		
		Total	135.562	321			
Aesthetics attributes	apparel	Between Groups	1.487	3	.496	1.280	.281
		Within Groups	123.172	318	.387		
		Total	124.659	321			

Source: - Own survey result, 2019

4.9.3. Consumer purchasing decision based on Educational Background

ANOVA result in table 4.12 shows that there are significant difference between the respondents educational level and the independent variables apparel attributes, Physical apparel attributes ,Affective apparel attributes, Aesthetics apparel attributes, with p less than 0.05.

Table 4.13: One Way ANOVA between Educational Level and consumer purchasing decision

			ANOVA				
			Sum of Squares	df	Mean Square	F	Sig.
Physical apparel attributes	Between Groups		7.166	5	1.433	3.974	.002
	Within Groups		113.966	316	.361		
	Total		121.132	321			
Performance apparel attributes	Between Groups		2.325	5	.465	1.563	.170
	Within Groups		94.014	316	.298		
	Total		96.339	321			
Affective apparel attributes	Between Groups		11.538	5	2.308	5.879	.000
	Within Groups		124.025	316	.392		
	Total		135.562	321			
Aesthetics apparel attributes	Between Groups		7.875	5	1.575	4.262	.001
	Within Groups		116.784	316	.370		
	Total		124.659	321			

Source: - Own survey result, 2019

4.9.4 Consumer purchasing decision based on Income Level

The results of the analysis are presented in Table 4.13. From the apparel attributes significance difference between income levels is observed with regard to two apparel attributes (Affective apparel attributes, Aesthetics apparel attributes) . As table shows different income groups respective to Affective apparel attributes, Aesthetics apparel attributes at significance level $p < 0.01$, which is 0.000.

Table 4.13 shows the mean score for respondents who have monthly income between 5001-10,000 are the highest compared to respondents in other income groups for the apparel attributes which are Affective apparel attributes and Aesthetics apparel attributes, which indicates that those respondents give more attention for the apparel of Ethiopian traditional fashion they are buying.

Table 4.14: One Way ANOVA between Income Level and purchasing decision

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Physical attributes	apparel	Between Groups	.405	3	.135	.356	.785
		Within Groups	120.727	318	.380		
		Total	121.132	321			
Performance attributes	apparel	Between Groups	1.871	3	.624	2.100	.100
		Within Groups	94.467	318	.297		
		Total	96.339	321			
Affective attributes	apparel	Between Groups	14.181	3	4.727	12.384	.000
		Within Groups	121.381	318	.382		
		Total	135.562	321			
Aesthetics consumer attributes	apparel	Between Groups	14.322	3	4.774	13.759	.000
		Within Groups	110.337	318	.347		
		Total	124.659	321			

Source: - Own survey result, 2019

4.9.5 Consumer purchasing decision based on of employment

The results of the analysis are presented in Table 4.14. From the five apparel attributes significance difference between status of employment is observed with respect to all five clothing fashion apparels (Affective, Physical, Performance, Aesthetics)). As table 4.15 shows different employment groups (Affective, Physical, Performance, Aesthetics) with $p < 0.05$. with the study indicate that those respondents give more attention for these attributes when they buy traditional fashion.

Table 4.15: One Way ANOVA between nature of employment and consumer purchasing decision

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Physical apparel attributes	Between Groups	10.964	3	3.655	10.549	.000
	Within Groups	110.168	318	.346		
	Total	121.132	321			
Performance apparel attributes	Between Groups	9.959	3	3.320	12.222	.000
	Within Groups	86.379	318	.272		
	Total	96.339	321			
Affective apparel attributes	Between Groups	20.273	3	6.758	18.640	.000
	Within Groups	115.289	318	.363		
	Total	135.562	321			
Aesthetics apparel attributes	Between Groups	5.882	3	1.961	5.249	.002
	Within Groups	118.777	318	.374		
	Total	124.659	321			

Source: - Own survey result, 2019

4.10. Summary of finding vs other literatures

In the finding the researcher has that the apparel attributes which are physical apparel attributes, performance apparel attributes ,affective apparel attributes and aesthetic apparel attributes have positive and significant impact on consumer purchasing decision on Ethiopian traditional fashions. Other previous studies and findings have also supported this finding: the study by Parsad (2012) which made in India has found that apparel attributes are important on consumer buying decision these are style, value, diversity and the like. While on this research the attributes classified in has found on the finding.

On the other study by J.North,et.al (2015) the tile called the importance of apparel product attributes for female buyers on the result has found that female buyers has huge concern on style of the apparel and then price. From this the researcher finding proved to be important for Ethiopian traditional fashions.

By north and et.al (2003) in the aim of analysing female consumers apparel purchasing decision has found that style and performance have an influence on their decision. The participants in this research were female consumers. And other Hoyer et al (2013) from their research had found that consumer performance after purchase apparel fashions.

On affective apparel attributes related to emotion and feeling has play an important role in consumer purchasing decision towards traditional fashions .on their research Peter & Olson (2015) had found that emotions play essential role in consumer purchasing decision. Other researchers Abbas and Bashir also had indicate on their finding that affective attributes have an influence on the consumer buying behaviour.

Aesthetics apparel attribute is one of the determinant attribute in the apparel categories according to Swan and Combs consumer satisfaction was influenced by not only the physical apparel attribute but also an aesthetic nature of the fashion. Hoyer et al (2011) had found that an aesthetic taste paly an important role in consumer purchasing decision.

So therefore those different research finding would support the finding of this research.

CHAPTER FIVE

5. Summary, Conclusion and Findings

5.1 Chapter Overview/ Introduction

This chapter aims to review the problem of the research and conclude the findings with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in this chapter. Agenda for future researches is also included at the end of this chapter.

5.2. Summary of Major Findings

This study was initiated to check the effects apparel attributes on consumer buying decision Ethiopian traditional wears in Addis Ababa, Ethiopia. In this study the four apparel attributes are assumed to be more important in influencing consumers purchase decision.

The results of this study also show the association between all independent variables and consumer purchasing decision of Ethiopian fashion. Furthermore, the examination of the results of regression analysis showed those apparel attributes, Physical apparel attributes, Affective apparel attributes, Aesthetics apparel attributes, From this finding, it can be concluded that Aesthetics apparel attributes is the most important variable which highly influence the consumers' buying behaviour. Affective apparel attribute is the next most important influencer of consumers purchase Ethiopian fashions. The study revealed that affective apparel attributes have an impact on consumer purchasing behaviour the traditional fashions they purchase and it is an important attribute.

The study also sees that performance apparel attribute is an important criterion in consumers' purchasing behaviour towards Ethiopian traditional fashion. This may indicate that in consumer purchase the value of performance apparel attribute is important like the fitness of the product, easiness and durability are the performance element what people demand from Ethiopian traditional wears.

The finding also indicates that people are valued physical apparel attributes that they would ensure to getting best value for money during the purchasing process of cultural fashion clothes. Therefore physical apparel attributes is an important determinate of consumer purchasing decision.

Therefore observing at the impact of each independent variable presented that all five independent variables significantly forecast consumer purchasing decision towards Ethiopian fashion. The result of the study indicates that there is a significance difference between consumers of Ethiopian fashion with gender and apparel attributes affective apparel attribute an important variable by female respondents. The finding of the study had also revealed that there is a significance difference between consumers of Ethiopian traditional fashions and age group physical apparel attributes and affective apparel attributes are the variables showed significance. The study also indicates that there is significant difference between the respondents' income and employment groups and the factors they consider to be important in influencing their buying decision. Affective apparel attributes and Mastics apparel attributes differently among different respondents with different income and employment groups. From the employment point of view result also indicates that employment status have significant difference on all the five apparel attributes. This means that employment is important in consumer purchasing decision.

5.3 Conclusion

This study was designed and carried out in order to recognise which apparel attributes are to be important on consumer purchasing decision of Ethiopian traditional wears in Addis Ababa. According to the study findings, all attributes identified: Physical apparel attributes ,Affective apparel attributes, Aesthics apparel attributeswere found essential attributes for consumer purchasing decision in buying Ethiopian traditional fashions. And considered to be influential in consumers buying behaviour.

Therefore, we can conclude:

- For consumer purchasing decision physical attributes are important
- To decide in purchasing of Ethiopian traditional fashions performance apparel attributes are important

- Consumers pay for Ethiopian traditional fashions because the fashion looks them attractive and to be impressive by others.
- Consumers buy Ethiopian traditional fashions because it reminds their cultural.
- Consumer buy Ethiopian traditional fashions to be fashionable and respected.
- Consumers buy traditional fashions because of its quality.

5.3. Recommendations

The study examined the influential apparel attributes signal that stimulate consumers' purchasing behaviour to buy Ethiopian fashion. Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to influence consumers purchasing behaviour. The recommendations given are the following:

1. Traditional fashion producers have to put in more effort to create an attractiveness in terms of design, style and colour choice. Because consumers are attracted and moving on what they see and that influence their decision. Retailers focus on those areas may help them to generate more sales.
2. Aesthetics apparel attributes is one of the Ethiopian traditional apparel attributes which is important to be seen becomes aesthetically influential determines the retailers and the designers to stay in the market. So, therefore marketers' of need to encourage and invent new forms of fashion.
3. Performance apparel attributes is also other determining apparel attribute which influence consumer buying decision the performance the product is important all the beauties with the good performance the product is meaningless so, therefore when retailers and producers and other stake holders who are working on the areas of Ethiopian traditional fashions need focus to improve the durability, easiness and the like related the performance Ethiopian traditional fashions.

Eventually marketers, retailers and other stake holder need work together to elevate Ethiopian traditional fashion as per the finding of the study.

5.4 Limitations and Directions for Further Studies

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings. There is limitation with regard to sampling technique used. As the convenience sampling was used, bias may exist.

This study relates to the apparel attributes in considering to be important on consumer purchasing decision of Ethiopian traditional fashions cultural, it has only focused on five apparel attributes which are Physical apparel attributes , Affective apparel attributes, Aesthetics apparel attributes. As per different researches in different times, so many other factors can enhance consumers purchasing decision traditional fashion apparels.

The research, however, has more rooms for improvement. Further research could be conducted to a different product category, expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level.

Gathering the data by using time series approach and different qualitative methods such as in-depth interview, or focus group discussion is recommended to uncover other variables that might have an impact on consumers purchase decision in order to be able to dig deeper insights and information.

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APENDDDIX I

Addis Ababa University School of Commerce

Department of Marketing Management Graduate Program

The purpose of the questioners is to collect information for the research on the effect of apparel attributes on consumer purchasing decision the case of Ethiopian traditional wears. And thus the information you provide will only utilized for the purpose of this research and will be confidential. The success of the study depends on your responses. You are thus kindly requested to complete the questionnaire by reading the instructions and each item in the questionnaire carefully.

Thank you very much for your concern in advance.

Section 1: General Information

Note: For the following questions, please choose one answer that describes your current situation and circle it.

1) Gender? 1. Male 2. Female

2) Age

3. Educational level?

1.Elementary completed 2.High School Graduate 3. Diploma 4.First Degree

5.Masters and above 6.none

4. Marital status?

1.Single

2.Married

3.Divorce

5. Employment status?

1. Unemployed 2.Business men 3.Employed 4.others

6. Monthly income?

- 1 . Below 20 0 0 2 . Birr 2,001- 5,000 3. Birr 5,001- 10,000 4.Birr 10,001 and above

7) On the average how much do you spend on clothing and accessories for yourself per year?
Please check one.

1. Below 20 0 0 2 . Birr 2,001- 5,000 3. Birr 5,001- 10,000 4.Birr 10,001 and above

Section2 product attribute dimensions: Please indicate your response to each question by choosing the number that best describes your feelings and opinions about each question.

1.phsiycal attributes	Strongly disagree(1)	disagree(2)	neutral(3)	agree(4)	Strongly agree(5)
1. I love the colour of Ethiopian traditional wears.	1	2	3	4	5
2. Ethiopian traditional wears are easy to use.	1	2	3	4	5
3. I am more interested in the texture of the cultural fashion than others attributes.	1	2	3	4	5
4. Compared with most others, I am more likely influenced by the design of the clothes most.	1	2	3	4	5
5. I influenced by the whiteness of the clothes .	1	2	3	4	5

2.Performance attributes	Strongly disagree (1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. When making purchase decision, I am concerned about the quality of the traditional clothes.	1	2	3	4	5
2. I always check the texture of the garment before making purchasing decision.	1	2	3	4	5
3. I am very concerned the durability of the product.	1	2	3	4	5
4. wearing Ethiopian traditional wears making me comfortable .	1	2	3	4	5
5. When I buy products, I like to be sure that it fits me.	1	2	3	4	5

3. Affective attributes	(1)strongly disagree	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1.Traditional wears gives me pleasure & proud	(1)	2	3	4	5
2. when I purchase traditional wears I feel that I am wearing may history.	1	2	3	4	5
3.I feel when purchasing traditional wears like promoting my culture.	1	2	3	4	5
4.I would be proud to wearing Ethiopian cultural fashion clothes	1	2	3	4	5
5. I would buy cultural fashion clothes just because it shows status.	1	2	3	4	5
4.aesthetics attributes	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
1. Ethiopian traditional clothes designs are unique and feels me that am with nature.	1	2	3	4	5

2. when I make a decision for purchase I feel like am fellow of fashion.	1	2	3	4	5
3. cultural beauties attracts me more.	1	2	3	5	5
4.buying cultural clothes makes me buying the arts of Ethiopia	1	2	3	4	5
5.Ethiopian fashion designers makes me proud.	1	2	3	4	5
5.Connotive attributes	Strongly disagree(1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. Buying cultural clothes makes me feel religious.	1	2	3	4	5
2. I love it when cultural clothes are available for the product categories I purchase.	1	2	3	4	5
3. I love the style of the traditional wears because appealing to me.	1	2	3	4	5
4. I consider buying traditional wears is cheap than other apparels.	1	2	3	4	5
5. Having the different design of traditional wears give me different meaning.	1	2	3	4	5
6. when I buying Traditional wears I feel that I am respected in the society..	1	2	3	4	5

Section 3 **Purchasing decision:** The questions below ask about your purchasing decision regarding Ethiopian traditional wear. Please indicate your responses to each question by choosing the number that best describes your feelings and opinions about each question.

Purchasing decision	Strongly disagree(1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. The information I have helped me to buy cultural fashion clothes.	1	2	3	4	5
2. If I found the clothes which fits my choice I would buy.	1	2	3	4	5
3. The design influenced me to purchase traditional clothes.	1	2	3	4	5
4. The likelihood of purchasing traditional fashion wears is likely high because it gives me pleasure.	1	2	3	4	5
5. Am willing to pay the amount requested for traditional fashion products?	1	2	3	4	5
6. Am proud to buy traditional wears because it shows my identity.	1	2	3	4	5
7. My peers influence my decision towards traditional wears.	1	2	3	4	5

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አዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ኮሌጅ

ማርኬቲንግ ዲፓርትመንት
ግራፋኬት ፕሮግራም

የዚህ መጠይቅ አላማ በኢትዮጵያ ባህላዊ አልባላት ላይ የአልባላቱ ይዘት የደንበኞች ውሳኔ ላይ ስላለው ተጽእኖ ምርምር ለማድረግ መረጃ መሰብሰብ ነው። ስለዚህም የምትሰጡት መረጃ ለዚህ ምርምር አላማ ብቻ የሚውል እና ሚስጥራዊ ይሆናል። የጥናቱ ስኬት በእርስዎ ምላሽ ላይ ይወሰናል። ስለዚህም ያሉትን ትዕዛዞች በማንበብ መጠይቁን በመመላት ያሉትን ጥያቄዎች በጥንቃቄ እንድትመልሱ ትጠየቃለችሁ።

ክፍል አንድ :- አጠቃላይ መረጃ

ማስታወሻ : ለሚከተሉት ጥያቄዎች አሁን ያሉትን ወቅታዊ ሁኔታ የሚገልጽ አንድ መልስ ብቻ ይምረጡ እና ያክቡት

1. ጾታ? -----

2. እድሜ?

3. የትምህርት ደረጃ ?

1. 1ኛ ደረጃ ያጠናቀቁ 2. 2ኛ ደረጃ ምሩቅ 3. ዲፕሎማ 4. አንደኛ ዲግሪ

5. ማስተርስ አን ከዚያ በላይ 6. ምንም ትምህርት የለም።

4. የጋብቻ ሁኔታ ?

1. ያላገባ 2. ያገቡ 3. የፈቱ

5. የስራ ቅጥር ሁኔታ

1. ያልተቀጠሩ 2. የቢዝነስ ሰው 3. የተቀጠሩ 4. ሌላም

6. ወርሃዊ ደሞዝ

1. ከብር 2 ሺህ በታች 2. ከብር 2001 — 5000 3. ብር 5001-10,000 4. ብር 10001 እና ከዚያ በላይ

7. በአማካይ ለራስዎ በአመት ለአልባላት እና ተያዥ ነገሮች ያወጣሉ እባክዎን አንዱን ይምረጡ?

1. ከብር 2 ሺህ በታች 2. ከብር 2001 — 5000 3. ብር 5001-10,000 4. ብር 10001 እና ከዚያ በላይ



ክፍል ሁለት

የምርት ተዋጽዖ መጠን ስለያንዳንዱ ጥያቄ የእርስዎን ስሜት እና አስተያየት ይበልጡን

የሚገልጸውን ቁጥር በመምረጥ የእያንዳንዱ ጥያቄ የእርስዎ ምላሽ ያመለክቱ ፡

1. ፊዚካዊ ሁኔታዎች /Phsiycal Attributes/	በጣም አልስማማም /1	አልስማማ ም/2	ምላሽ የለኝም /3	እስማማለ ሁ/4	በጣም አልስማማ ም/5
1. የኢትዮጵያ ባህላዊ አልመባሳት ቀለም እወዳለሁ፡፡	1	2	3	4	5
2. የኢትዮጵያ ባህላዊ አልባሳት ለመጠየቀም ቀላል ናቸው፡፡	1	2	3	4	5
3. ከሌሎች ምርቶች ይልቅ የባህላዊ ፋሽን ይዘት ይበልጡን ይስበኛል፡፡	1	2	3	4	5
4. ከሌሎች ጋር ሲነጻጸር ይበልጡን በልብሶች ዲዛይን ተጽእኖ ያድርብኛል፡፡	1	2	3	4	5
5. የኢትዮጵያ ባህላዊ አልባሳት ነጭነት እወዳለሁ፡፡	1	2	3	4	5
2. የብቃት ሁኔታዎች /Performance Attributes/	በጣም አልስማማም /1	አልስማማ ም/2	ምላሽ የለኝም /3	እስማማለ ሁ/4	በጣም አልስማማ ም/5
1. በኢትዮጵያ ባህላዊ አልባሳት ይበልጡን ይስበናል፡፡	1	2	3	4	5
2. የግዢ ውሳኔ ከመፈጸሜ በፊት የአልባሳቱን ቴክኒክ ሁሉ አረጋግጣለሁ፡፡	1	2	3	4	5
3. ስለምርት በአገልግሎት ቆይታ ይበልጡን አጤናለሁ፡፡	1	2	3	4	5
4. የኢትዮጵያ ባህላዊ ልብሶች መልበስ ምቹት ይሰጠናል፡፡	1	2	3	4	5



5. ለግብይት ስሄድ ስለምርቱ ብቁነት እርግጠኛ መሆን እፈልጋለሁ።	1	2	3	4	5
3. ተጽእኖ የማሳደር ሁኔታዎች/ /Affective Attributes/	በጣም አልስማማም /1	አልስማማ ም/2	ምላሽ የለኝም /3	እስማማለ ሁ/4	በጣም አልስማማ ም/5
1. ባህላዊ አልባሳት ደስታ እና ኩራት ይሰጠኛል።	1	2	3	4	5
2. ባህላዊ አልባሳት ስግዛ ታሪኬን እንደለበስኩ ይሰማኛል።	1	2	3	4	5
3. ባህላዊ አልባሳት ስግዛ ባህሌን እንዳስተዋወኩ፣ እንዳበለጸኩ ይሰማኛል።	1	2	3	4	5
4. የኢትዮጵያን ባህላዊ አልባሳት ፋሽን ልብሶች ስለብስ ኩራት ይሰማኛል።	1	2	3	4	5
5. ባህላዊ ፋሽን ልብሶች ደረጃን ስለሚያሳይ መግዛት እሻለሁ።	1	2	3	4	5
4. የውበት ሁኔታዎች /Aesthetics Attributes/	በጣም አልስማማም /1	አልስማማ ም/2	ምላሽ የለኝም /3	እስማማለ ሁ/4	በጣም አልስማማ ም/5
1. የኢትዮጵያ ባህላዊ አልባሳት ዲዛይኖች ልዩ ስለሆኑ ከተፈጥሮ ጋር እንደሆንኩኝ ይሰማኛል።	1	2	3	4	5
2. የኢትዮጵያ ባህላዊ አልባሳት ለመግዛት ስሄድ የፋሽኑ ተከታይ ሆኜ ይሰማኛል።	1	2	3	4	5
3. ባህላዊ ውበት ይበልጡን ይስበናል።	1	2	3	4	5
4. ባህላዊ ልብሶች መግዛት የኢትዮጵያን አርት እንደገዛው ይሰማኛል።	1	2	3	4	5
5. የኢትዮጵያ ፋሽን ዲዛይኖች ዲዛይን።	1	2	3	4	5



እንድከራ ያደርገኛል					
5.የሃሳብ ሁኔታዎች /Connotive Attributes/	በጣም አልስማማም /1	አልስማማ ም/2	ምላሽ የለኝም /3	እስማማለ ሁ/4	በጣም አልስማማ ም/5
1. ባህላዊ ልብስ መግዛት ሃይማኖታዊ ሆኖ ይሰማኛል።	1	2	3	4	5
2. የምንገዛቸው የፋሽን ምድቦች ውስጥ ባህላዊ አልባሳት ሲኖሩ እደሰታለሁ።	1	2	3	4	5
3. ለኔ ስለሚሰጠኝ ባህላዊ አልባሳት እስታይልን እወዳለሁ።	1	2	3	4	5
4. ባህላዊ አልባሳት መግዛት ከሌሎች አልባሳት ይልቅ ለኔ ርካሽ ነው።	1	2	3	4	5
5. የተለያዩ የባህል አልባሳት ዲዛይን የተለያየ ትርጉም ይሰጠኛል።	1	2	3	4	5
6. ባህላዊ አልባሳት ስገዛ በማህበረሰብ ውስጥ እንደተከበርኩ ይሰማኛል።	1	2	3	4	5



ክፍል ሶስት

የግዢ ውሳኔ

ከዚህ በታች ያሉት ጥያቄዎች የኢትዮጵያ ባህላዊ አልባሳትን በተመለከተ እስርስዎ የግዢ ውሳኔ ይጠይቃል እያንዳንዱ ጥያቄ የእርስዎን ስሜት እና አስተያየት ይበልጡን የሚገልጸውን ቁጥር ለእያንዳንዱ ጥያቄ በመምረጥ ምላሽን ይስጡ

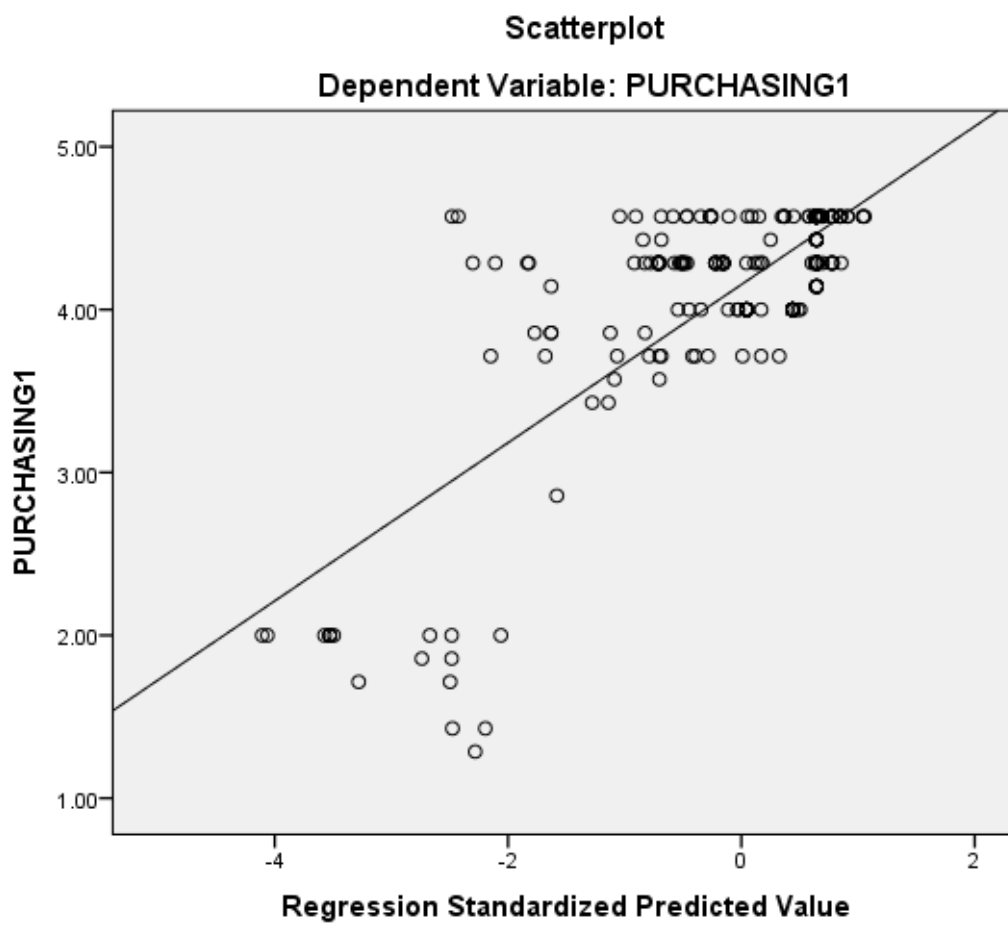
ውሳኔ	በጣም አልስማማም /1	አልስማማም/ 2	ምላሽ /3	የለኝም 4	እስማማለሁ/ 5
ለኝ መረጃ ባህላዊ ፋሽን አልባሳት ለመግዛት ረድቶኛል	1	2	3	4	5
ምመርጣቸው አልባሳት ካገኘው ገዛለሁ	1	2	3	4	5
ሀላዊ አልባሳት ለመግዛት ዛይኑ ተጽእኖ ያሳድርብኛል	1	2	3	4	5
ሀላዊ ፋሽን ልብስ መግዛት ሌታ ከፍተኛ ነው ምክንያቱም ኔን ያስደስተኛል	1	2	3	4	5
ሀላዊ ፋሽን ምርቶች ተጠየቁትን መጠን ለመክፈል ቃደኛ ነኝ	1	2	3	4	5
ሀላዊ አልባሳትን ለመግዛት ራት ይሰማኛል ምክንያቱም ነኔን ማንነት ያሳያል	1	2	3	4	5
ነኔ ጓደኞች፣ ባልደረቦች ባህላዊ አልባሳት በተመለከተ ያለኝ ውሳኔ ይ ተጽእኖ አላቸው	1	2	3	4	5



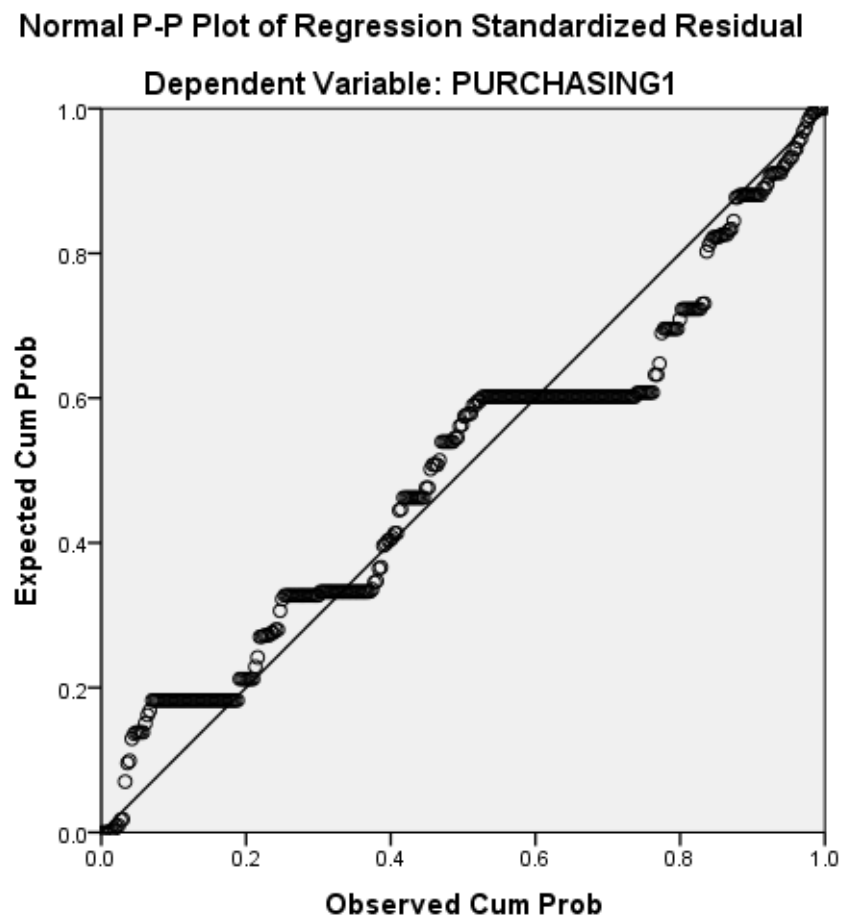
ፊርማ አለበት

APENDDIX II

A) LINEARITY TEST

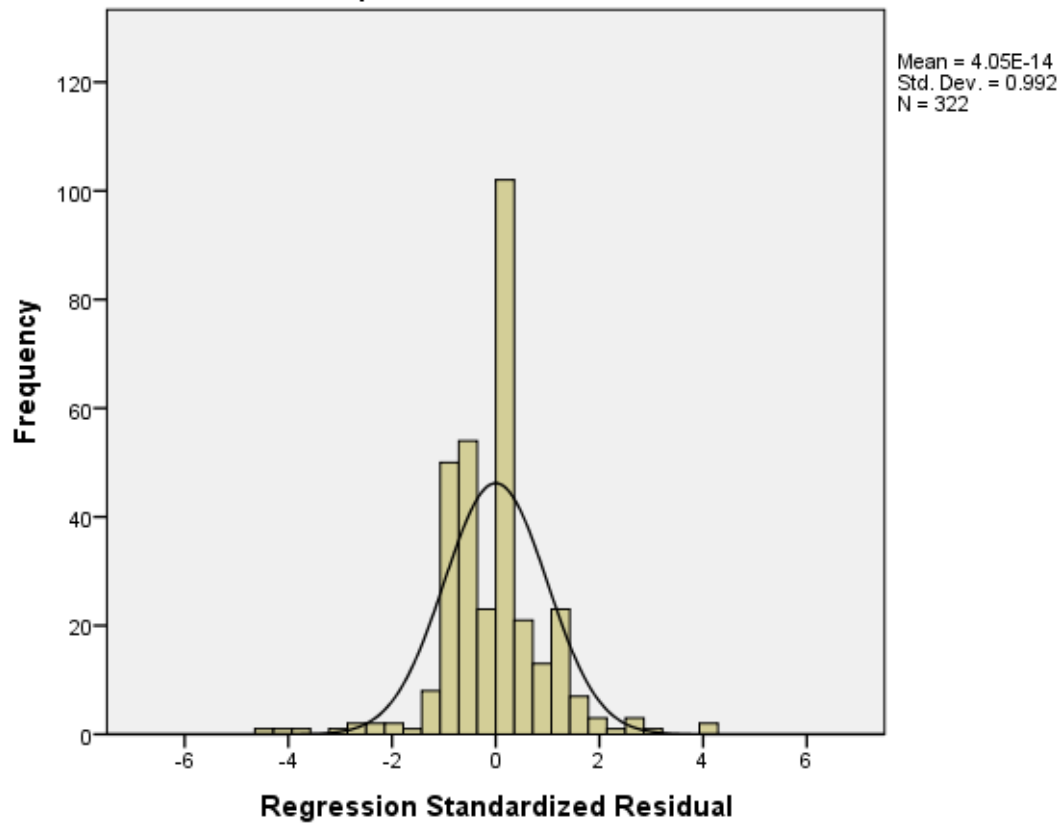


B) NORMALITY TEST



Histogram

Dependent Variable: PURCHASING1



INDEPENDENT SAMPLE T TEST- apparel attributes based on employment status

Group Statistics

	EMPLOYMENTSTATUS	N	Mean	Std. Deviation	Std. Error Mean
PHYSICAL	BUSINESS PERSON	28	4.1786	.65170	.12316
	EMPLOYED	272	4.1206	.57771	.03503
PERFORMANCE	BUSINESS PERSON	28	3.7143	.61446	.11612
	EMPLOYED	272	3.7904	.49535	.03003
AFFECTIVE	BUSINESS PERSON	28	4.0857	.93560	.17681
	EMPLOYED	272	4.2956	.51942	.03149
AESTHETICS	BUSINESS PERSON	28	3.7571	.67188	.12697
	EMPLOYED	272	3.9081	.60301	.03656

T test- apparel attributes based on age group

Group Statistics

	AGE1	N	Mean	Std. Deviation	Std. Error Mean
PHYSICAL	26-35	141	4.2170	.56035	.04719
	36-45	76	4.1237	.63914	.07331
PERFORMANCE	26-35	141	3.7574	.51648	.04350
	36-45	76	3.7263	.62639	.07185
AFFECTIVE	26-35	141	4.3163	.51943	.04374
	36-45	76	4.1000	.82720	.09489
ESTHETICS	26-35	141	3.9177	.56925	.04794
	36-45	76	3.8395	.64665	.07418

T test- apparel attributes based on educational level

Group Statistics

	EDUCATIONALLEVEL	N	Mean	Std. Deviation	Std. Error Mean
PHYSICAL	FIRST DEGREE	205	4.1932	.53847	.03761
	MASTERS AND ABOVE	14	3.9714	.85163	.22761
PERFORMANCE	FIRST DEGREE	205	3.7854	.49861	.03482
	MASTERS AND ABOVE	14	3.5714	.85163	.22761
AFFECTIVE	FIRST DEGREE	205	4.3385	.55513	.03877
	MASTERS AND ABOVE	14	3.9143	1.03095	.27553
AESTHETICS	FIRST DEGREE	205	3.8976	.61886	.04322
	MASTERS AND ABOVE	14	3.8429	.71114	.19006

Group Statistics

	EDUCATIONALLEVEL	N	Mean	Std. Deviation	Std. Error Mean
PHYSICAL	HIGH SCHOOL GRADUATE	32	3.9625	.77782	.13750
	DIPLOMA	53	3.9509	.71566	.09830
PERFORMANCE	HIGH SCHOOL GRADUATE	32	3.7063	.66427	.11743
	DIPLOMA	53	3.6566	.62312	.08559
AFFECTIVE	HIGH SCHOOL GRADUATE	32	4.3000	.79839	.14114
	DIPLOMA	53	3.8642	.72830	.10004
AESTHETICS	HIGH SCHOOL GRADUATE	32	4.0750	.50225	.08879
	DIPLOMA	53	3.5811	.68305	.09382

T test- apparel attributes based on monthly income

Group Statistics

	MONTHLYINCOME	N	Mean	Std. Deviation	Std. Error Mean
PHYSICAL	2001-5000	32	4.0375	.49628	.08773
	5001-10000	210	4.1105	.61246	.04226
PERFORMANCE	2001-5000	32	3.9188	.29560	.05226
	5001-10000	210	3.7733	.57612	.03976
AFFECTIVE	2001-5000	32	4.4812	.29993	.05302
	5001-10000	210	4.3143	.65233	.04502
AESTHETICS	2001-5000	32	3.7250	.80922	.14305
	5001-10000	210	3.9724	.60477	.04173