Factors Influencing Consumers Purchase Intention towards Cultural Fashion Clothes in Addis Ababa, Ethiopia

By: Animut Dessalew

Addis Ababa University School of Commerce
Department of Marketing Management
Graduate Program

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By: Animut Dessalew

Advisor: Gete Andualem(Dr.)

Addis Ababa University School of Commerce

Department of Marketing Management

Graduate Program

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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.

Name: Animut Dessalew Ali

Signature: _____

Place: School of Commerce, Addis Ababa University, Ethiopia

Date of submission: June, 2017

Statement of Certification

This is to certify that **Animut Dessalew Ali** has carried out his research work on the topic entitled **Factors Influencing Consumers Purchase Intention towards Cultural Fashion Clothes 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: Gete Andualem(Dr.)

Date: _____

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Approved by Board of Examiners

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Internal examiner   **Signature**

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External examiner   **Signature**

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ACRONYMS

-BPR- Business Process Re-Engineering

-CLV- Customer Lifetime Value

-CFP- Counter Fit Products

-PLFP- Private Label Food Products

-SME- Small and Medium Enterprise

-SPSS- Statistical Package for Social Science

-TRA- Theory of Reasoned Action

Abstract

This research focused on factors that may influence consumers' intention to purchase cultural fashion clothes in Addis Ababa. Factors examined are consumers' fashion involvement, consumers' value consciousness, past experience, social status and consumers' attitude. All responses were collected from all customers and potential customers of cultural fashion clothes in Addis Ababa by using questionnaire through convenience sampling (n=305). Data was analyzed 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 study findings, all five factors were identified as critical factors that consumers of cultural fashion clothes perceive to be important in influencing their purchase intention towards cultural apparels. The Finding of the study also shows that there is a significance difference between consumers of cultural fashion clothes who belongs to different age groups with regard to social status and consumers' attitude. Fashion involvement, social status, and consumers' attitude perceived differently among different respondents with different income group. Those respondents who have masters and above give more attention to fashion involvement and past experience when they buy cultural fashion clothes in Addis Ababa. This result indicates that pas experience and consumers' attitude were perceived to be important in forming purchase intention by female consumers than male cultural cloth fashion consumers. Except value consciousness all other factors were perceived differently across different employment groups. The researcher recommends that all factors are critical in influencing consumers purchase intention towards cultural fashion clothes so that all parties involved in producing these products should give a due emphasis for all factors and consumer's attitude as it is the one with the highest effect.

Keywords: cultural fashion clothes, consumer perception, purchase intention, fashion involvement, consumers' attitude, past experience, social status, value consciousness

CHAPTER ONE

Introduction

1.1Background 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(Anshu, 2016).

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 (Anshu, 2016).

Ethiopia has a long 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.

Shiro Meda, 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 Shiro Meda in an area now known as Kebele 19, 20 and 21. One of the Micro and Small Scales Textile Industry is Gundish Meda 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 Shiro Meda and other areas in Addis Ababa.

The cultural fashion clothes were made of 100% cotton resources. The country, Ethiopia has an arable land suitable for cotton cultivation of total area 3 Million hectare (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".

Accordingly, for this study the modified version of theory of reasoned action that integrates five variables (fashion involvement, value consciousness, past experience, social influence and consumers' attitude) with purchase intentions of cultural fashion clothes will serve as a conceptual framework for this study.

Currently in Ethiopia, the demand for cultural fashion clothe is increasing. Changing in lifestyle, the perceived quality and increasing social expression can be considered as the cause for the demand increase. The expansion of cultural fashion clothe 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 consumer behavior and preference the present study was conducted with the objective of identifying the factors perceived to be important in the consumers' purchase intention of cultural fashion clothes in Addis Ababa.

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). Consumers' purchasing behavior specifically purchases intentions towards cultural fashion clothes have not yet studied. The consumers' purchase intention of cultural fashion industries in Ethiopia as compared to other industries has not been evaluated and significant efforts were not made to improve the industry and attract consumers. The ultimate success of cultural fashion clothes depends on consumers' acceptance of the offering.

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. 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 behavior will be driven by the physiological motivation that stimulates their response which brings them to the retail store to fulfill their need (Kim and Jin, 2001).

Additionally, there is uncertainty regarding what factors influence consumers to respond favorably to the offerings. Previous studies have been conducted to investigate consumer perceptual factors associated with Private labels (Buton, Lichtenstein, Netemeyer, & Garretson, 1998; Garretson, Fisher, & Burton, 2002; Jin & Suh, 2005; Sinha & Batra, 1999). Consumer perceptual variables that have been identified include price-quality perception, perceived quality, price consciousness, value consciousness, smart shopper self perception, familiarity with private label, brand loyalty, perceived risk, and general deal proneness (Bettman, 1974; Burton et al., 1998; Garretson et al., 2002; Schindler, 1992; Richardson, Jain, & Dick, 1996). A study by Yuwanen(2009) on young consumers perception and purchase intention towards mass designer lines had identified attitude, past experience, store image, and value perception as major determinants which have positive effect on purchase intention. However, this study used only young female student population which may not represent the wider consumer population.

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 and most of them are product focused.

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 intention. A company which is aware of the factors that consumers perceive to be important for their purchase decision becomes the market giant and profitable because of its consumer focused insight.

In light of the above facts, this study attempts to examine determinant factors and their effects on consumers' purchase intention of cultural fashion clothes.

1.3 Objectives of the Study

1.3.1 General Objective of the Study

The general objective of this study is to investigate the important factors in consumers' purchase intention of cultural fashion clothes in Addis Ababa, Ethiopia.

1.3.2 Specific Objective of the Study

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

1. To determine the effect of fashion involvement of consumers on their purchase intention of cultural fashion clothes.
2. To examine the effect of consumers' value consciousness on their purchase intention of cultural fashion clothes.
3. To investigate the effect of past experience of consumers with cultural fashion clothes on their purchase intention.
4. To determine the effect of social status on consumers purchase intention of cultural fashion clothes.
5. To examine the effect of consumers' attitude towards cultural fashion clothes on their purchase intention.
6. To examine if there is a difference among the demographic profile of consumers and the factors they perceive to be important in influencing their purchase intentions of cultural fashion clothes.

1.4 Research Hypothesis

Based on the literature review the following five hypotheses are formulated. These hypothesized connections were further presented in the conceptual framework of this study.

H1. Fashion involvement is positively and significantly related to consumers' purchase intentions of cultural fashion clothes.

H2. Value consciousness is positively and significantly related to consumers' purchase intentions of cultural fashion clothes.

H3. Past experience with the cultural fashion clothes is positively and significantly related to consumers' purchase intentions.

H4. Social status is positively and significantly related to purchase intention of cultural fashion clothes.

H5: Consumers' attitude towards cultural fashion clothes is positively and significantly related to their purchase intentions.

H6. There are no significant differences among the demographic profile of respondents and the factors they perceive important in influencing their purchase intentions.

1.5 Significance of the Study

This study is expected to add new knowledge regarding public purchasing behavior towards cultural fashion clothes. This study is therefore intended to close this gap in the literature, which is aimed to understand consumers' purchase intention in general and to determine the factors perceived to be important in influencing purchase intention of cultural fashion clothes. A clear understanding of the factors that are perceived to be important in influencing consumers' purchase intention is critical to ensure that a company's marketing efforts are matched with the needs of consumers' intention.

Therefore, this study can help marketers to design a better marketing strategy by identifying the factors that consumers perceive to be important in influencing their purchase intention.

This research help cultural fashion clothes companies to better understand the factors influencing the purchase and re-purchase intention of cultural fashion clothes which could better improve the standard of cultural fashion clothes in the local market. 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 Definition of Terms

1.6.1 Conceptual Definitions

Attitudes: Consumers' attitudes towards purchasing cultural fashion clothes, in general.

A manner due to product evaluations, purchase evaluations, and/or self evaluations associated with cultural fashion clothes (Burton et al., 1998).

Fashion involvement: A consumer's perceived importance of fashion products based on the aggregate effect of a variety of important fashion behavioral activities, including 1) fashion innovativeness and time of purchase, 2) fashion interpersonal communication, 3) fashion interest, 4) fashion knowledge, and 5) fashion awareness and reaction to changing fashion trends (Tigert, Ring, & King, 1976).

Value consciousness: The quality one receives for the price one pays (Lichtenstein et al., 1993).

Past experience: Consumers' past experiences (knowledge) about fashion products (Yuanwen, 2009).

Consumer Perception: is the process by which people select, organize, and interpret information to form a meaningful picture of the world. People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention. People are exposed to a great amount of stimuli every day. (Kotler and Armstrong, 2012)

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

1.6.2 Operational Definitions

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.

Consumers: final users of cultural fashion clothes.

Purchase intention: consumers' intention to purchase cultural fashion clothes.

Attitudes: consumers' feelings and opinions about cultural fashion clothes.

1.7 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 cultural fashion clothes.

Furthermore this research focuses only on the factors fashion involvement, value consciousness, past experience, social status and consumers' attitude which are important in motivating their purchase intention of cultural fashion clothes. The factors that influence consumers' purchase intention of cultural fashion clothes may differ in other product categories, so generalization of the findings of this research beyond the cultural fashion clothes is not recommended.

1.8 Organization of the Paper

The research report was 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.

CHAPTER TWO

Review of Related Literature

2.1 Introduction

This chapter provides an insight to readers about the theoretical view and empirical review of the topics under study. In line with objective of the study, the chapter covers topics related to consumers' purchase intention and factors perceived to be important in influencing their intention to purchase cultural fashion clothes. Factors discussed are consumer oriented variables which includes; fashion involvement, value consciousness, past experience, social status and consumers' attitudes with cultural fashion clothes. Furthermore, the conceptual framework of the study is presented at the end.

2.2 Theoretical Review

2.2.1 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 audiovisual 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 cultural 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 jeweler. Culture industries are the main images and mirrors of technological development, productivity and capacity of nations with in the country.

Salihu Maiwada (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.

Salihu Maiwada (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 consumers' purchase intentions of cultural fashion clothes will increase the market share and profit of the firms involved in fashion design, production and sealing.

2.2.2 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 fashions industry success, market share and profitability are highly affected by customers' intention to purchase as they are in a dynamic behavior of searching their satisfaction.

2.2.3 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 signaling 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 Thornton1989).

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".

2.2.4 Cultural Fashions in Ethiopia and its Benefits for Tourism Industry

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.

2.2.5 Theory of Reasoned Action Model (TRA)

The theory aims at explaining a relationship between attitudes and behaviors with in human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavior intentions. An individual's decision to engage in a particular behavior is based on the outcomes that individual expects will come as a result of performing the behavior. It also serves to understand an individual's voluntary behavior. For this study TRA was chosen since the study is on influencing factors to actual purchase intention.

The development of the TRA originated in the field of social psychology. As early as 1862 psychologists began developing theories showing how attitude impacted behavior. Social psychologists continued to study attitudes and behaviors between the years of 1918 and 1925 saw many new theories emerging. Having their emphasis on attitude and behavior, it can be postulated that this theory grew out of the 19th century when the field of psychology began to look at the term "attitude". Those theories suggested that 'attitudes could explain human actions' (Ajzen & Fishbein, 1980, p. 13). Thomas and Znaniecki were the first psychologists to view attitude as individual mental processes that determine a person's actual and potential responses. This was when social scientists began to see attitude as a predictor for behavior in our case, purchase intention. The ideas remained relatively intact until the early 1960s when many social scientists began to review attitudes and behavior predictors.

The following were influential in the understanding of the relationship between attitudes and behaviors:

In 1929 L.L. Thurston developed methods for measuring attitudes using interval scales. Following Thurston's scale come the famous, more specific and easier to use Likert-scale. This scale is widely used today.

As a result of these developments, Fishbein and Ajzen joined forces to explore ways to predict behaviors and outcomes. They assumed that individuals are usually quite rational and make systematic use of information available to them. People consider the implications of their actions before they decide to engage or not engage in a given behavior (Ajzen & Fishbein, 1980). After reviewing all the studies they developed a theory that could predict and understand behavior and attitudes. Their framework, which has become known as the Theory of Reasoned Action, looks at behavioral intentions rather than attitudes as the main predictors of behaviors.

As the Theory of Reasoned Action began to take hold in social science, Ajzen and other researcher realized that this theory was not adequate and had several limitations (Godin & Kok, 1996). One of the greatest limitations was with people who have little or feel they have little power over their behaviors and attitudes. Ajzen described the aspects of behavior and attitudes as being on a continuum from one of little control to one of great control. To balance these observations, Ajzen added a third element to the original theory. This element is the concept of *perceived behavioral control*. The addition of this element has resulted in the newer theory known as the Theory of Planned Behavior. This theory provides a framework to study attitudes toward behaviors. According to the theory, the most important determinant of a person's behavior is behavior intent. The individual's intention to perform a behavior is a combination of attitude toward performing the behavior and subjective norm. The individual's attitude toward the behavior includes; Behavioral belief, evaluations of behavioral outcome, subjective norm, normative beliefs, and the motivation to comply.

If a person perceives that the outcome from performing a behavior is positive, she/he will have a positive attitude forward performing that behavior. The opposite can also be stated if the behavior is thought to be negative. If relevant others see performing the behavior as positive and the individual is motivated to meet the exceptions of relevant others, then a positive subjective norm is expected. If relevant others see the behavior as negative and the individual wants to meet the expectations of these "others", then the experience is likely to be a negative subjective norm for the individual. Attitudes and subjective norm are measured on scales (as an example the Likert Scale) using phrases or terms such as like/unlike, good/bad, and agree/disagree. The intent to perform a behavior depends upon the product of the measures of attitude and subjective norm. A positive product indicates behavioral intent (Glanz, & Lewis, & Rimer, Eds, 1997).

2.3. Conceptual Model

For the current study, a modified version of Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) is used as the theoretical framework to examine consumers' purchase intentions of cultural fashion clothes. The attitude-intentions paradigm of modified TRA has successfully explained consumer behavior in various consumption settings (Yunawen Z., 2009; Karuppasamy, Nivetha & Keerthivasan, 2012). To gain a more comprehensive understanding of factors that drive consumer's purchase intentions of cultural fashion clothes, an attitude-intention

model, based on the TRA, was extended to include five consumer-oriented variables. These variables are: fashion involvement, perceived value, past experience, social status and consumers' attitude.

It is currently unknown whether the consumer-oriented variables discussed above influence consumers purchase intention of cultural fashion clothes. A discussion of the constructs introduced in the proposed model and theoretical support for the hypothesized relationships follows.

2.3.1 Consumer-Oriented Variables and Purchase Intentions

Ajzen and Fishbein (1980) also proposed that the relative weight of the attitude in explaining consumer behavior in this case purchase intention, may be influenced by external variables, including consumer demographics (i.e., sex, age, race, and major), attitudes toward targets (i.e., cultural fashion clothes), and personality traits (i.e., social acceptance and self-worth). These identified external variables could provide a better understanding and prediction of consumer behavior in the present study.

Other researchers have suggested that additional consumer characteristics could aid in explaining consumers' purchase intention. These characteristics include fashion involvement, value consciousness, past experience, social influence and consumers' attitude (Yunawen Z., 2009; Karuppasamy, Nivetha & Keerthivasan, 2012, Arun & fikede (2016) and Summers et al., 2006).

2.3.2. Fashion Involvement

Fashion involvement is a consumer's perceived importance of fashion products (Tigert et al., 1976). Tigert et al. (1976) found that fashion involvement is composed of five dimensions of fashion behavioral activities: 1) fashion innovativeness and time of purchase, 2) fashion interpersonal connection, 3) fashion interest, 4) fashion knowledge ability, and 5)fashion awareness and reaction to changing fashion trends.

A measure of fashion involvement is included as one of the consumer-oriented Variables in this study because of researcher interest in fashion-related products.

Consumers who are highly fashion involved are likely to form positive attitudes toward cultural fashion clothes and, thus, have greater purchase intentions. In addition, previous studies suggest that consumers who are highly fashion involved tend to have high purchase intention (Birtwistle& Moore, 2007; Klerk& Lubbe(2006), O'Cass,2001).

Auty and Elliott (1998) conducted a study of fashion involvement, self-monitoring, and the meaning of brands. Purchase intentions of brands were perceived differently, according to age and sex of the respondent. The findings suggested that younger people were most positive about their trendiness.

Cass (2001) examined relationships between gender, self monitoring, and motives for clothing consumption, materialism, age, and fashion involvement towards clothing. Fashion involvement was separated into sub-categories of fashion purchase decision and fashion product involvement. Age was shown to have a significant impact on purchase decision and product involvement, with younger consumers being more fashion conscious than older consumers.

Research has supported the positive relationship between fashion involvement and consumption of fashion products. Howard and Sheth (1969) proposed that consumer's greater involvement with products will lead to: 1) greater perception of attribute difference, 2) perception of greater product importance, and 3) more commitment to brand choice. Other researchers also noted that different involvement levels might lead to different consumer responses (Foxall, Goldsmith, & Brown, 1998; Zaichkowsky, 1985). Shim et al. (1989) included a measure of fashion involvement in their study of consumer attitudes toward domestic and imported clothing. They found that attitude toward performing a behavior was strongly influenced by the level of involvement and suggested that fashion involvement be included in future studies using the TRA model. Summers et al. (2006) found that fashion involvement significantly predicted consumers' purchase intention of controversial luxury product apparel made with American alligator leather.

The greater the respondent's fashion involvement, the more likely they were to purchase American alligator leather apparel. Based on this rationale, it is hypothesized that:
H1. Fashion involvement will be positively and significantly related to Consumers' purchase intentions of purchasing cultural fashion clothes.

2.3.3 Value Consciousness

Price consciousness is defined as 'the degree, to which the consumer focuses exclusively on paying low prices,' and value consciousness is defined as 'the quality one gets for the price one pays' (Lichtenstein et al., 1993, p. 235). Consumers can receive benefit from cultural fashion clothes by gaining access to designer style and quality at affordable prices (Puente, 2007). Thus, it is posited that purchase intentions of cultural fashion clothes may likely be related to consumers' orientation toward and perception of price. For example, consumers might have positive purchase intentions of cultural fashion clothes, due to a desire to pay low prices (i.e., price consciousness), or a strong desire to maximize the ratio of quality received to the price paid (i.e. value consciousness).

Two concepts relevant to this study within the price-perception construct are price consciousness and value consciousness. Price consciousness refers to a consumer's propensity to focus on low prices as a major driver in purchasing behavior. A number of findings from the studies on private label purchases showed a strong positive link between price consciousness, and purchase intentions. Burton et al. (1998) developed a measure of consumers' purchase intentions toward private labels, positively related to consumers' price consciousness. These researchers suggest that consumers with favorable attitudes towards private labels are extremely price conscious and tend to focus almost exclusively on paying low prices. Batra and Sinha (2000) found data from 12 different product categories indicating that value consciousness is a strong predictor that directly increases private brand purchase. A positive association was also found between value consciousness and food private brand purchase intention in a study conducted in the Korean discount store context (Jin & Suh, 2005).

Price may also be perceived at a broader level, in that consumers consider the ratio of quality received to price paid in a purchase, and thus signaling "value consciousness" (Lichtenstein et al., 1993). Value consciousness implies consideration of quality not in absolute terms, but in relationship to the price of a brand (Jin & Suh, 2005).

Empirical research has confirmed that value consciousness is positively related to purchase intentions of both private brands and national brands (Garretson et al., 2002; Jin & Suh, 2005). Price conscious and value conscious are related concepts. For this study since value conscious is

ratio of price paid to benefit received and incorporates the concept of price, value conscious is taken as best variable in measuring purchase intention of cultural fashion clothes. In sum, value consciousness is expected to positively influence consumers' purchase intentions of cultural fashion clothes. Thus, it is proposed that:

H2. Value consciousness will be positively and significantly related to consumers' purchase intentions of purchasing cultural fashion clothes.

2.3.4 Past Experience

In this study, consumer past experience is defined as consumer experience (Knowledge) regarding the cultural fashion clothes. Ajzen (1991) indicated that 'past experience can be used to test the sufficiency of any model', which means, past behavior provides a control for at least some of the omitted variables, so the motivation for including past experience as a consumer-oriented variable is primarily methodological (Bagozzi et al., 2000). Consumer knowledge is made up of two components, familiarity and expertise (Alba & Hutchinson, 1987). Familiarity is the number of product-related experiences accumulated by consumers and expertise is the ability to perform product-related tasks successfully. Grime, Diamantopoulos and Smith (2002) proposed that the higher the level of consumer knowledge, the greater the impact of fit on consumer evaluations of a brand extension. Thus, it is hypothesized that:

H3. Past experience of consumers will be positively and significantly related to consumers' purchase intentions of purchasing cultural fashion clothes.

2.3.5. Social Status

Social status according to Eastman et al. (1999) is "the motivational process by which individuals strive to improve their social standing through conspicuous consumption of consumer products that confer or symbolize status for both individuals and surrounding others".

Since branded products help consumers to communicate an image to those who surround them, there is no surprise that the willingness to purchase cultural fashions is associated with social status. Previous researches indicate that consumers who purchase traditional fashions believe they obtain the prestige ascribed to the product (Bloch et al., 1993; Ang et al., 2001).

A more recent study reinforces the phenomenon that fashion brands are bought for what they represent in the buyer's social environment. Wilcox et al. (2009) findings explain that the attitude toward luxury brands predicts the intention to buy fashion products, thus supporting the expectation that consumers respond more favorably to image appeals when such appeal is consistent with their social goal of projecting a particular image in social settings.

Another study conducted in a European Union country, reports on 127 interviews about the perception of original and counterfeit brands (Penz and Stottinger, 2008). Both original brands and counterfeits are considered to enhance consumers' self-esteem and promote a certain status within a peer group (Penz and Stottinger, 2008).

H4: The more people search for social status, the more intention to purchase cultural fashion clothes.

2.3.6 Consumers' Attitudes

In the Theory of Reasoned Action (TRA), Fishbein and Ajzen (1975) related attitudes to behavior by suggesting that attitudes toward an attitude object, in this case a behavior, will predict an individual's intention to engage in a particular behavior. Studies that address attitude using the TRA often measure it in two ways—using a global scale (e.g., good, pleasant), or by summing the beliefs and weighting their importance. In this study, attitude toward purchasing cultural fashion apparel is defined as the global attitude that individuals related to the purchase of cultural fashions.

Consumers' attitude is an important factor in influencing consumers' purchase intention towards cultural fashion clothes (Chaniotakis et al. 2010).

Many previous TRA studies support the strong linkage between attitudes and intentions regarding fashion product purchases (Yunawen Z., 2009; Karuppasamy, Nivetha & Keerthivasan, 2012). Kim et al. (2003) measured attitudes toward online apparel shopping and found that attitude significantly predicted the intention to purchase clothing online. Summers et al. (2006) conducted a study to determine affluent female consumers' purchase intentions of a controversial luxury product, and revealed that attitudes were significant predictors of purchase intentions.

A positive relationship between private label attitudes and purchase intentions was also determined in previous studies. Justin B. (2009) found that attitudes toward private labels positively affected the percentage of actual purchase in a grocery store chain in the South Africa. Jin and Suh (2005) tested the TRA model on two product categories groceries and home appliances in a South Korean discount store context. They found that private label attitude was positively related to purchase intentions. Based on these findings, the following hypothesis is proposed:

H5: consumers' attitudes towards a cultural fashion clothes will be positively and significantly related to their purchase intentions.

2.4 Empirical Reviews

There are different studies in which consumers' purchase intention have been discussed. A study by Syed et.al (2014) on consumers' attitude and purchase intention towards fashion brands in Jalandhar city by using quota purposive convenience sampling method and a total of 230 responses were collected. This study was conducted by using SPSS v.16 and had found that fashion involvement, past experience and value of money or quality as strong determinants of the consumer's decisions to purchase. On the other hand, price and promotion of the product in the study had found as hardly affecting the consumers' intention to purchase.

A study by Yunjin(2013) on factors affecting purchase intention of fashion cultural products in Korea targeting foreign visitors mainly to identify variables related to foreigners purchase intentions of Korean cultural products. Out of total 424 questionnaires distributed and 393 were collected which gives 92% response rate and ready for further analysis using AMOS 5.0 and SPSS 12.0 and found two factors attitude towards authenticity and towards aesthetic elements exerting significant efforts where as consumers universalism and world mindedness were statistically insignificant variables in determining cultural fashion purchase intention.

A study by Dereke. et.al (2015) on purchase intention of counter fit products seeks to investigate the factors that affect consumers' purchase intention towards counterfeit fashion products (CFP). Constructs of past experience of consumers, perceived risk, social influence, attitudes of consumers towards the purchase intention of counterfeit fashion products were explored through the distribution of 350 questionnaires. 284 usable data which is 81% response rate is analyzed by

using structural equation model and the results showed that past experience and social influence have the most significant influential effect towards the purchase intention of CFP. The results also proved that consumers' attitudes towards CFP have a mediating effect and gender moderates between past experience and purchase intention.

Yuanwen (2009) had studied about young consumers' perceptions and purchase intentions towards mass-designer lines in America by applying convenience sampling using web based survey on young female university student samples. The main objective of this study was investigating young consumers' perceptions and Purchase intentions towards mass-designer lines within the attitude-intentions paradigm of theory of reasoned action model. Accordingly the study found that Attitude was strong and significant predictor of purchase intention and past experience towards mass designer lines and store image where these products were available for sales were significant predictors of attitudes and purchase intentions.

Though subject of the study is different, a study by Surafel (2014) on consumers' perception and purchase intention towards bottled water products had found that perceived value, price consciousness and advertising as significant determinants of consumers' attitudes and intentions to purchase product.

Martin and Bush (2008) also discuss the increased importance in consumer research focused on specific motivators that govern customers' purchasing attitudes and patterns. The attitude-intentions paradigm of modified theory of reasoned action was used and had successfully explained consumer behavior in various consumption settings (Jin &Suh, 2005:Kim,Fiore & Jeing, 2005).

Another study conducted was by Nurafifah et.al (2014) on Consumers' perceptions, attitudes and purchase intentions towards private label food products(PLFP) in Malaysia. The study had used convenience sampling technique in selecting samples from seven hyper markets in Malaysia. The main objectives of the study was Investigating factors predicting consumers' attitudes and purchase intentions towards PLFP. Accordingly the study come up concluding most significant factors predicting consumers purchase intention were consumers' attitude, perceived price and consumers past experience with PLFP.

2.5 Conceptual Framework

Based on the above discussion, it can be concluded that, 'fashion involvement', 'value consciousness', 'past experience', 'social status' and 'consumers' attitudes' are related to consumers' purchase intention of cultural fashion clothes which lead to the formation of framework for the present study as depicted in Figure 2.1.

Figure 2.1 Proposed research models of relationships between factors influencing purchase intentions.
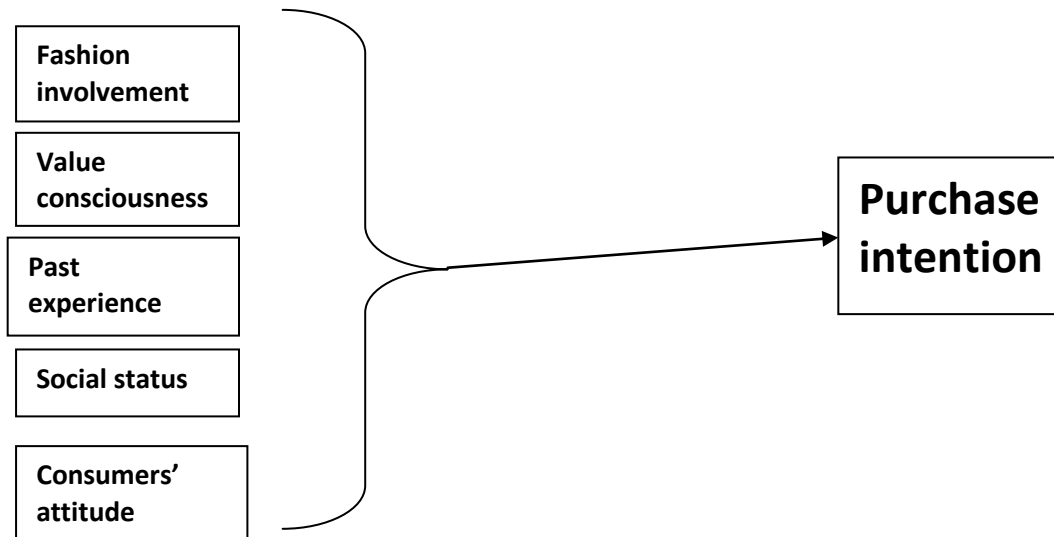
Source: Adopted from Yunawen, 2009

CHAPTER THREE

Research Design and Methodology

3.1 Introduction

This chapter discusses the research methodology used for conducting this study. The population and sample of the study, the type of data collected and the instruments and measures used, methods of data analysis, and finally, ethical issues related to the study was explained and justified.

3.2 Research Approach

This particular research pursue quantitative research approach hence it involves hypothesis testing, correlation analysis, regression analysis and other quantitative methods. This research involves studying variation in the dependent variable as a result of change in independent variables, without any intervention of the researcher. Research designs can be either cross-sectional or longitudinal in nature; this study was cross sectional survey research since all the data was collected at one point in time. Survey technique was selected for this study because it is useful in targeting very specific populations, identifying characteristics of a population from a small group of individuals; making standardized questions measurement more precise by enforcing uniform definitions on the participants, thereby obtaining high reliability more easily; and survey data are easily quantifiable and are responsive to different regression analysis. With the survey method, it is hoped that the findings from the sample customers could be generalized into a large target population (Bobbie, 1990).

3.3 Research Design

The study is mainly an explanatory research since it tries to examine the effect of consumer-oriented variables (fashion involvement, value consciousness, past experience, social status and consumers' attitude) on consumers' purchase intentions of the cultural fashion clothes. The study used primary quantitative data which was 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).

3.4 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.

3.4.1 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.

3.4.2 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 was used. First convenience sampling technique was used to select the cultural fashion clothes retail stores and after then every other customer visiting the retail stores is approached to be included in the sample and to somewhat randomize the sample composition.

3.4.3 Sample Size

The population size of this research was unknown, so unknown population sample formula was 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:

Sample size $n_0 = z^2 pq/e^2$ or $1.96^2 * 0.5 * 0.5 / (.05)^2 = 384$

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).

3.5 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 was 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. The structured questionnaire will consist three sections, the first section is regarding demographical background of the respondents and the second section is with regard to independent variables which are fashion involvement, value consciousness, past experience, social status and consumers' attitude and the third section is related to dependent variable which is purchase intention.

Cultural fashion clothes 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-meda kebele 19,20, and 21as well as Gundish meda micro and small scale cultural fashions production and selling center.

3.6 Data Collection Instrument and Measures

3.6.1 Data Collection Instrument

The purpose of the instrument developed for this study was to test the formulated research hypotheses, it is important that the instruments have to accurately measure the constructs in the hypotheses. The measurement in the study was borrowed and/or adapted from previous measures.

The questionnaire designed for this study was originally drafted in English and then translated into Amharic by professional translators. The questionnaire consisted of likert type statements about which respondents were asked to indicate their degree of agreement using a five point scale from 1- strongly disagree to 5- strongly agree which is consistent with Xin-y et.al(2015), Furqan et.al(2014), Yuawen(2009). Accordingly, self-administered questionnaire (see Appendix A) was developed, based on multiple-item measurement scales from the literature. The instrument contains three sections. Including: demographic information, independent variables; fashion involvement, perceived value, past experiences, social status, and consumers' attitudes, and dependent variable purchase intentions.

3.6.2 Measures

Demographics

The background information of the respondents was collected in the first section of the questionnaire. Items included age, gender, academic major, ethnicity, annual income, and clothing/accessory purchase habits.

Fashion Involvement

To measure fashion involvement, five items were developed, based on Tigert et al.'s (1976) Fashion Involvement Index. This index included five dimensions—fashion innovativeness and time of purchase, fashion interpersonal communication, fashion interest, fashion knowledge ability, and fashion awareness and reaction to changing fashion trends.

This index is a valid and reliable measure of fashion involvement (e.g., Jin & Koh, 1999; Summers et al., 2006). Reliability analysis produced a Cronbach's alpha of above 0.8 in the study, indicating high consistency among the five items used to measure fashion involvement in their study. All items were measured using a 5-point Likert type scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

Perceived Value

Five value consciousness items were adopted from Lichtenstein et al.'s (1993) study. In their study, they developed these measures by using scale development procedures similar to those recommended by Churchill (1979). Garretson et al. (2002) used seven items of value consciousness adapted from Lichtenstein et al.'s (1993) study and reported an alpha of .86. Jin and Suh (2005) used value consciousness measures from Lichtenstein et al.'s (1993) study and reported an alpha above .67. In this study, all measurements will be plotted on a 5-point Likert-type scale (1= strongly disagree, 5=strongly agree).

Past Experience

To measure consumers' past experience regarding the cultural fashion clothes they purchased or expect to purchase, a "brand familiarity" scale was adapted from Kent and Chris (1994). Three 5-point bipolar adjectives, including "unfamiliar familiar," "inexperienced experienced," and "not knowledgeable-knowledgeable," were used in this study.

Social status

Three social status items with 5 point likert scales was adopted from Lassar et al. (1995) and Eastman et al. (1999).

Attitudes

In this study, five global attitude items was adapted from (Kim et al., 2008) to measure the degree to which a cultural fashion clothe is good, appealing, favorable, and valuable. In the present study, two more items were added to better measure this construct, including "Buying cultural fashion clothes makes me feel good," and "I love it when cultural fashions are available for the product categories I purchase."

Purchase intentions

Purchase intentions have been widely used as a predictor of subsequent purchase in the literature. In this study, purchase intentions refer to the consumers' intentions to purchase cultural fashion

clothes. In this study, purchase intentions was measured by adapting three purchase-intention items developed by Baker and Churchill (1977) with the 5 point Likert-type scale—strongly disagree-strongly agree and three willingness to buy items from Dodds, Monroe, and Grewal (1991) with a 5 point Likert-type scale very unlikely-very likely. Therefore, the present study uses the same three purchase intention items and two "willingness to buy" items. It has been shown that placing a specific time constraint on the intention improves the accuracy the attitude predicts the behavior itself by limiting the temporal context of the behavior (Eagly & Chaiken, 1993), so "the next time" was added to two items. The sample item is, "I would like to buy cultural fashion clothes the next time I go shopping."

3.7 Data Analysis Method

With regard to data analysis, the study utilized 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 are used in order to address the initial research question of the study.

ANOVA and independent t-test analysis were conducted to determine if there exists any significant differences between consumers' oriented variables and demographic profiles of cultural fashion clothe customers. Reliability analysis was also employed to test consistency of measures using alpha.

3.8 Validity & Reliability

Validity and reliability are the two main issues that one should consider in developing data collection instruments.

3.8.1Validity

Validity is defined as the extent to which a measurement represents characteristics that exist in the phenomenon under investigation (Malhotra & Birks, 2007). The scales that are used for this study are valid scales adopted from different previous researches, i.e. the three dimensions of 'fashion involvement' from (Tigert et al., 1976), 'value and price

consciousness' from (Lichtenstein et al., 1993, p. 235), and 'past experience' from Ajzen (1991), 'social status' from Lassar et al. (1995), and 'store image' from Bloemer and Odekerken-Schroder (2002) and finally purchase intention and attitudes from Yuanwen Z.(2008) and finally approved by research advisor.

3.8.2 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). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007). The overall alpha for the current study was 0.85 which is higher than an acceptable level 0.6, showing an internal consistency of the instrument used.

3.9 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 was 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 was guaranteed. Moreover, the researcher, to his best level, was abided by the rules and regulations of the University and has conducted the study on the basis of objective judgment.

CHAPTER FOUR

Findings and Discussion

4.1 Chapter Overview/Introduction

In this chapter, the collected data from the cultural fashion clothe-customers are summarized and analyzed in order to realize the ultimate objective of the study.

4.2 Survey Response Rate and Reliability Test

The 384 questionnaires were administered in the second and third weeks of the month of April 2017 and customers were contacted at the retail stores and production centers of cultural fashion clothes where customers are served. However, a total of 340 questionnaires were collected, of which 35 were incomplete. Thus, 305 questionnaires were found to be usable and ready for analysis, which is 79.43 % response rate.

After coding and entry of data into SPSS version 20, the first analysis conducted was to check the reliabilities of the scales used in the data collection instrument. According to Malhotra & Birks (2007), reliability is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. Cronbach-alpha, a widely used measure of internal consistency, was run using SPSS version 20 and all of the scales used for this study were found to be reliable as their respective alpha values were higher than 0.6, and for most closer to 1. The cronbach - alpha of each scale is presented in the following table.

Table 4.1: - Reliability Test

Measurement Scale	Cronbach-Alpha	No. of items
Fashion involvement	0.87	5
Value consciousness	0.89	5
Past experience	0.94	3
Social influence	0.84	3
Consumers attitude	0.91	6
Purchase intention	0.89	5
Over all reliability	0.85	6

Source: - Own survey result, 2017

4.3 Respondents' Profile

Results of the demographic characteristics of respondents are shown in table 4.2 below. As observed from the table the gender composition of the respondents is male 39.3 % while the rest 60.7% are female respondents. This indicates the female sample composition in this study is greater than male composition.

Table 4.2: - Respondents profile

Items		Frequency	Percent
Gender	male	120	39.3
	female	185	60.7
	Total	305	100.0
Age	18-25	109	35.7
	26-35	127	41.6
	36-45	55	18.0
	above 46	14	4.6
	Total	305	100.0
educational	no education	2	0.7
	elementary completed	12	3.9
	high school graduate	42	13.8
	diploma	60	19.7
	degree	150	49.2
	masters and above	39	12.8
	Total	305	100.0
marital status	single	182	59.7
	married	110	36.1
	divorce	13	4.3
	Total	305	100.0
employment	unemployed	6	2.0
	employed	168	63.9
	business	125	32.1
	others	6	2.0
	Total	305	100.0
monthly income	1001-2000	3	1.0
	2001-4000	74	25.6
	4001-7000	113	30.8
	7001-10000	46	9.5
	above 10000	69	33.1
	Total	305	100.0
annual spending	below 1000	2	.7

	1001-2000	14	4.6
	2001-4000	51	16.7
	4001-7000	70	17.0
	7001-10000	85	12.8
	above 10000	83	48.2
	Total	305	100.0

Source: - Own survey result, 2017

Age

All participants in the study were older than 18 years of age. Out of total valid 305 respondents the most respondent's age group was between 26 and 35, which is 41.6%. The age between 18 and 25 years old were ranking second who took about 35.7% followed by respondents who were with age range of 36 and 45 which is 18% and the last age group was above 46 who were about 4.6 %. This indicates that young consumers are the prominent customers of cultural fashion clothes in Addis Ababa.

Education Level

From the 305 valid respondents, 2 of them or 0.7 % were non educated, 12 of them 3.9% were elementary completed 42 of them or 13.8% were high school graduate; 60 of them were diploma holders which is about 19.7%. Most respondents were first degree holders they were 49.2% or 150 in number, the rest 12.8% or 39 respondents were having second degree or above.

Marital Status

Most respondents were single, out of 305 respondents 182 or 59.7% were found single. 110 respondents or 36.1% were married and the rest 13 respondents or 4.2% were divorced. This indicates that most of samples included in this study are single individuals.

Employment Status

About 55.1 % of the respondents or 168 were employed and 41% or 125 respondents were business men where as 2% or 6 were unemployed mainly students and the remaining 2% or 6 did others mainly constitute house wives. Therefore most of the customers are employed in government and private organizations.

Income

In this study net monthly income of the respondents were examined and presented as follows. From the total 305 respondent only 03 individuals or 1% reported monthly income of 1,000-2,000 ETB (Ethiopian Birr); 46 respondents or 15.1% earned monthly income of 7,001-10,000

ETB; 74 respondents or 24.3% earned monthly income of 2,001-4,000 ETB; 113 respondents or 37% earned monthly income of 4,001-7,000 and the rest 69 respondents or 22.6% reported monthly income of 10,001 and above. This shows that most customers are earning average and above average monthly income and the sample distribution represents almost all income groups.

Annual expenditure of accessories and apparel

From out of 305 respondents, 0.7% or 2 of them spend on clothing and accessories below 1000, 14 of them or 4.6% of them spend between 1001 and 2000, 51 of them or 16.7% spend 2001-4000, 70 of them or 23% spend annually between 4,001-7000, 85 of them or 27.9% spend between 7001-10,000, and the rest 83 of them or 27.2% spend more than 10,000 annually.

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
fashion involvement			
I am more interested in cultural fashion clothes than others are.	305	3.79	.809
In general, I buy cultural fashion clothes earlier in the season than most.	305	3.69	.849
I give a great deal of information about new cultural fashion clothes to my friends.	305	3.31	.941
I read fashion news regularly and try to keep my wardrobe up to date with fashion trends.	305	3.24	.996
Compared with most others, I am more likely to be asked for advice about new cultural fashion clothes than most.	305	3.22	.931
over all fashion involvement	305	**3.45**	**.740**
value consciousness			
When I buy products, I like to be sure that I am getting my money's worth.	305	4.09	.652
I always check the prices to be sure I get the best value for the money I spend.	305	4.01	.702
When making purchase decision, I compare the prices of different brands to be sure I get the best value for the money.	305	3.98	.681

I generally shop around for lower prices, but they still must meet certain quality requirements before I buy them.	305	3.85	.844
I am very concerned about low prices, but I am equally concerned about product quality.	305	3.82	.882
overall value consciousness	305	**3.95**	**.639**
past experience			
I am familiar with cultural fashion clothes I purchased or expect to purchase.	305	3.81	.645
I am knowledgeable with cultural fashion clothes I purchase or expect to purchase.	305	3.72	.709
I am experienced with cultural fashion clothes I purchased or expect to purchase.	305	3.70	.708
over all past experience	305	**3.75**	**.657**
social status			
I would be proud to own cultural fashion clothes.	305	4.02	.529
I would pay more for a cultural fashion clothes if it had status.	305	3.71	.820
I would buy cultural fashion clothes just because it has status.	305	3.69	.815
over all social status	305	**3.81**	**.637**
consumers' attitude			
Cultural fashion clothes are valuable to me.	305	3.98	.612
Buying cultural fashion clothes makes me feel good.	305	3.97	.561
Cultural fashion clothes are good to me.	305	3.95	.530
I love it when cultural fashion clothes are available for the product categories I purchase.	305	3.89	.628
Cultural fashion clothes are favorable to me.	305	3.77	.585
Cultural fashion clothes are appealing to me.	305	3.67	.556
over all consumers' attitude	305	**3.87**	**.480**
purchase intention			
I would like to buy cultural fashion clothes the next time I go shopping.	305	3.89	.600
I would make a special effort to buy cultural fashion clothes.	305	3.85	.750
My willingness to buy traditional fashion products is high.	305	3.78	.683
The likelihood of purchasing traditional fashion products is high.	305	3.77	.649
If I find cultural fashion clothes the next time I go shopping, I will buy it.	305	3.33	.814
over all purchase intention	305	**3.73**	**.588**

Source: Own survey result, 2017

4.5 Overview of Respondents' perception

Respondents' fashion involvement on cultural fashion clothes, their past experience, value consciousness, social status and respondents attitudes towards cultural fashion clothes as well as their purchase intention are discussed in this section using descriptive statistical analysis.

Respondents were asked to provide their overall cultural fashion involvement towards their purchase intention of cultural fashion clothes using five statements of strongly disagree to strongly agree.

Based on the descriptive data in Table 4.3, respondents value consciousness (M=3.95) becomes the most important criteria in consumers' purchasing of cultural fashion clothes, followed by consumers' attitude (M=3.87), social status (M=3.81), past experience (M=3.75), and fashion involvement (M=3.45). Meanwhile, purchase intention (M=3.73) of cultural fashion clothes is slightly above average.

I) Value consciousness

The mean score for value consciousness was relatively high (3.95). This indicates that value consciousness is integral in the mind of consumer in the purchasing decision because they believed that high value for the product give reduced purchase mistake and assures them security of benefit per cost of the cultural fashion clothes consumed, thus built a trust relationship to the particular products. In other words, most people are value sensitive that they would ensure to getting best value for money during the purchasing process of cultural fashion clothes.

Therefore, they might check and compare the price of different cultural fashion clothes before purchase.

II) Consumers' attitude

Next to value consciousness, the mean score of consumers' attitude is higher (3.87). This indicates consumers had favorable and good attitude towards consumption of cultural fashion clothes. Favorable consumers' attitude formation is perceived as the most important factor among consumers in order to make their purchase intention of cultural fashion clothes.

III) Social status

Social status scores a mean of 3.81. This indicates that most respondents are influenced by social influence and status they had with in society. The result indicates that respondents think social status they believe is important when they buy cultural fashion clothes.

IV) Past experience

Past experience with mean score of 3.75 indicates that most people depend on their past - knowledge, familiarity and experience in making purchase process of cultural fashion clothes. Therefore, they might check and compare different cultural fashion clothes by using purchase experience, familiarity and knowledge before actual purchase.

The other variable that scores a mean (3.45) is the degree of fashion involvement of respondents. Result shows that respondents are highly involved in fashion clothes so they tend to in selecting and purchasing fashion cultural clothes.

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 consumers' oriented variables (fashion involvement, value consciousness, past experience, social status and consumers' attitude) and their purchase intentions.

In order to determine the most relating factors predicting purchase intention towards cultural fashion clothes, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.4 depicts the r value for the relationship between independent variables i.e. fashion involvement, value consciousness, past experience, social status and consumers' attitude and dependent variable i.e. purchase intention of cultural fashion clothes.

As per table 4.4 the coefficients show that the five factors measuring consumers purchase intention towards cultural fashion clothes were all positively related with consumers purchase intention within the range of 0.391 to 0.709, all were significant at p<0.01 level. Generally, it means if the consumers' perception towards all factors is good then there is relation for the more intention consumer has in purchasing cultural fashion clothes. A further look into each factor indicates that factors influencing purchase intention of cultural fashion clothes can be grouped into 'important determinant' and 'least important determinant'. The highest correlation (r=.709) was between consumers' attitudes and purchase intentions followed by past experience(r=.630), social status(r=.594), fashion involvement(r=.555) and value(r=.391). That means all the consumer oriented indicators have positive relationship with purchase intentions of cultural fashion clothes.

Table 4.4: Correlations

Correlations							
		fashion involvement	Value	past experience	social influence	consumers attitude	purchase intention
fashion involvement	Pearson Correlation	1	.182[**]	.591[**]	.531[**]	.461[**]	.555[**]
value	Pearson Correlation		1	.341[**]	.331[**]	.406[**]	.391[**]
past experience	Pearson Correlation	.		1	.564[**]	.678[**]	.630[**]
social influence	Pearson Correlation				1	.610[**]	.594[**]
consumers attitude	Pearson Correlation					1	.709[**]
purchase intention	Pearson Correlation						1
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: - Own survey result, 2017

4.7 Test of Regression Assumptions

4.7.1 Linear Relationship Test

Purchase intention is assumed to be linearly related with consumers fashion involvement, value consciousness, past experience, social status and consumers' attitude. Purchase intention (dependent variable) is assumed to be impacted with changes in consumer oriented 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 multicolinairity according to Collinearity Statistics.

Table 4.5 Level of multicollinearity in the model

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.020	.190		.106	.916		
	fashion involvement	.163	.038	.205	4.295	.000	.589	1.699
	Value consciousness	.094	.037	.102	2.519	.012	.814	1.228
	past experience	.109	.050	.122	2.182	.030	.431	2.322
	social status	.123	.046	.133	2.659	.008	.533	1.876
	Consumers' attitude	.501	.067	.409	7.459	.000	.445	2.245
a. Dependent Variable: purchase intention								

Source:-Own survey result, 2017

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 of thumb 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 1.597, which is close to 2, it can be confirmed that the assumption of independent error has almost certainly been met.

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	.774[a]	.599	.593	.375	1.597
a. Predictors: (Constant), consumers attitude, value, fashion involvement , social influence, past experience					
b. Dependent Variable: purchase intention					

Source:-Own survey result, 2017

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 hetero scedasticity). The graph has demonstrated homoscedasticity of the study.

Figure 4.1 homoscedasticity
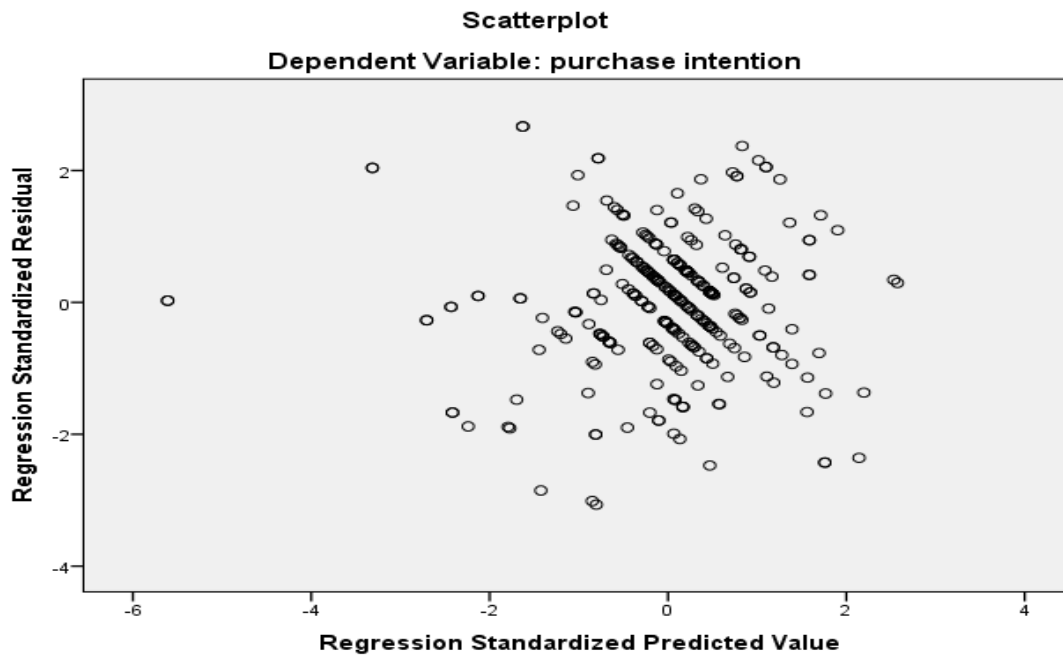
Source: - Own survey result, 2017

4.7.5 Normality Test

In terms of this assumption, a check for normality of the error term is conducted by a visual examination of the normal probability plots of the residuals. The plots are different from residuals plots in that the standardized residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Ghozali, 2001). The normality plot of this study fit with the assumption.

Another common test for normality is to run descriptive statistics to get skewness and kurtosis. According to (Hair, et al., 1998) skewness and kurtosis should be within the range of +2 to -2 when the data are normally distributed.

Paurav Shukala (2009) stated that skewness and kurtosis test, and the low difference between mean and median is the basic way to check the normality of the data. Accordingly positive skewness values suggest clustering of data on the low value (left hand side of the bell curve) and negative skewness values suggest that clustering of data points on the high values (right hand side of the bell curve). Positive kurtosis values suggest that the data points gathered in center

with long thin tails. Kurtosis values below zero suggest the distribution of data point is relatively flat (Shukla, 2009).

In small samples, values greater or lesser than 1.96 are sufficient to establish normality of the data. However, in large samples (200 or more) with small standard errors, this criterion should be changed to ± 2.58 and in very large samples no criterion should be applied that is, significance tests of skewness and kurtosis should not be used(Ghasemi, 2012).

Normality analysis for 6 variables was conducted with SPSS 20.0. As a result, the skewness of all the 6 variables in the study were found within the range of ± 2 where as kurtosis for the variables fashion involvement, value consciousness, past experience, social status and purchase intention fall under ± 2.58. Therefore the input data are nearly normally distributed with large sample size of 305.

Table4.7. Normality Test

Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
fashion involvement	.021	.140	.246	.278
Value consciousness	1.278	.140	.981	.278
past experience	-.952	.140	1.952	.278
Social status	-.702	.140	2.097	.278
consumers attitude	1.587	.140	1.650	.278
purchase intention	-.942	.140	1.638	.278

Source: - Own survey result, 2017

4.8 Multiple Regression Analysis

After the study met the regression assumption next the researcher examined the effect of consumer oriented variables on their purchase intentions. The researcher tested the six hypothesis set out to be tested at the beginning based on the regression analysis. The researcher believes that firms involved with fashion can use the result of the regression analysis for future decision making via identifying factors determining purchase intention of consumers and which parameters got the highest effect on consumers purchase intention. This will answer the research question of the effect of each variable (fashion involvement, consumers' value consciousness, past experience, social status and consumers' attitude) on the dependent variable consumers purchase intention of cultural fashion clothes.

Table 4.8 R square level of the study

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.774[a]	.599	.593	.375	1.597
a. Predictors: (Constant), consumers attitude, value, fashion involvement , social influence, past experience					
b. Dependent Variable: purchase intention					

Source:-Own survey result, 2017

The result of regression analysis of the independent variables (fashion involvement, value consciousness, past experience, social status and consumers' attitude) on the dependent variable consumers purchase intention indicates existence of positive and statistically significant effect on purchase intention.

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 0.599 which means that 59.9% of the consumers' purchase intention was explained by the variation of the consumer oriented variables (fashion involvement, value consciousness, past experience, social status and consumers' attitude) and the other 40.1 % is due to other independent variables not included in the model and the random error.

Table 4.9 significance of the model

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.950	5	12.590	89.488	.001[b]
Residual	42.066	299	.141		
Total	105.016	304			
a. Dependent Variable: purchase intention					
b. Predictors: (Constant), consumers attitude, value consciousness, fashion involvement , social influence, past experience					

Source: - Own survey result, 2017

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 0.001 which is $p < 0.05$, the regression analysis proved the presence of a good degree of prediction. The contribution of each consumer oriented variable can be seen from the results of multiple regressions in the coefficient table below.

Table 4.10: Coefficient of relationship of consumer oriented variables on purchase intention of cultural fashion clothes.

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.020	.190		.106	.916
fashion involvement	.163	.038	.205	4.295	**.001**
Value consciousness	.094	.037	.102	2.519	**.012**
past experience	.109	.050	.122	2.182	**.030**
social status	.123	.046	.133	2.659	**.008**
consumers attitude	.501	.067	.409	7.459	**.001**
a. Dependent Variable: purchase intention					

Source: - Own survey result, 2017

Regression Equation

Purchase intention = .20+ 0.163(fashion involvement) +.094 (value

consciousness) + 0.109(past experience) + 0.123(social status) + 0.501(consumers' attitude)

Hypothesis test results and discussions

From the above table one can see that fashion involvement, value consciousness, past experience, social status, and consumers' attitude positively affects consumers' purchase intention. Unstandardized coefficient (Beta value) indicates the degree of importance of each consumer oriented variables towards their purchase intention; accordingly, the variables can be ranked in the following manners on the basis of their contribution.

1. Consumers' attitude B=.501

2. Fashion involvement B=.163

3. Social status B=.123

4. Past experience B=.109

5. Value consciousness B =.094

The beta value on the coefficient table indicates level of effect each variable has on the dependent variable purchase intention. The highest beta level is for consumers' attitude of B=.501. This means that the more firms work on favorable attitude formation and had good degree positive consumers' attitude towards cultural fashion clothes the more customers become involved in purchase intention.

Table 4.11: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Results	Reason
H1. Fashion involvement will be positively and significantly related to consumers' purchase intentions of cultural fashion clothes.	H1:Fail to Reject	β =0.163,p<0.05
H2. Value consciousness will be positively and significantly related to consumers' purchase intentions of cultural fashion clothes.	H1:Fail to Reject	β =0.094,p<0.05
H3. Past experience with the cultural fashion clothes will be positively and significantly related to consumers' purchase intentions.	H1:Fail to Reject	β =0.109,p<0.05

H4. Social status will be positively and significantly related to purchase intention of cultural fashion clothes.	H1:Fail to Reject	β =0.123,p<0.05
H5: consumers' attitudes towards cultural fashion clothes will be positively and significantly related to their purchase intentions.	H1:Fail to Reject	β =0.501,p<0.05

Source: - own survey, 2017

Table 4.9 presents test results of the research model. Hypothesis 1 proposed that consumers' fashion involvement will positively and significantly influence their purchase intentions of cultural fashion clothes. The results revealed that purchase intention was significantly predicted by fashion involvement (β = .163, t=4.295, p<.05), supporting Hypothesis 1. The more favorable the participants' fashion involvements were toward cultural fashion clothes, the higher the purchase intentions.

Hypothesis 2 predicted a positive effect of value consciousness on purchase intentions again receives statistical support. Results show that positive ad significant determination of value consciousness on purchase intention with β = .094, t=2.519, p<.05. The higher firms work for value maximization the higher will be purchase intentions of consumers towards cultural fashion clothes.

Hypothesis 3 posited positive relationships between past experience and purchase intentions (H3). Results revealed that past experience positively and significantly affected purchase intentions (β = .109, t=2.182, p<.05). The more familiarity, experience, and knowledge that consumers had about the cultural fashion clothes, the higher purchase intentions. Therefore, H3 was supported.

Hypothesis 4 predicted consumers' social status would positively influence their purchase intentions (H4). The results showed that social status was positively related to purchase intentions of cultural fashion clothes (β = .123, t=2.659, p<.05), supporting H4. The higher the respondents' intention for social status the higher will be their purchase intentions of cultural fashion clothes.

In sum, the results showed that five consumer-oriented variables (fashion involvement, value consciousness, past experience, social status and consumers' attitude) explained a substantial amount of variance in purchase intentions (R^2=.59) for cultural fashion clothes by consumers.

The results of the regression analysis go in consistence with the results of much of the researches conducted previously. With respect to the effect of the consumers' attitude, fashion involvement, value consciousness, and past experience on purchase intention, the result of the study is in consistent with the results of the researches of Syed et.al(2014), Yuanwen(2008), Nurafifah et.al(2014), Jin & Suh (2005), Dereke,et.al (2015), which are conducted in different parts of the world. The results of these study also consistent with the studies of Eastman et.al.(1999) that the social status of consumers have positive effect on consumers' purchase intentions.

4.9. Underlying Factors Affecting Purchase Intention 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 purchase intention, 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 fashion involvement, value consciousness, past experience, social status and consumers' attitude.

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 factors perceived to be important in forming consumers purchase intention. 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 factors perceived to be important in consumers purchasing decision and four age groups, six educational levels, four employment groups and five income groups.

4.9.1. Underlying Factors of Purchase Intention Based on Gender

As it is shown in table 4.11, the mean difference between male and female subjects with regard to the variable past experience and consumers' attitude is -0.282 and -0.199 respectively. The result of independent sample t-test shows that the mean difference between female and male subjects with the variable past experience and consumers' attitude is significant; at p value is 0.00, which is less than

0.05. This result indicates that past experience and consumers' attitude is perceived to be important in forming purchase intention by female consumers than male cultural fashion cloth consumers. The mean difference between female and male for the remaining three variables is not significant as their p values are more than 0.05 (see table 4.11). This shows that the factors (fashion involvement, value consciousness, and social status) that are perceived to be important in forming purchase intention of female and male subjects are almost similar where as past experience and consumers' attitude are perceived to be more important in building purchase intention by female consumers than male consumers.

Table 4.12: Independent sample t-test between gender and underlying factors of purchase intention

Group Statistics							
Gender		N	Mean	Std. Deviation	Std. Error Mean	Mean Difference	Sig.
fashion	Male	120	3.19	.717	.065	-.425	.893
involvement	female	185	3.62	.708	.052	-.425	
Value	Male	120	3.93	.708	.065	-.047	.309
consciousness	female	185	3.97	.590	.043	-.047	
past	Male	120	3.57	.788	.072	-.282	**.000**
experience	female	185	3.85	.528	.039	-.282	
social status	male	120	3.71	.690	.063	-.156	.280
	female	185	3.87	.593	.044	-.156	
consumers	male	120	3.75	.617	.056	-.199	**.000**
attitude	female	185	3.95	.345	.025	-.199	

Source: - Own survey result, 2017

4.9.2. Underlying Factors of Purchase Intention Based on Age

The result of the analysis shows that there is a significance difference between age group of respondents with regard to the factors social status and consumers' attitude. As table 4.12 shows there is significant difference between different age groups and social status at F=5.330, significance level 0.001, which is less than 0.05. And also with consumers' attitude at F= 2.884, significance level 0.036.The cultural fashion clothes' purchase intention of respondents who are in different age groups is affected by the factors social status and consumers' attitude. For the remaining three factors (fashion involvement, value consciousness and past experience), the result shows that the influence is the same among different age groups of respondents. Respondents who are in the age category of 36-45, give more attention for their attitude, as mean score 4.03 shows (See Appendix 4). Respondents,

who are in the age group of above 46, give more attention to the social status as mean score of 4.14. This might be because an adult age person believes that the cultural fashions which they buy reflect their personality.

Table 4.13: One Way ANOVA between Age and Factors Perceived to be Important in Purchase Intention

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	2.445	3	.815	1.494	.216
	Within Groups	164.217	301	.546		
	Total	166.662	304			
Value consciousness	Between Groups	.126	3	.042	.102	.959
	Within Groups	123.813	301	.411		
	Total	123.939	304			
past experience	Between Groups	2.640	3	.880	2.061	.105
	Within Groups	128.484	301	.427		
	Total	131.123	304			
social status	Between Groups	6.218	3	2.073	5.330	**.001**
	Within Groups	117.033	301	.389		
	Total	123.250	304			
consumers attitude	Between Groups	1.960	3	.653	2.884	**.036**
	Within Groups	68.183	301	.227		
	Total	70.144	304			

Source: - Own survey result, 2017

4.9.3. Underlying Factors of Purchase Intention Based on Educational Background

ANOVA result in table 4.13 shows that there are significant difference between the respondents educational level and the factors, fashion involvement and past experience with F=4.791 and F=4.529 with p less than 0.05. Respondents whose education levels are masters and above give more

attention for their past experience and involvement to fashion as the mean scores are high, 4.03 and 3.8 respectively. For the remaining three factors (value consciousness, social status and consumers attitude), the result shows that the influence is the same among different educational status groups of respondents.

Table 4.14: One Way ANOVA between Educational Level and Factors Perceived to be Important in Purchase Intention

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	12.363	5	2.473	4.791	.000
	Within Groups	154.300	299	.516		
	Total	166.662	304			
Value consciousness	Between Groups	2.747	5	.549	1.356	.241
	Within Groups	121.192	299	.405		
	Total	123.939	304			
past experience	Between Groups	9.232	5	1.846	4.529	.001
	Within Groups	121.891	299	.408		
	Total	131.123	304			
social status	Between Groups	4.203	5	.841	2.111	.064
	Within Groups	119.047	299	.398		
	Total	123.250	304			
consumers attitude	Between Groups	2.484	5	.497	2.195	.055
	Within Groups	67.660	299	.226		
	Total	70.144	304			

Source: - Own survey result, 2017

4.9.4 Underlying Factors of Purchase Intention Based on Income Level

The results of the analysis are presented in Table 4.14. From the five factors significance difference between income levels is observed with regard to three factors (fashion involvement, social status and consumers' attitude). As table shows different income groups perceive fashion involvement, social status and consumers' attitude differently at F=4.253, 3.847, and 2.496 $p<0.05$, which is 0.002, 0.005, and 0.043 respectively. As ANOVA table 4.14 shows the mean score for respondents who have monthly income of more than 10,000 are the highest compared to respondents in other income groups for fashion involvement, social status and consumers' attitude, which indicates that those

respondents who earn above 10,000 give more attention for these variables when they buy cultural fashion clothes.

On the other hand, for the remaining factors (value consciousness and past experience) the result shows that there is no significant mean difference between different income groups.

Table 4.15: One Way ANOVA between Income Level and Factors Perceived to be Important in Purchase Intention

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	8.943	4	2.236	4.253	.002
	Within Groups	157.719	300	.526		
	Total	166.662	304			
Value consciousness	Between Groups	1.566	4	.392	.960	.430
	Within Groups	122.373	300	.408		
	Total	123.939	304			
Past experience	Between Groups	3.361	4	.840	1.973	.099
	Within Groups	127.762	300	.426		
	Total	131.123	304			
Social status	Between Groups	6.014	4	1.504	3.847	.005
	Within Groups	117.236	300	.391		
	Total	123.250	304			
Consumers attitude	Between Groups	2.260	4	.565	2.496	.043
	Within Groups	67.884	300	.226		
	Total	70.144	304			

Source: - Own survey result, 2017

4.9.4 Underlying Factors of Purchase Intention Based on nature of employment

The results of the analysis are presented in Table 4.15. From the five factors significance difference between natures of employment is observed with regard to four factors (fashion involvement, past experience, social status and consumers' attitude). As table 4.15 shows different employment groups perceive fashion involvement, past experience, social status and consumers' attitude differently at F=6.359, 7.129, 7.608, and 4.316 with p<0.05. For past experience, social status and consumers' attitude the highest mean score is business people which might indicate that those respondents give more attention for these variables when they buy cultural fashion clothes.

On the other hand, for the remaining one factor (value consciousness), the result shows that there is no significant mean difference between different employment groups.

Table 4.16: One Way ANOVA between nature of employment and Factors Perceived to be Important in Purchase Intention

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	9.934	3	3.311	6.359	.001
	Within Groups	156.728	301	.521		
	Total	166.662	304			
Value consciousness	Between Groups	1.402	3	.467	1.148	.330
	Within Groups	122.537	301	.407		
	Total	123.939	304			
past experience	Between Groups	8.699	3	2.900	7.129	.001
	Within Groups	122.425	301	.407		
	Total	131.123	304			
social status	Between Groups	8.687	3	2.896	7.608	.001
	Within Groups	114.564	301	.381		
	Total	123.250	304			
consumers attitude	Between Groups	2.893	3	.964	4.316	.005
	Within Groups	67.251	301	.223		
	Total	70.144	304			

Source: - Own survey result, 2017

CHAPTER FIVE

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 investigate the factors that are perceived to be important in influencing consumers purchase intention of cultural fashion clothes in Addis Ababa, Ethiopia. More specifically, in this study five factors are assumed to be more important in influencing consumers purchase intention. The study, as a result, found that the purchase intention of cultural fashion clothes is based on many factors.

The results of this study also show the association between all independent variables and purchase intention towards cultural fashion clothes. Furthermore, the examination of the results of regression analysis indicated those factors, consumer's attitude, fashion involvement, social status, past experience, and value consciousness positively affect consumers' purchase intention depending on their order of importance from most determinant factor to the least. From this finding, it can be concluded that consumers' attitude is the most important element which highly influence the consumers' buying behavior. This research discovered that the attitude elements are the most important factor to influence the consumer's purchase decision.

Next to consumers' attitude, most consumers purchase cultural fashions for their fashion involvement. It is the involvement of a consumer about the overall excellence and superiority of their fashion which is directly related to his/her purchase intention. Fashion involvement is a good indicator of fashion fallowness which definitely determines consumers purchase intention.

The study also revealed that social influence is an important criterion in consumers' purchasing cultural fashion clothes. This may indicate that people consume cultural fashion clothes for the social status they had with in society as these products reflect their personality.

The regression analysis revealed that past experience had significant effect on purchase intention of cultural fashion clothes. That is people give more attention for their experience, familiarity and knowledge in purchasing of cultural fashion clothes.

This finding also indicates that most people are value sensitive that they would ensure to getting best value for money during the purchasing process of cultural fashion clothes. Therefore perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value.

Therefore looking at the influence of each independent variable revealed that all five independent variables significantly predict purchase intention towards cultural fashion clothes.

The finding of the study shows that there is a significance difference between consumers of cultural fashion clothes who belong to different age groups with regard to social influence and consumers' attitude. Adult age people may believe that cultural fashion clothes reflect their personality. The finding of the study had also revealed that there is a significance difference between consumers of cultural fashion clothes who belong to different education levels with regard to fashion involvement and past experience. The study also concludes that there is significant difference between the respondents' income and employment groups and the factors they consider to be important in influencing their purchase intention. Fashion involvement, past experience, social status and consumers' attitude perceived differently among different respondents with different income and employment groups. This result also indicates that past experience and attitude is perceived to be important in forming purchase intention by female consumers than male cultural fashion clothes consumers.

5.3 Conclusion

This study was designed and carried out in order to identify underlying determinant factors that are perceived to be important in forming purchase intention of cultural fashion clothes in Addis Ababa. According to the study findings, all factors identified: consumers' attitude, fashion involvement, social status, past experience and value consciousness were found critical factors

that consumers of cultural fashion clothes perceive to be important in influencing their purchase intention. Therefore, we can conclude:

- People wear cultural fashion clothes because of comfort and recognition that they give.
- People wear cultural fashion clothes to look attractive and to impress other people.
- People buy cultural fashion clothes because they provide more value for money and because of their good quality.
- Wearing the same type of cultural clothes makes people bored. They like to wear new and fashionable cultural clothes.
- People get influenced by past knowledge, familiarity and experience they have with cultural fashion clothes.
- Fashion, family and friends influence the choice of cultural apparels.

5.3. Recommendations

This study investigated the influential variables of consumer oriented cues that motivate consumers' purchase intention towards cultural fashion clothes. 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 purchase intention. The recommendations given are the following:

- Based on this result, cultural fashion producers have to put in more effort to create an attractive and favorable attitude building by producing the products in a way fitting with consumer's interest and well being. It is well acknowledged that consumers' product preferences may be based on their attitude attributes and hence, favorable attitude towards cultural fashion clothes is essential for the success of a product.

- Consumers' fashion involvement becomes an influential factor, when they want to buy a product. Therefore marketers' of cultural fashion should invent new forms of fashions and provide more fashions and fashion news for their customers.

- Consumers past experience is also other determining factor in influencing consumers purchase intention of cultural fashion clothes. In line with this providers of cultural

fashion clothes should give more attention for all products and attributes all the time in order to win confidence, familiarity, knowledge and experience of consumers.

➢ Consumer's social status is also other major determining factor in influencing consumers purchase intention of cultural fashion clothes. Marketers of cultural fashion clothes had to give more attention for the status and positioning decisions of their products so as to enhance the social status of peoples wearing cultural fashion clothes.

➢ In fact, many researchers considered value consciousness an important factor for marketing companies (Pura, 2005). It is because perceived value can be a differentiation and competitiveness to a company. Furthermore, consumers can change their attitudes and feelings from judging a product through advertising to product and create perceived value. Thus, if consumers can get trustworthy value in the process of product consumption, it will create a good product image, loyalty, profit and competiveness to a business.

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. If the random sampling was used, it would contribute a higher credibility of the results. Moreover, since the majority of the respondents are well educated, females and youngsters, generalization to other groups might not be applicable.

The study is conducted at single point in time. In order to have more reliable responses from customers of cultural fashion clothes so as to determine their purchase intention time series data would better.

While the study relates to the factors that consumers perceive to be important in considering purchase intention of cultural fashion clothes, it has only focused on five factors (fashion involvement, value consciousness, past experience, social status, and consumers' attitude). As per different researches in different times, so many other factors can enhance consumers purchase intention towards 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 intention in order to be able to dig deeper insights and information.

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Appendix I

Dear respondents,

First I would like to say thank you, for your kind cooperation to give your honest and accurate response. Currently I am working on my master's degree in marketing management in Addis Ababa university school of commerce. This questionnaire is prepared for the purpose of my research which is used for partial fulfillment of the requirement of the degree of masters of art in marketing management.

The aim of this research is to investigate factors that affect consumers' purchase intention of cultural fashion clothes. The finding of this research is expected to contribute in identifying significant factors that can be successful in forming positive attitudes of consumers that derives them to purchase which in turn benefits designers, producers and retailers of cultural fashion clothes.

Finally I would like to assure you that, this questionnaire will be used only for academic purpose and the information you provide will be kept confidential. Please make sure that you provide your response accurately and if you find any problem regarding the questions don't hesitate to contact me on +251912843182.

Thank you in advance for your time and kind cooperation!

Section 1: General Information

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

1) What is your gender? 1. Male   2. Female

2) Which age category are you?

  1. 18-25   2. 26-35   3. 36-45   4. 46 and above

3) Which category describes your educational

  level?

  1 . No education   2.Elementary completed   3.High School

  Graduate   4. Diploma   5.First Degree

  6.Masters and above

4) Which category describes your marital status?

  1. Single   2.Married

3.Divorce

5) What is your employment status?

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

6) Which category describes your monthly income?

1 . B e l o w 1 0 0 0   2 . Birr 1,000- 2,000   3. Birr 2,001-4,000

4. Birr 4,001- 7,000   5. Birr 7,001-10,000   6.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. Less than 1000 or none   2. 1001- 2000   3. 2001- 4000   4. 4001-7000

5. 7001-10,000   6. Birr 10,001 and above

Section2 Consumer oriented variables: Please indicate your response to each question by choosing the number that best describes your feelings and opinions about each question.

1.Fashion involvement	Strongly disagree(1)	disagree(2)	neutral(3)	agree(4)	Strongly agree(5)
1. In general, I buy cultural fashion clothes earlier in the season than most.	1	2	3	4	5
2. I give a great deal of information about new cultural fashion clothes to my friends.	1	2	3	4	5
3. I am more interested in cultural fashion clothes than others are.	1	2	3	4	5
4. Compared with most others, I am more likely to be asked for advice about new cultural fashion clothes than most.	1	2	3	4	5
5. I read fashion news regularly and try to keep my wardrobe up to date with fashion trends.	1	2	3	4	5
2.value consciousness	Strongly disagree (1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. When making purchase decision, I compare the prices of different brands to be sure I get the best value for the money.	1	2	3	4	5
2. I always check the prices to be sure I get the best value for the money I spend.	1	2	3	4	5
3. I am very concerned about low prices, but I am equally concerned about product quality.	1	2	3	4	5
4. I generally shop around for lower prices, but they still must meet certain quality requirements before I buy them.	1	2	3	4	5
5. When I buy products, I like to be sure that I	1	2	3	4	5

am getting my money's worth.					
3. past experience	(1)strongly disagree	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
I am familiar with cultural fashion clothes I purchased or expect to purchase.	(1)	2	3	4	5
2. I am experienced with cultural fashion clothes I purchased or expect to purchase.	1	2	3	4	5
3. I am knowledgeable with cultural fashion clothes I purchase or expect to purchase.	1	2	3	4	5
4.Social influence	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
1. I would be proud to own cultural fashion clothes.	1	2	3	4	5
2. I would buy cultural fashion clothes just because it has status.	1	2	3	4	5
3. I would pay more for a cultural fashion clothes if it had status.	1	2	3	4	5
5.Attitude	Strongly disagree(1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. Buying cultural fashion clothes makes me feel good.	1	2	3	4	5
2. I love it when cultural fashion clothes are available for the product categories I purchase.	1	2	3	4	5
3. Cultural fashion clothes are appealing to me.	1	2	3	4	5
4. Cultural fashion clothes are favorable to me.	1	2	3	4	5
5. Cultural fashion clothes are good to me.	1	2	3	4	5
6. Cultural fashion clothes are valuable to me.	1	2	3	4	5

Section 3 **Purchase intentions**: The questions below ask about your purchase intentions regarding traditional fashion products. Please indicate your responses to each question by choosing the number that best describes your feelings and opinions about each question.

Purchase intention	Strongly disagree(1)	(2)disagree	(3)neutral	(4)agree	(5)strongly agree
1. I would like to buy cultural fashion clothes the next time I go shopping.	1	2	3	4	5
2. If I find cultural fashion clothes the next time I go shopping, I will buy it.	1	2	3	4	5
3. I would make a special effort to buy cultural fashion clothes.	1	2	3	4	5
4. The likelihood of purchasing traditional fashion products is likely high.	(1)	2	3	4	5
5.My willingness to buy traditional fashion products is high	1	2	3	4	5

ተጫማሪ መግለጫ ሀ

ውድ መላሾች

በመጀመሪያ ደረጃ እናንተ ማለት የምፈልገው ነገር ቢኖር ስለ ታማኝ እና ትክክለኛ ምላሻችሁን ለመስጠት ስላደረጋችሁት ትብብር አመሰግናለሁ በሁኑ ሰአት በአዲስ አበባ ዩኒቨርስቲ በኮሜርስ የትምህርት ክፍል በማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪዬን እየሰራሁ እገኛለሁ። ይህ መጠየቅ የተዘጋጀው በማርኬቲንግ ማኔጅመንት የማስተርስ ኦፍ አርት ለመስራት በምሰራው ጥናት ላይ በከፊል ማሟያነት አላማ ነው።

የዚህ ጥናት አላማ የደንበኞች የባህላዊ ፋሽን ልብሶችን ለመግዛት ያላቸው አላማ ለመመርመር ነው። የዚህ ጥናት ግኝቶች የባህላዊ ልብስ ዲዛይነሮችን፣ አምራቾችን እና ቸርቻሪዎችን የሚጠቅም ግብር ለመሳብ ስኬታማ የሆኑ ጠቃሚ ምክንያቶችን ለመለየት አስተዋጽኦ እንደሚያደርግ ይጠበቃል።

በመጨረሻም ላረጋግጥላችሁ የምፈልገው ነገር ይህ መጠይቅ ጥቅም ላይ የሚውለው ለትምህርታዊ አላማ ብቻ ሲሆን እርሶ የሚሰጡት መረጃ ሚስጥራዊ ሆኖ ይያዛል። እባክዎትን ምላሾዎትን በትክክል ለመስጠትም እርግጠኛ ይሁኑ እንዲሁም ጥያቄዎችን በተመለከተ ማናቸውም ችግር ካገኙ በ+251 91 28 43 182 እኔን ለማግኘት አይጠራጠሩ።

ስለ ሰጡኝ ግዜ እና መልካም ትብብርዎ በቅድሚያ አመሰግናለሁ

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ክፍል 1 ጠቅላላ እና የህዝብ መረጃ

አቅጣጫ፡ - እባክዎትን ትክክለኛውን አማራጭ ቁጥሩን በማክበብ ይምረጡ

1. ጾታታዎ ምንድን ነው ? 1. ወንድ   2. ሴት

2. ከየትኛው የእድሜ ክልል ነዎት ?

     1. 18 - 25   2. 26 - 35   3. 36 - 45   4.46 እና ከዚያ በላይ

3. የትኛው ምድብ ነው የእርሶን የትምህርት ደረጃ የሚገልጸው ?
     1 ምንም አልተማርኩም   2 የመጀመሪያ ደረጃ ትምህርት ጨርሻለሁ
     3 ሁለተኛ ደረጃ ጨርሻለሁ   4 ዲፕሎማ
     5 የመጀመሪያ ዲግሪ   6 ማስተርስ እና ከዚያ በላይ

4. የትኛው ምድብ ነው የእርሶን የጋብቻ ሁኔታ የሚገልጸው ?
     1 ያላገባ   2 ያገባ   3 ፈት

5. የእርሶ የስራ ሁኔታ ምንድን ነው ?
     1 ስራ አጥ   2 ተቀጣሪ   3 የግል ስራ   4 ሌላ _____

6. የእርሶን ወርሃዊ ገቢ የሚገልጸው የትኛው ነው ?
     1 ከብር 1000 — 2000   2 ከብር 2001 — 4000
     3 ከብር 4001 — 7000   4 7001 — 10000
     5 ከብር 10,001 እና ከዚያ በላይ

7. በአመት በአልባሳት እና በእቃዎች ላይ ምን ያህል በአማካኝ ያወጣሉ ? እባክዎትን
     አንዱን ይምረጡ
     1 ከ1000 በታች ወይም ምንም የለም   2 1000 — 2000
     3 2001 — 4000   4 4001 — 7000
     5 7001 — 10,001   6 ከብር 10,001 እና ከዚያ በላይ

ክፍል 2 ፦ ደንበኛ ተኮር የተለያዩ እና የግንፈር ፍላጎት

አቅጣጫ:- እባክዎትን በሚክተሉት አረፍተ ነገሮች ላይ የሚስማሙበት/የማይስማሙበት ደረጃ ያመልክቱ። በጣም አልስማምም የሚይዘው ነጥብ ዝቅተኛውን 1 ነጥብ ሲሆን በጣም እስማማለሁ ደግሞ ከፍተኛውን ነጥብ 5 ነው እባክዎትን በዚህ መሰረት የ✓ ያስቀምጡ።

I. ፋሽን ላይ ያሉትን ተሳትፎ	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. የፋሽን ዜናዎችን በመደበኛነት አነባለሁ እንዲሁም ቄም ሳጥኔን በቅርብ ግዜ ፋሽን እሞላለሁ።	1	2	3	4	5
2. ለጓደኞቼ ስለ አዳዲስ የባህል የፋሽን ልብሶች ሰሬ መረጃ እሰጣለሁ።	1	2	3	4	5
3. ከሌሎች ይልቅ በባህላዊ የፋሽን ልብሶች ላይ የበለጠ ፍላጎት አለኝ።	1	2	3	4	5
4. ከብዙ ሌሎች ጋር ሲወዳደር ከሌሎች ይልቅ ስለ አዳዲስ የባህል የፋሽን ልብሶች ምክር እጠይቃለሁ።	1	2	3	4	5
5. በአጠቃላይ የባህል የፋሽን ልብሶችን በወቅቱ ከሌሎች ይልቅ ቀድሜ እገዛለሁ።	1	2	3	4	5
II. የምስማማበት ዋጋ	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. የመግዛት ውሳኔ ሳደርግ ለገንዘቡ የሚመጥን ምርጥ የሆነ ለማግኘት የተለያዩ የንግድ ምልክቶችን ዋጋ አወዳድራለሁ።	1	2	3	4	5
2. ላወጣሁት ገንዘብ የሚመጥን ማግኘቴን እርግጠኛ ለመሆን ምን ግዜም ዋጋዎችን አረጋግጣለሁ።	1	2	3	4	5
3. በዝቅተኛ ዋጋ መግዛት እንድችል በጣም የምፈልግ ሲሆን ነገር ግን ስለ ምርቱ ጥራት በእኩል ደረጃ ትኩረት እሰጣለሁ።	1	2	3	4	5

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4. እኔ በአጠቃላይ በዝቅተኛ ዋጋ የምገዛ ሲሆን ከመግዛቴ በፊት የተወኑ የጥራት መስፈርቶችን መሟላት ያለባቸው መስፈርቶች አሉ።	1	2	3	4	5
5. ምርቶችን ስገዛ ገንዘቤን የሚመጥን ምርት ማግኘቴን እርግጠኛ መሆን እወዳለሁ።	1	2	3	4	5
III. ያለፈ ልምዴ	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. ስለገዛኋቸው ወይም ልገዛቸው ስላሰብኳቸው የባህል የፋሽን ልብሶች አውቃለሁ።					
2. ስለገዛኋቸው ወይም ልገዛቸው ስላሰብኳቸው የባህል የፋሽን ልብሶች ልምድ አለኝ።					
3. ስለገዛኋቸው ወይም ልገዛቸው ስላሰብኳቸው የባህል የፋሽን ልብሶች እውቀት አለኝ።					
IV. ማህበራዊ ተጽኖ	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. የባህል የፋሽን ልብሶች ያለኝ ስለሆን እኮራለሁ።					
2. የባህል የፋሽን ለብሶችን የምገዛው ክብር ስላላቸው ነው።					
3. ክብር ያላቸው ቢሆን ኖሮ የባህል የፋሽን ልብሶችን የበለጠ እከፍል ነበር።					
V. አመለካከት	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. የባህል የፋሽን ልብሶችን መግዛት ጥሩ እንዲሰማኝ ያደርጋል።	1	2	3	4	5

2. ከገዛኋቸው የምርት አይነቶች ውስጥ የባህል የፋሽን ልብሶች ሲኖሩ እወዳለሁ።	1	2	3	4	5
3. የባህል የፋሽን ልብሶች ይስቡኛል።	1	2	3	4	5
4. የባህል የፋሽን ልብሶች ምርጫዎቼ ናቸው።	1	2	3	4	5
5. የባህል የፋሽን ልብሶች ለእኔ ጥሩ ናቸው።	1	2	3	4	5
6. የባህል የፋሽን ልብሶች ለእኔ ዋጋ አላቸው።	1	2	3	4	5
VI. የመግዛት ፍላጎት	በጣም አልስማማም (1)	አልስማማም (2)	ከዚህ ውጪ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1. በሚቀጥለው ግዜ ወደ ሱቅ ለመግዛት ስሄድ የባህል ልብሶችን እገዛለሁ።	1	2	3	4	5
2. በሚቀጥለው ግዜ ወደ ሱቅ ለመግዛት ስሄድ የባህል ልብሶችን ካገኘሁ እገዛለሁ።	1	2	3	4	5
3. የባህል የፋሽን ልብሶችን ለመግዛት የተለየ ጥረት አደርጋለሁ።	1	2	3	4	5
4. የባህል የፋሽን ልብሶችን መግዛት ያለኝ አጋጣሚ ከፍተኛ ነው።	(1)	2	3	4	5
5. የባህል ፋሽኖችን ለመግዛት ያለኝ ፍላጎት ከፍተኛ ነው።	1	2	3	4	5

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Appendix II

SPSS output

A) Linearity test of independent variables with dependent variable

purchase intention / fashion involvment

purchase intention

purchase intention

81

purchase intention

purchase intention

Legend: ○ Observed — Linear

X-axis: consumers attitude

B) Normality plots

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: purchase intention
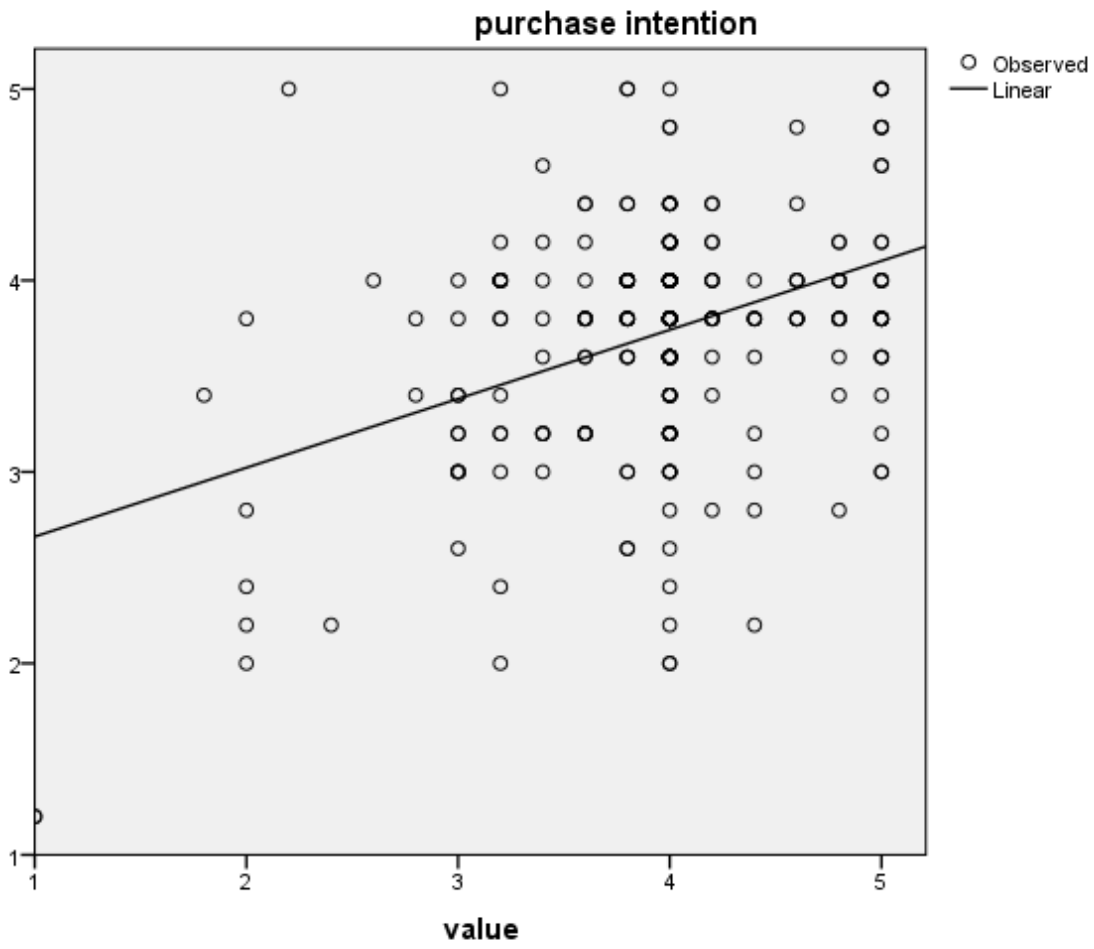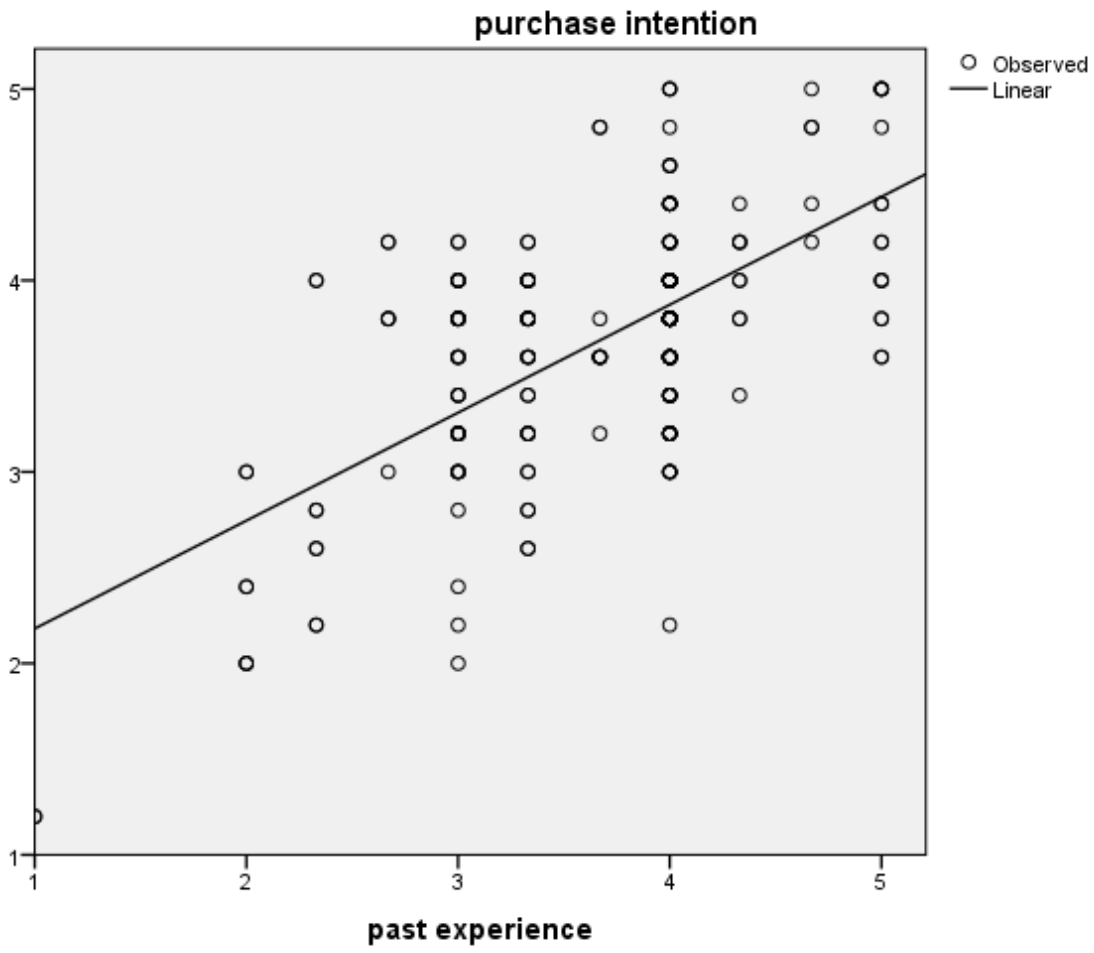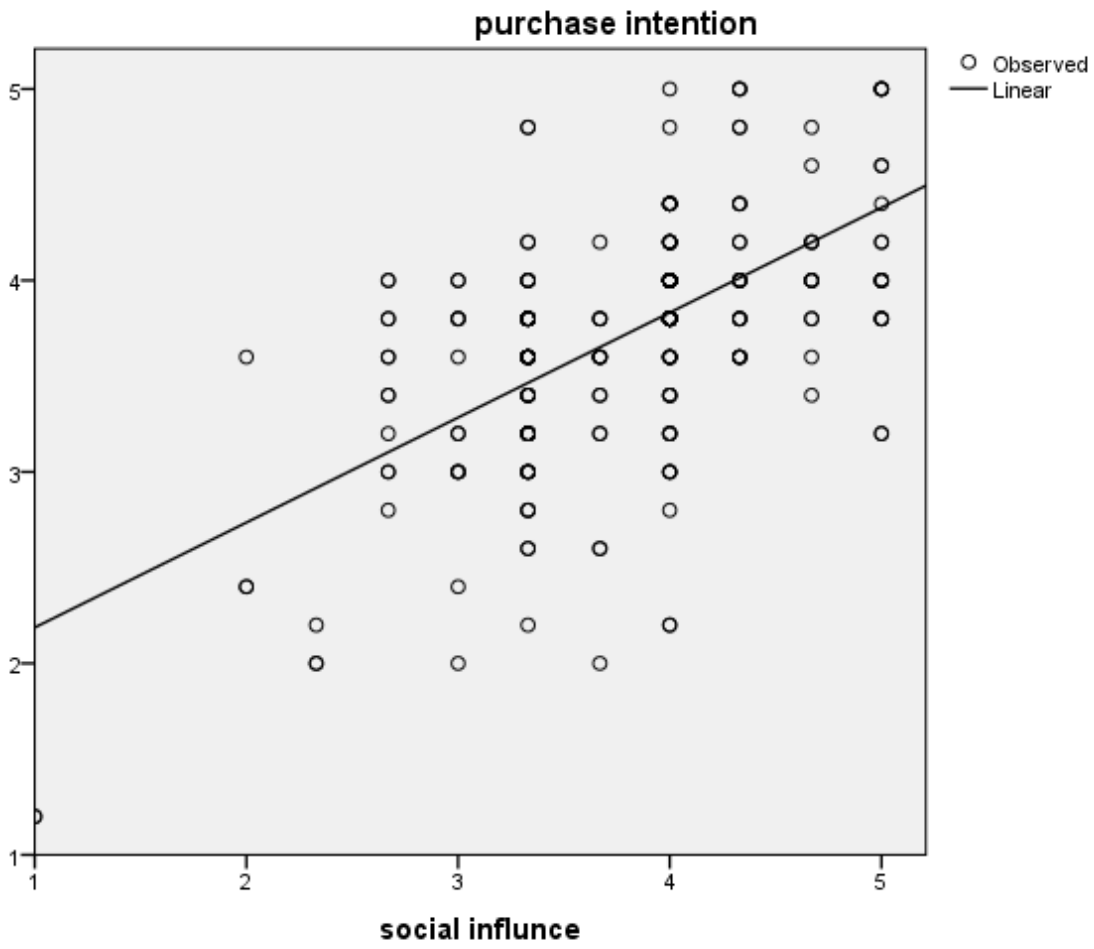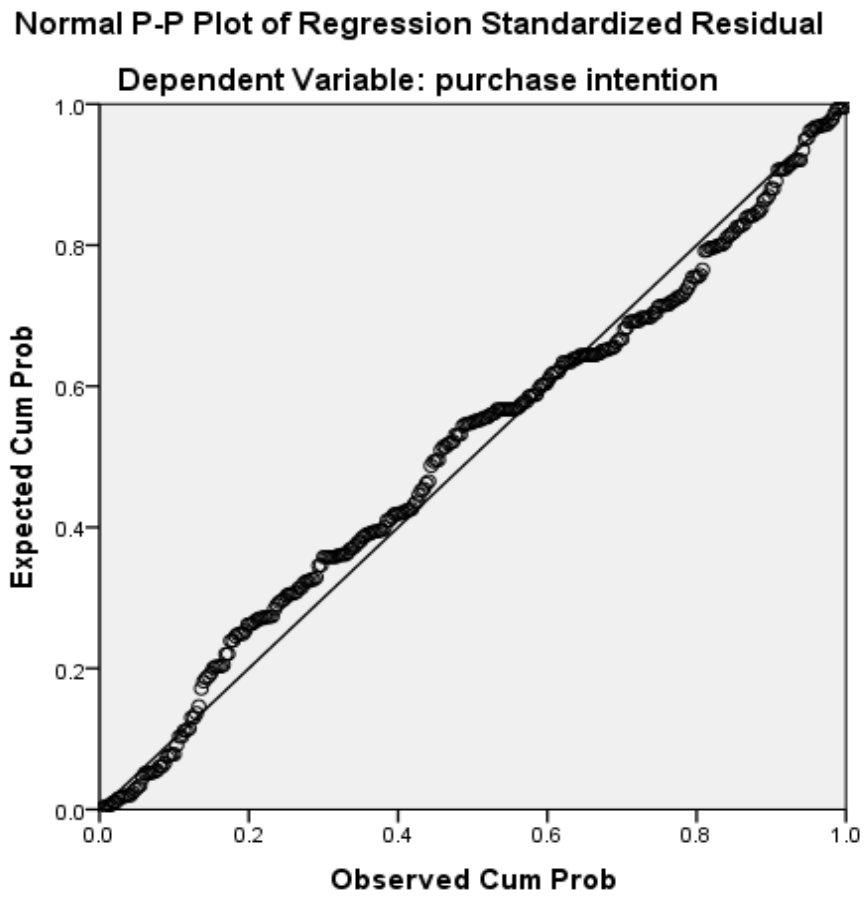
Histogram

Dependent Variable: purchase intention

Mean = 9.64E-15
Std. Dev. = 0.992
N = 305
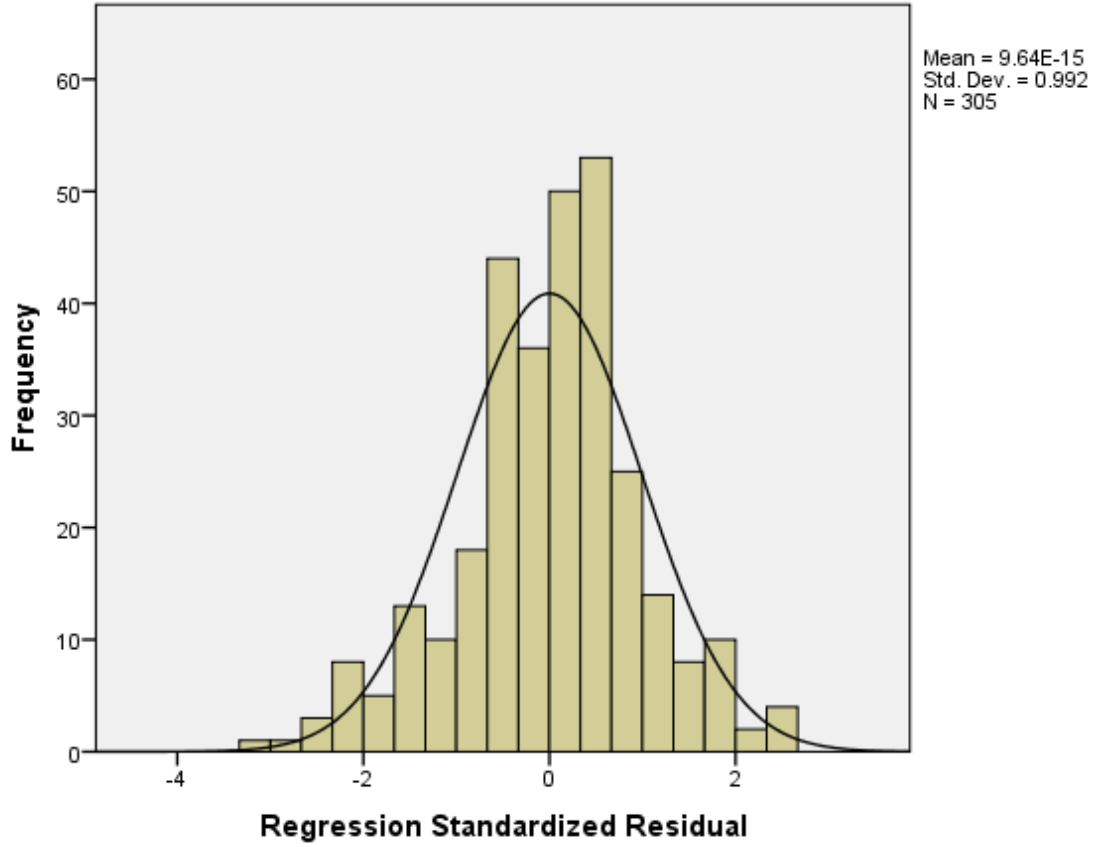
c) **Independent sample t-test based on gender**

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
fashion involvement	Equal variances assumed	.018	.893	-5.088	303	.000	-.425	.083	95% Confidence Interval of the Difference
	Equal variances not assumed			-5.074	251.944	.000	-.425	.084	95% Confidence Interval of the Difference
value	Equal variances assumed	1.037	.309	-.626	303	.532	-.047	.075	95% Confidence Interval of the Difference
	Equal variances not assumed			-.602	221.319	.548	-.047	.078	95% Confidence Interval of the Difference
past experience	Equal variances assumed	29.021	.000	-3.738	303	.000	-.282	.075	95% Confidence Interval of the Difference
	Equal variances not assumed			-3.445	188.142	.001	-.282	.082	95% Confidence Interval of the Difference
social influnce	Equal variances assumed	1.169	.280	-2.098	303	.037	-.156	.074	95% Confidence Interval of the Difference
	Equal variances not assumed			-2.032	226.776	.043	-.156	.077	95% Confidence Interval of the Difference

Independent Samples Test based on gender

consumers attitude	Equal variances assumed	26.316	.000	-3.601	303	.000	-.199	.055	95% Confidence Interval of the Difference
	Equal variances not assumed			-3.218	167.709	.002	-.199	.062	95% Confidence Interval of the Difference
purchase intention	Equal variances assumed	27.379	.000	-2.541	303	.012	-.174	.068	95% Confidence Interval of the Difference
	Equal variances not assumed			-2.294	174.035	.023	-.174	.076	95% Confidence Interval of the Difference

Group Statistics					
what is your gender?		N	Mean	Std. Deviation	Std. Error Mean
fashion involvement	male	120	3.19	.717	.065
	female	185	3.62	.708	.052
value	male	120	3.93	.708	.065
	female	185	3.97	.590	.043
past experience	male	120	3.57	.788	.072
	female	185	3.85	.528	.039
social influence	male	120	3.71	.690	.063
	female	185	3.87	.593	.044
consumers attitude	male	120	3.75	.617	.056
	female	185	3.95	.345	.025
purchase intention	male	120	3.62	.747	.068
	female	185	3.79	.445	.033

D) Underlying factors of purchase intention based on age

Descriptives based on age						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
fashion involvement	18-25	109	3.42	.646	.062	3.30	3.54	2	5
	26-35	127	3.39	.783	.069	3.25	3.52	1	5
	36-45	55	3.63	.803	.108	3.41	3.85	2	5

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
	above 46	14	3.53	.734	.196	3.10	3.95	2	5
	Total	305	3.45	.740	.042	3.37	3.53	1	5
Value consciousness	18-25	109	3.95	.545	.052	3.84	4.05	2	5
	26-35	127	3.94	.705	.063	3.82	4.07	1	5
	36-45	55	3.97	.673	.091	3.79	4.16	2	5
	above 46	14	4.03	.592	.158	3.69	4.37	3	5
	Total	305	3.95	.639	.037	3.88	4.03	1	5
past experience	18-25	109	3.66	.517	.050	3.56	3.76	2	4
	26-35	127	3.72	.799	.071	3.58	3.86	1	5
	36-45	55	3.93	.524	.071	3.79	4.07	3	5
	above 46	14	3.69	.576	.154	3.36	4.02	3	4
	Total	305	3.74	.657	.038	3.66	3.81	1	5
social status	18-25	109	3.67	.495	.047	3.57	3.76	2	5
	26-35	127	3.79	.727	.064	3.67	3.92	1	5
	36-45	55	4.02	.637	.086	3.85	4.19	3	5
	above 46	14	**4.14**	.407	.109	3.91	4.38	4	5
	Total	305	3.80	.637	.036	3.73	3.88	1	5
consumers attitude	18-25	109	3.81	.327	.031	3.75	3.87	3	5
	26-35	127	3.86	.618	.055	3.75	3.97	1	5
	36-45	55	**4.03**	.362	.049	3.94	4.13	3	5
	above 46	14	3.81	.333	.089	3.62	4.00	3	4
	Total	305	3.87	.480	.028	3.82	3.92	1	5
purchase intention	18-25	109	3.62	.433	.041	3.54	3.70	2	4
	26-35	127	3.77	.695	.062	3.64	3.89	1	5
	36-45	55	3.86	.549	.074	3.71	4.01	3	5
	above 46	14	3.64	.628	.168	3.28	4.01	2	4
	Total	305	3.73	.588	.034	3.66	3.79	1	5

ANOVA based on age

		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	2.445	3	.815	1.494	.216
	Within Groups	164.217	301	.546		
	Total	166.662	304			
Value consciousness	Between Groups	.126	3	.042	.102	.959
	Within Groups	123.813	301	.411		
	Total	123.939	304			

past experience	Between Groups	2.640	3	.880	2.061	.105
	Within Groups	128.484	301	.427		
	Total	131.123	304			
social status	Between Groups	6.218	3	2.073	5.330	.001
	Within Groups	117.033	301	.389		
	Total	123.250	304			
consumers attitude	Between Groups	1.960	3	.653	2.884	.036
	Within Groups	68.183	301	.227		
	Total	70.144	304			
purchase intention	Between Groups	2.433	3	.811	2.379	.070
	Within Groups	102.583	301	.341		
	Total	105.016	304			

E) Underlying factors of purchase intention and educational groups

Descriptives based on education

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
fashion involvement	no education	2	2.00	0.000	0.000	2.00	2.00	2	2
	elementary completed	12	3.27	.561	.162	2.91	3.62	2	4
	high school graduate	42	3.52	.510	.079	3.36	3.68	2	4
	Diploma	60	3.55	.719	.093	3.37	3.74	2	5
	Degree	150	3.33	.759	.062	3.21	3.45	1	5
	masters and above	39	3.80	.793	.127	3.54	4.06	2	5
	Total	305	3.45	.740	.042	3.37	3.53	1	5
Value consciousness	no education	2	4.50	.707	.500	-1.85	10.85	4	5
	elementary completed	12	3.93	.287	.083	3.75	4.12	3	4

	high school graduate	42	4.08	.502	.077	3.92	4.24	3	5
	Diploma	60	4.03	.624	.081	3.87	4.19	2	5
	Degree	150	3.87	.702	.057	3.76	3.98	1	5
	masters and above	39	3.99	.586	.094	3.80	4.18	3	5
	Total	305	3.95	.639	.037	3.88	4.03	1	5
past experience	no education	2	3.50	.707	.500	-2.85	9.85	3	4
	elementary completed	12	3.67	.681	.197	3.23	4.10	3	5
	high school graduate	42	3.83	.455	.070	3.68	3.97	3	5
	Diploma	60	3.90	.360	.046	3.81	3.99	3	5
	Degree	150	3.58	.759	.062	3.46	3.70	1	5
	masters and above	39	4.03	.616	.099	3.83	4.23	3	5
	Total	305	3.74	.657	.038	3.66	3.81	1	5
social status	no education	2	3.50	.707	.500	-2.85	9.85	3	4
	elementary completed	12	3.89	.626	.181	3.49	4.29	3	5
	high school graduate	42	3.76	.479	.074	3.61	3.91	3	5
	Diploma	60	3.92	.603	.078	3.77	4.08	2	5
	Degree	150	3.71	.681	.056	3.60	3.82	1	5
	masters and above	39	4.02	.612	.098	3.82	4.22	3	5
	Total	305	3.80	.637	.036	3.73	3.88	1	5
consumers attitude	no education	2	4.00	0.000	0.000	4.00	4.00	4	4
	elementary completed	12	3.90	.446	.129	3.62	4.19	3	5
	high school graduate	42	3.89	.217	.033	3.83	3.96	4	4
	Diploma	60	4.03	.283	.037	3.95	4.10	3	5
	Degree	150	3.79	.600	.049	3.70	3.89	1	5
	masters and above	39	3.89	.371	.059	3.77	4.01	3	5
	Total	305	3.87	.480	.028	3.82	3.92	1	5
purchase	no education	2	3.00	0.000	0.000	3.00	3.00	3	3

intention		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
intention	elementary completed	12	3.80	.758	.219	3.32	4.28	2	5
	high school graduate	42	3.81	.246	.038	3.73	3.89	3	5
	Diploma	60	3.81	.455	.059	3.70	3.93	3	5
	Degree	150	3.63	.662	.054	3.52	3.73	1	5
	masters and above	39	3.90	.608	.097	3.70	4.09	2	5
	Total	305	3.73	.588	.034	3.66	3.79	1	5

ANOVA based on education level

		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	12.363	5	2.473	4.791	.000
	Within Groups	154.300	299	.516		
	Total	166.662	304			
Value consciousness	Between Groups	2.747	5	.549	1.356	.241
	Within Groups	121.192	299	.405		
	Total	123.939	304			
past experience	Between Groups	9.232	5	1.846	4.529	.001
	Within Groups	121.891	299	.408		
	Total	131.123	304			
social status	Between Groups	4.203	5	.841	2.111	.064
	Within Groups	119.047	299	.398		
	Total	123.250	304			
consumers attitude	Between Groups	2.484	5	.497	2.195	.055
	Within Groups	67.660	299	.226		
	Total	70.144	304			
purchase intention	Between Groups	4.537	5	.907	2.700	.021

							95% Confidence Interval for Mean			
					Std.		Lower	Upper		
		N	Mean	Std. Deviation	Std. Error	Bound	Bound		Minimum	Maximum

	Within Groups	100.479	299	.336
	Total	105.016	304	

F) Underlying factors of purchase intention and income groups

Descriptives based on income level

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
fashion involvement	1001-2000	3	3.67	.577	.333	2.23	5.10	3	4
	2001-4000	74	3.25	.777	.090	3.07	3.43	1	5
	4001-7000	113	3.37	.727	.068	3.23	3.50	2	5
	7001-10000	46	3.63	.662	.098	3.43	3.82	2	5
	above 10000	69	**3.68**	.706	.085	3.51	3.85	2	5
	Total	305	3.45	.740	.042	3.37	3.53	1	5
Value consciousness	1001-2000	3	3.73	.643	.371	2.14	5.33	3	4
	2001-4000	74	3.89	.768	.089	3.72	4.07	1	5
	4001-7000	113	3.91	.574	.054	3.81	4.02	2	5
	7001-10000	46	3.99	.418	.062	3.86	4.11	3	5
	above 10000	69	4.07	.704	.085	3.90	4.24	2	5
	Total	305	3.95	.639	.037	3.88	4.03	1	5
past experience	1001-2000	3	3.67	.577	.333	2.23	5.10	3	4
	2001-4000	74	3.63	.702	.082	3.46	3.79	1	5
	4001-7000	113	3.68	.640	.060	3.56	3.80	2	5
	7001-10000	46	3.86	.650	.096	3.66	4.05	2	5
	above 10000	69	3.88	.621	.075	3.73	4.03	2	5
	Total	305	3.74	.657	.038	3.66	3.81	1	5
social status	1001-2000	3	3.56	.768	.443	1.65	5.46	3	4
	2001-4000	74	3.62	.676	.079	3.46	3.78	1	5
	4001-7000	113	3.80	.607	.057	3.69	3.92	2	5
	7001-10000	46	3.79	.469	.069	3.65	3.93	3	5
	above 10000	69	4.02	.680	.082	3.86	4.19	2	5
	Total	305	3.80	.637	.036	3.73	3.88	1	5
consumers attitude	1001-2000	3	4.00	0.000	0.000	4.00	4.00	4	4
	2001-4000	74	3.77	.575	.067	3.64	3.91	1	5
	4001-7000	113	3.83	.455	.043	3.75	3.92	2	5
	7001-10000	46	3.91	.323	.048	3.82	4.01	3	5
	above 10000	69	4.01	.484	.058	3.89	4.12	3	5
	Total	305	3.87	.480	.028	3.82	3.92	1	5

ANOVA based on income groups

		Sum of Squares	df	Mean Square	F	Sig.
fashion involvement	Between Groups	8.943	4	2.236	4.253	.002
	Within Groups	157.719	300	.526		
	Total	166.662	304			
Value consciousness	Between Groups	1.566	4	.392	.960	.430
	Within Groups	122.373	300	.408		
	Total	123.939	304			
past experience	Between Groups	3.361	4	.840	1.973	.099
	Within Groups	127.762	300	.426		
	Total	131.123	304			
social status	Between Groups	6.014	4	1.504	3.847	.005
	Within Groups	117.236	300	.391		
	Total	123.250	304			
consumers attitude	Between Groups	2.260	4	.565	2.496	.043
	Within Groups	67.884	300	.226		
	Total	70.144	304			

E) Underlying factors of purchase intention and employment groups

Descriptives based on employment groups

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
fashion involvement	unemployed	6	3.40	.593	.242	2.78	4.02	3	4
	employed	168	3.29	.728	.056	3.18	3.40	1	5
	business	125	3.64	.732	.065	3.51	3.77	2	5
	others	6	3.87	.207	.084	3.65	4.08	4	4
	Total	305	3.45	.740	.042	3.37	3.53	1	5
Value	unemployed	6	3.67	.516	.211	3.12	4.21	3	4

concsiouesness	employed	168	3.92	.714	.055	3.81	4.03	1	5
	business	125	4.02	.534	.048	3.93	4.12	2	5
	others	6	3.83	.367	.150	3.45	4.22	3	4
	Total	305	3.95	.639	.037	3.88	4.03	1	5
past experience	unemployed	6	3.67	.516	.211	3.12	4.21	3	4
	employed	168	3.59	.739	.057	3.48	3.70	1	5
	business	125	3.94	.483	.043	3.85	4.02	3	5
	others	6	3.72	.444	.181	3.26	4.19	3	4
	Total	305	3.74	.657	.038	3.66	3.81	1	5
social status	unemployed	6	3.50	.586	.239	2.88	4.12	3	4
	employed	168	3.67	.669	.052	3.57	3.77	1	5
	business	125	4.00	.543	.049	3.91	4.10	3	5
	others	6	3.78	.543	.222	3.21	4.35	3	4
	Total	305	3.80	.637	.036	3.73	3.88	1	5
consumers attitude	unemployed	6	3.86	.428	.175	3.41	4.31	3	4
	employed	168	3.79	.575	.044	3.70	3.87	1	5
	business	125	3.99	.294	.026	3.93	4.04	3	5
	others	6	3.81	.245	.100	3.55	4.06	4	4
	Total	305	3.87	.480	.028	3.82	3.92	1	5