

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

YOUNG CONSUMERS' ATTITUDE TOWARDS
DOMESTIC LEATHER SHOE PRODUCTS: A CASE OF
ADDIS ABABA UNIVERSITY MAIN CAMPUS
STUDENTS

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STUDENTS

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ABSTRACT

If a person is favorably predisposed toward a brand or service, that favorable predisposition should lead to favorable behaviors with respect to the brand, service, or program. Attitude measurement can provide understanding of purchase predisposition for a particular brand or service. Attitudes are assumed to be precursors of behavior.

To assess the overall attitude score of consumers, the multiattribute attitude measurement model was used. In the application of the model, the statistical result- mean- was significant to calculate the attitude score in terms of consumers' belief and importance weight rating. To gather the necessary data, questionnaire were distributed to 250 young shoe users, of which 243 valid responses were returned for analysis.

According to the findings of the study, consumers have good belief to the material, durability and price of locally manufactured leather shoes while they exhibit poor belief to all the rest attributes of shoes. Price is the most important attribute highly weighted by consumers. In general, consumers' attitude score toward locally produced leather shoes is better than leather shoes imported from China and far less than leather shoe imported from European countries.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Although still a long way from the "global village" that Ted Levitt (1985) predicted, an increasing number of consumer markets are characterized by global competition. A growing number of companies in many industries now operate on a global level. The trend towards the globalization of markets is fueled by changes in consumer knowledge and behavior. Satellite television and international travel have made consumers more aware of other cultures' life-styles and products, and increased the power of global brands such as Sony, Coca-Cola and Nike.

Yet, while some consumers prefer global or foreign products and view them as symbols of status, others exhibit strong preferences for domestic-made products and have negative attitudes towards foreign or imported products. Such negative attitudes towards foreign products can arise from a number of sources. Consumers may think products from certain countries are of inferior quality, (Han, 1988), hold feelings of animosity toward a country, (Klein et al, 1998), or consider it wrong, almost immoral, to buy foreign products, (Shimp and Sharma, 1987).

For consumers in developed countries, research has consistently found that there is a preference for products manufactured in the home country, (Bilkey and Nes, 1982). On the other hand, consumer's preference for products manufactured in the home country in under developed countries like Ethiopia is not well researched except what we can observe. This fact opens a window to conduct a research on consumers' attitude toward domestic shoe product.

Of all the concepts in consumer behavior, many experts believe that attitudes are the most significant, (Wilkie, 1990). According to him, attitudes represent our summary evaluations of various elements in the world around us. Because their purpose is to summarize a consumer's evaluation of a particular product, attitudes can offer tremendously important information to marketers in general. By knowing what consumers' attitudes are, a marketer should be able to understand why current sales are strong or not and improve the marketing mix to improve consumer's attitudes, (Wilkie, 1990).

Most researchers agree that an attitude has three basic components: *affect* (how someone feels), *behavior* (what someone does—intentions), and *cognition* (what someone believes). Although all three components of attitudes are important, their relative importance will vary depending on a consumer's level of motivation with regard to the attitude object (Ao). Attitude researchers traditionally assumed that attitudes were learned in a fixed sequence, consisting first of the formation of beliefs (cognitions) regarding an attitude object, followed by some evaluation of that object (affect), and then some action (behavior), (Solomon, 2003).

In order to let the leather-shoe industry contributes its great part on the country's overall economic growth, companies in the industry need to exert their great effort to serve their market and sales potential in the domestic as well as foreign market. In a modern marketing concept, customers are the corner stone of firm's business activities. However, today's customers in the market are overwhelmed with different branded products from every corner of the world to choose from. In view of this, not only to be competent and support the economy but to survive, domestic companies should base their business activities in general and marketing practice in particular on valuable information about consumer behavior. Consumer's buying behavior is a function of many and

different factors such as attitude, perception, motivation, learning and the like.

This study has tried to reveal the conceptual essence of consumers' attitude score with regard to leather shoe products. With reference to a detailed analysis of attitude conception and qualities, the nature of attitude is specified, stating that attitude is acquired and relatively permanent, gradual and at the same time purposeful, more or less intensive and reasoned intention of a consumer to react to a particular object.

1.2 Statement of the problem

With an abundance of livestock resources and a large pool of labor force, Ethiopia has a comparative advantage in producing leather and leather products. The leather industry in Ethiopia, if it can effectively utilize its potential, can be one of the prominent sectors that support the economic sustainable growth. The sector has a great potential to offer raw materials, semi-processed products and finished goods to both domestic and foreign markets.

Regardless of their comparative advantage, Shoe Manufacturing Companies in Ethiopia are not dominant in the market serving consumers. They are treated with foreign shoe manufacturing companies and working in highly competitive market. Their main prospects that have the money to buy and the authority to make a purchase decision are provided with alternative imported shoe products. It is common to experience consumers who favor imported shoe products than domestic ones. In response to this, domestic shoe manufacturers are expected to exert their maximum effort to be competent in the market and develop a positive attitude in the minds of consumers towards domestic shoe products.

In line with designing a competitive strategy and become competent with product offerings, companies need to conduct a market survey to understand their consumers buying behavior and analyze the basic factors that affect their buying decisions. Most important to all, consumers attitude towards domestic shoe products need to be surveyed. Because, what ever a preferable product is offered, a suitable distribution program is designed, and a communicative promotional campaign is applied on a consumer having unfavorable attitude towards domestic products every effort will be in vein.

The field of consumer behavior is not well researched in Ethiopia. As a result, traditional approaches dominate the day to day business practice of most local manufacturers. But, this will not let domestic companies become competent in a free market system where there are different alternative products from different countries and contribute their major part in the overall economic development of the country. Companies need to come out of their traditional approach and base their business practice on customer preferences. For this, a study on consumer attitude score is required. Therefore, the research problem is stated as assessing the consumer's attitude toward domestic leather shoe products and will answer the following basic questions:

- Q1. What are the young consumers' beliefs towards local leather shoes compared to imported ones?
- Q2. What are the importance weights which reflect the relative priority of shoe attributes to young consumers?
- Q3. What is the young consumers' overall attitude towards local leather shoes in comparison with imported leather shoe brands?

1.3 Objectives of the study

The main aim of this research study is to ascertain youngsters' attitude score with regard to locally produced leather shoe products. To achieve the aim of the study, the specific objectives of this will be:

- To discover the young consumers' belief towards local leather shoes On different attributes.
- To investigate the young consumers' belief towards the different attributes of leather shoes imported from abroad for comparison purpose.
- To determine the different attributes of leather shoes that scores the highest as well as the lowest importance weight by young consumers.
- To investigate the overall attitudinal profile of young consumers toward local leather shoes in comparison to imported ones.
- To initiate young consumers develop favorable attitude toward locally made products.

1.4 Significance of the study

The field of marketing is not well researched in Ethiopia in large as well as small and medium scale manufacturing businesses. Most marketing decisions are made traditionally by executive's assumption and guess. This fact is making the success of business enterprises in Ethiopia is a matter of fate. But, to be competent and win the expected number of customers in any business sector, managers need to base their overall business related decisions on relevant and timely information. For this, conducting marketing research can ease the challenge of decision makers by providing the required market related information.

This study is useful for shoe manufacturing companies in Ethiopia to design, produce and market a product that is favored and preferred by the young nations. Specifically, it is useful for local leather shoe manufacturers to determine the strong as well as the weak attributes of their shoes. It also helps to analyze the most important attribute of shoes to young consumers. In addition, this study helps manufacturers to analyze whether young consumers exhibit favorable attitude toward their shoes or not as compared to imported ones and work for the improvement.

The study is also believed to benefit both academicians and other participants, as a documented study in leather shoe manufacturing business area. The study can also give insight into consumer behavior in Ethiopia, in general, and consumer attitude, in particular. It may also help to trigger consumers develop a favorable attitude towards local products.

1.5 Scope of the study

The study is confined to Addis Ababa University main campus regular students. It doesn't include extension and post graduate students. Although the students came from every corner of the country generalizing the finding of this study to all consumers must be made with great care. For investigation purpose, an attempt was made to make a comparative study against imported shoes. The study does not include slippers, plastics, boots, and sport shoes manufactured in Ethiopia.

1.6 Limitations of the study

The outcome of this research study should be understood in view of the following limitations in mind.

- Due to money and time constraints the study population is confined only to Addis Ababa University main campus regular students.
- The findings of the research presented in this paper assume that all responses of the students are rationally filled. But it may not be absolutely free from the limitation of bias.
- This study is conducted on general survey categorizing leather shoes generally as locally made, Chinese made and European made. It didn't consider the attitudes of consumers at a specific leather shoe brand level.
- And lastly, the limitations of the model- Multiattribute attitude model- are the limitations of this research finding. In this model, developing the complete and meaningful lists of attributes, determining the number of attributes to be considered, concluding that importance weights are really important and the like are some of the questionable issues to be answered while applying this model to measure attitude scores.

1.7 Organization of the study

The study is organized in five chapters. The first chapter of the study is dealing with introductory issues. It presents the back ground of the study, the statement of the problem, objectives and significance of the study, methodology and budget schedule. Review of related literatures and a brief background of leather shoes manufacturing industry in

Ethiopia are discussed in chapter two. Chapter three of the study deals with the research methodology in detail. Then, the fourth chapter includes the collected data presentation and analysis of the research. And lastly; summary of the finding, conclusion and recommendation of the researcher are presented in the fifth chapter.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

The researcher has tried to present the theoretical framework of attitude and attitude formation reviewing different related books and articles in the area through out this chapter. Mainly, the definition of attitude, the concept of attitude in terms of its components, the basic functions of attitude, the attitude measurement model, attitude formation and change are discussed in this chapter. And at last, a brief over view of leather and leather shoe manufacturing sector in Ethiopia is presented.

2.2 The Concept of Consumer Attitude

Attitudes represent our summary evaluations of various elements in the world around us, (Wilkie, 2003). "I like Ethiopia"; "I like my town"; "I like product X"; "I dislike product Y" and the like are the type of attitudinal statements that we hear every day. As these statements purpose is to summarize a consumer's evaluation of a particular country, place or product, attitudes can offer tremendously important information to marketers. By knowing what consumers' attitudes are, a marketer should be able to understand why current sales are strong or not and improve the marketing mix to improve consumer's attitudes.

Attitudes are defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein and Ajzen, 1975). Besides, Lutz (1981) defined attitudes as representing covert feelings of favorability or unfavorability toward an object, person, issue, or behavior. People learn attitudes over time by

being in contact with the object directly (experience) or through receiving information about the object. Consumers use learned attitudes as a guide to their overt behavior with respect to the attitude object, giving rise to consistently favorable or unfavorable patterns of responses. Attitude measurement can provide understanding of purchase predisposition for a particular brand or service. Attitudes are assumed to be precursors of behavior. If a person is favorably predisposed toward a brand or service, that favorable predisposition should lead to favorable behaviors with respect to the brand, service, or program.

On the other hand, according to Solomon (2003), "an attitude is a lasting, general evaluation of people (including one self), objects, advertisements, or issues". And he added that "anything towards which one has an attitude is called an attitude object". Consumers can have attitude towards entire product categories, sub categories, stores, salespersons, brands, styles, and so forth. Beyond this we can hold attitudes about broad issues such as consumerism, environmental safety and so on. These attitudes what so ever favorable or unfavorable are important reflectors of what consumers think and how they behave, (Wilkie, 1990).

Marketing theory and research support that consumers' attitudes toward product attributes influence their purchasing behavior toward those products. Consumers form those attitudes based on their image of the product from the dual perspectives of its tangible and symbolic attributes. While tangible attributes are defined as the evaluative criteria used in decision making that are functional, utilitarian, or performance-oriented (i.e., they are means to higher ends); symbolic attributes are defined as the evaluative criteria used in decision making that are value expressive (i.e., that reflect or express one's self-concept), (Claiborne and Sirgy, 1990).

An attitude is a predisposition to act in a certain way towards some aspect of one's environment, including other people (Bem 1979). Attitudes are likes and dislikes. Attitudes are about things. There is an object involved about which we feel, think and behave in certain ways. An attitude object does not have to be an object in the concrete sense of things that can be touched. You can have an attitude about fox hunting or a piece of music as well as about country. Whatever an attitude is about is referred to as the attitude object. Attitudes can be for or against something, favorable or unfavorable. They are closely related to behavior, though any given piece of behavior may reflect different or contradictory attitudes.

2.3 The Components of Attitude

As cited in Solomon (2003), most researchers agree that an attitude has three components affects, behavior, and cognition. Affect refers to the way a consumer feels about an attitude object. Behavior involves the person intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. These three components of an attitude can be remembered as "ABC model of attitudes." The model emphasizes the interrelationship among knowing, feeling and doing.

On the other hand, Wilkie (1990) explained, the components of attitude by forwarding two views: the traditional view and the recent view. The traditional approach viewed attitude as consisting of three component the cognitive (the knowledge and opinions the person has about the attitude object), the affective component (feeling or evaluation regarding the attitude object) and the cognitive component (behavioral tendencies toward the attitude object).

However, Wilkie explained, recently consumer researchers have shifted their emphasis away from the three component view toward a more singular view of attitude as affect. As to him, this shift does not discount the importance of the other two components: it simply doesn't define them as attitude. Instead, the recent view proposes an ordered relationship among the three components affect (attitude) is seen as being built upon beliefs, while intention usually depend on both the beliefs and the attitude.

The three components of an attitude is also explained by Lindquist and Sirgy (2003) as "beliefs (a cognitive component), affect (an emotive component) and intentional (a behavioral component)". A consumer belief is a psychological associated between a product or brand and an attribute or features of that product or brand. Beliefs are cognitive (based on knowledge) as opposed to affective (based on feeling). Affect is the way in which we feel in response to market place stimuli such as brands. Unlike belief, affect is emotive rather than cognitive in nature. It results not just from our knowledge of marketplace stimuli but from evaluation of them. In other words, affect is made up of beliefs plus the way in which we feel about (liking or disliking) or evaluate those beliefs. Intention is the behavioral component of consumer attitude, (Lindquist and Sirgy, 2003).

2.4 THE FUNCTIONS OF ATTITUDE

The functional theory of attitudes was initially developed by psychologist Daniel Katz to explain how attitudes facility social behavior (Solomon, 2003). According to this approach, attitude exists because they serve some function for the person. That is, they are determined by a person's motives. Functional theories were the first to recognize attitudes as

instrumental constructs designed to serve individuals' physical, social, and emotional needs.

As Solomon's citation, the following are attitude functions.

- Utilitarian function: This is related to the basic principles of reward and punishment. We develop some attitude toward products simply on the basis of whether these products provide pleasure or pain.
- Value expressive function: Attitude that performs a value-expressive function expresses the consumer's central values or self-concept. A person forms a product attitude not because of its objective benefits, but because of what the product says about him or her as a person.
- Ego-defensive function: Attitudes that are formed to protect the person, either from external threats or internal feelings, perform an ego-defensive function.
- Knowledge function: Some attitudes are formed as the result of a need for order, structure or meaning.

The first introducer of this theory, Katz (1960), explained that attitudes serve a knowledge function, helping to organize and structure one's environment and to provide consistency in one's frame of reference. All attitudes likely serve this basic function to some extent.

In addition, attitudes likely serve any of a number of other motives. Many attitudes serve a utilitarian function (Katz, 1960), helping to maximize the rewards and minimize the punishments obtained from objects in the environment. Such utilitarian attitudes serve to summarize the outcomes intrinsically associated with objects and to guide behavioral responses that maximize one's interests. For example, one's attitude toward ice

cream may serve a utilitarian function because it is likely to be based on the rewards (e.g., enjoyable taste) and punishments (e.g., weight gain) associated with ice cream and to guide behavior that maximizes benefits while minimizing costs (e.g., eating low-fat ice cream).

Attitudes also serve an important social role, aiding in one's self-expression and social interaction. Holding particular attitudes can serve to foster identification with important reference groups, (Kelman, 1958, 1961), to express one's central values, and to establish one's identity, (Katz, 1960). Moreover, Smith et al. (1956) noted that attitudes mediate our relations with other people through the judicious expression of those attitudes. For instance, one's attitude toward the death penalty may mediate one's relations with others because it is likely to be based on what the issue symbolizes and on what the attitude is perceived to express about the self. This social role of attitudes has been referred to as the social identity function, (Shavitt, 1989) and comprises both public identity and private identity motives.

Finally, attitudes can serve to build and maintain self-esteem in a variety of ways. The original functional theories focused on psychodynamic mechanisms by which attitudes support self-esteem, suggesting that attitudes can serve as defense mechanisms for coping with intrapsychic conflict (Katz, 1960). The assumption was that attitudes distance the self from threatening out-groups or objects by projecting one's unacceptable impulses onto them.

Attitudes serve a self-esteem maintenance function in other ways as well. Indeed, recent research has shown that attitudes toward a variety of targets are motivated by their implications for self-assessment. For instance, attitudes toward people with whom we affiliate are based in part on their implications for self-enhancing social comparison (Tesser,

1983). Attitudes that associate the self with successful groups (e.g., winning sports teams) may be based on their implications for boosting self-esteem through a process of “basking in reflected glory”, (Cialdini, 2001). Functional theories have been influential and widely cited in the domain of attitudes and persuasion. In particular, they have offered critical insights into persuasion processes.

However, not all attitude objects are necessarily multifunctional. Some may be more limited in their functions, and this point has operational implications. Shavitt (1990) proposed that the purposes or functions that an object can serve should influence the functions that attitudes toward that object will serve, with some objects serving primarily a single type of purpose. For instance, aspirin serves primarily a utilitarian purpose due to the outcomes intrinsically associated with it. Thus, attitudes toward aspirin will typically serve a utilitarian function, guiding behaviors that maximize the rewards and minimize the punishments associated with this product. By contrast, flags primarily serve the social identity purpose of communicating one’s identities and loyalties to others. Thus, attitudes toward flags will primarily serve this same function, guiding behavior designed to express or display this attitude to particular audiences.

2.5 Models Of Attitude Measurement

Attitude models have been developed that try to specify the different element that might work together to influence people’s evaluation of attitude objects, (Solomon, 2003). Models of attitude formation and change have been proposed and used in the fields of economics, psychology, social psychology, and marketing. The most basic models in the field of marketing have been those identified as the Fishbein (1967),

the Rosenberg (1956), and the Importance/Adequacy model, (Lutz and Bettman 1977).

Fishbein's model was designed initially to explain an individual's attitude formation whereas the Rosenberg model mainly focused on attitude toward a product's benefits. The Importance/ Adequacy model is an adaptation of both the Fishbein and Rosenberg models to the study of consumer behavior. The intent of these models is to measure a consumer's attitude toward objects in the marketplace and to determine the specific attributes associated with those objects. These models are thus called multiattribute attitude models.

2.5.1 The Basic Multiattribute Attitude Model

The basic idea of the multiattribute attitude models posit that when a consumer goes to the marketplace to purchase a product, she/he is faced with multiple brands and evaluates these brands in terms of attributes that they either actually possess or that the consumer perceives the brands to possess. When evaluating a specific brand, the consumer identifies the attributes desired and then evaluates how much of these attributes the brand contains.

A simple measure of attitude by saying "How much do you like or dislike", doesn't tell us why the consumer feels the way he or she does, nor does it suggest anything that we might be able to do about changing that attitude. It is precisely this area that multiattribute attitude model offer their strongest benefits, (Wilkie, 1990). According to him, a multiattribute model views an attitude object as "possessing many attributes (characteristics) that provide the basis on which consumer's attitude will depend." Thus, the affect a consumer feels towards a brand

will depend on the beliefs that consumer holds about what the brand has to offer.

Because attitude can be complex, multiattribute attitude models have been extremely popular among marketing researchers. This type of model assumes that a consumer's attitude (evaluation) of an attitude objects will depend on the beliefs he or she has about several or many attributes of the object. The use of a multiattribute model implies that an attitude toward a product or a brand can be predicated by identifying these specific beliefs and combining them to derive a measure of the consumer's overall attitude (Solomon, 2003). According to him, basic multiattribute models specify three elements.

- *Attributes* are characteristics of the attitude object. Most models assume that the relevant characteristics can be identified. That is, the researcher can include those attributes that consumers take in to consideration when evaluating the attitude object.
- *Beliefs* are cognitions about the specific attitude object. A belief measure assesses the extent to which the consumer perceives that a brand possesses a particular attribute.
- *Importance weights* reflect the relative priority of an attribute to the consumer. Although an attitude object can be considered on a number of attributes, some are likely to be more important than others (i.e., they will be given greater weight). Furthermore, these weights are likely to differ across consumers.

By combining these three elements, a consumer's overall attitudes toward an object can be computed.

The basic formula for a multiattribute model that will be applied in this research to measure the attitudes of consumers toward local shoe products is:

$$A_{jk} = \sum_{i=1}^n B_{ijk} I_{ik}$$

where:

i = attribute or product

characteristics

j = brand

k = consumer

Such that:

A = consumer k's attitude score for brand j

I = the importance weight given attribute i by consumer k.

B = Consumer k's belief as to the extent to which a satisfactory level of attribute i is offered by brand j.

(Wilkie, 1990)

The overall attitude score is obtained by multiplying a consumer's rating of each attribute for all of the brands considered by the importance rating for that attribute.

2.5.2 Applications of Multiattribute Attitude Model

The fundamental purpose of multiattribute model is to provide an insight into the structure of a consumer's attitude- to tell us why consumers like certain brands and why they dislike others. Again, researchers have demonstrated that changing the components of the attitude (the right side of the formula) does lead to changes in the overall attitude score (on

the left side of the formula). In order to improve consumer's attitudes toward products, the multiattribute approach offers useful guidance, (Wilkie, 1990). According to him, if marketers work logically through the model, they will locate five prime marketing strategies to raise the attitude scores consumers hold for their brand relative to their competitors.

Strategy 1: Increase belief ratings for our brand on key attributes

Strategy 2: Increase the importance of a key attribute

Strategy 3: Add an entirely new attribute to consumer's attitude

Strategy 4: Decrease the importance of a weak attribute

Strategy 5: Decrease belief ratings for competitive brands

The complexity of attitudes is underscored by *multi-attribute attitude models*, where a set of beliefs and evaluations is identified and combined to predict an overall attitude. Factors such as subjective norms and the specificity of attitude scales have been integrated into attitude measures to improve predictability. Marketers now attempt to track attitudes over time to better understand how consumers change with respect to their feelings about their environment, products, and services.

2.6 Attitude Formation

An attitude can form in several different ways, depending on the particular hierarchy of effects in operation and how the attitude is learned. It can occur because of classical conditioning, in which an attitude objects is repeatedly paired with unconditional stimulus or it can be formed through instrumental conditioning, in which consumption of the attitude object is reinforced. One organizing principle of attitude formation is the importance of consistency among attitudinal components—that is, some parts of an attitude may be altered to be in line with others. Such theoretical approaches to attitudes as *cognitive*

dissonance theory, self-perception theory, social judgment theory, and balance theory stress the vital role of the need for consistency, (Solomon, 2003).

In Social Psychology attitudes are defined as positive or negative evaluations of objects of thought, (Havland, 1961). According to him, psychological factors involved in attitude formation and attitude change involve the following:

1. Direct Instruction involves being told what attitudes to have by parents, schools, community organizations, religious doctrine, friends, etc.
2. Operant Conditioning is a simple form of learning. It is based on the "Law of Effect" and involves voluntary responses. Behaviors (including verbal behaviors and maybe even thoughts) tend to be repeated if they are reinforced (i.e., followed by a positive experience). Conversely, behaviors tend to be stopped when they are punished (i.e., followed by an unpleasant experience). Thus, if one expresses, or acts out an attitude toward some group, and this is reinforced by one's peers, the attitude is strengthened and is likely to be expressed again. The reinforcement can be as subtle as a smile or as obvious as a raise in salary. Operant conditioning is especially involved with the behavioral component of attitudes.
3. Classical conditioning is another simple form of learning. It involves involuntary responses and is acquired through the pairing of two stimuli. Two events that repeatedly occur close together in time become fused and before long the person responds in the same way to both events. Originally studied by Pavlov, the process requires an unconditioned stimulus (UCS) that produces an involuntary (reflexive)

response (UCR). If a neutral stimulus (NS) is paired, either very dramatically on one occasion, or repeatedly for several acquisition trials, the neutral stimulus will lead to the same response elicited by the unconditioned stimulus. At this point the stimulus is no longer neutral and so is referred to as a conditioned stimulus (CS) and the response has now become a learned response and so is referred to as a conditioned response (CR). In Pavlov's research the UCS was meat powder which led to an UCR of salivation. The NS was a bell. At first the bell elicited no response from the dog, but eventually the bell alone caused the dog to salivate. Advertisers create positive attitudes towards their products by presenting attractive models in their ads. In this case the model is the UCS and our reaction to him, or her, is an automatic positive response. The product is the original NS which through pairing comes to elicit a positive conditioned response. In a similar fashion, pleasant or unpleasant experiences with members of a particular group could lead to positive or negative attitudes toward that group. Classical conditioning is especially involved with the emotional, or affective, component of attitudes.

4. Social (Observational) Learning is based on modeling. We observe others. If they are getting reinforced for certain behaviors or the expression of certain attitudes, this serves as vicarious reinforcement and makes it more likely that we, too, will behave in this manner or express this attitude. Classical conditioning can also occur vicariously through observation of others.
5. Cognitive Dissonance exists when related cognitions, feelings or behaviors are inconsistent or contradictory. Cognitive dissonance creates an unpleasant state of tension that

motivates people to reduce their dissonance by changing their cognitions, feeling, or behaviors. For example, a person who starts out with a negative attitude toward marijuana will experience cognitive dissonance if they start smoking marijuana and find themselves enjoying the experience. The dissonance they experience is thus likely to motivate them to either change their attitude toward marijuana, or to stop using marijuana. This process can be conscious, but often occurs without conscious awareness.

6. Unconscious Motivation. Some attitudes are held because they serve some unconscious function for an individual. For example, a person who is threatened by his homosexual feelings may employ the defense mechanism of reaction formation and become a crusader against homosexuals. Or, someone who feels inferior may feel somewhat better by putting down a group other than her own. Because it is unconscious, the person will not be aware of the unconscious motivation at the time it is operative, but may become aware of it at some later point in time.
 7. Rational Analysis involves the careful weighing of evidence for, and against, a particular attitude. For example, a person may carefully listen to the presidential debates and read opinions of political experts in order to decide which candidate to vote for in an election.
- On the other hand, attitude formation was discussed by Tesser (1993). Unlike personality, attitudes are expected to change as a function of experience. Tesser has argued that hereditary variables may affect attitudes - but believes that they may do so indirectly. For example, if one inherits the disposition to become an extrovert, this may affect one's attitude to certain styles of music.

2.7.1 Qualities of the Behavior

The behaviors that a social psychologist might be interested in predicting from knowledge of a person's attitudes can range from the very specific (e.g., will the person attend church services this week?) to the very general (e.g., how many religious behaviors will the person perform over the next month?). In a highly influential analysis, Ajzen and Fishbein (1977) noted the importance of measuring attitudes and behavior at equivalent levels of specificity.

2.7.2 Qualities of the Person

In addition, some kinds of people typically display greater attitude-behavior consistency than do others. In general, two classes of individuals have been considered: those who are aware of and guided by their internal feelings and those who tend to rely heavily on cues in the situation to decide how to behave. In general, people who are aware of their feelings display greater attitude-behavior consistency than do people who rely on situational cues, (Fazio and Zanna, 1981).

Obviously, this is a very rough distinction. Any given behavior of an individual can be guided both by the individual's internal feelings and by external cues. Yet a number of personality scales have been developed and used successfully to assess whether a given person *tends* to rely more heavily on one type of cue or the other. Although some important differences exist among the personality traits that have been explored as possible moderators of the attitude-behavior relation, each relates to this general distinction. *Level of moral reasoning* has been found to affect the relation between attitudes and behavior, (Rholes and Bailey, 1983).

More advanced moral reasoning is characterized by principled, morally responsible thought based on people's own general principles of moral

action. Lower levels of reasoning focus on the general positive or negative consequences of a particular action or on a feeling of being bound by social or legal rules. Individuals who depend on their own feelings and principles to make moral judgments act much more consistently with their attitudes toward moral issues than do people who rely on external standards to determine what is moral?

The personality dimension that has received the greatest attention in the context of the attitude-behavior issue is *self-monitoring*, (Snyder, 1987). Individuals who score low on the self-monitoring scale claim to be guided by dispositions (i.e., their inner feelings). They agree with statements such as "My behavior is usually an expression of my true inner feelings, attitudes, and beliefs." In contrast, individuals who score high on the self-monitoring scale view their behavior as stemming typically from a pragmatic concern with what is appropriate in each situation. They agree with statements such as "In different situations and with different people, I often act like very different persons." Thus, these individuals are said to *monitor* the impression that they make on other people and adjust that impression to fit with others' expectations.

2.7.3 Qualities of the Situation

A number of situational variables also affect the strength of the attitude-behavior relation. These include normative factors and time pressure to reach a decision.

The Effect of Norms

Norms or beliefs about how one should or is expected to behave in a given situation can exert a powerful influence on behavior. Fishbein and Ajzen (1975) proposed a model that views norms as having a major

influence on behavior. Much evidence has been found in support of this view. People often behave as they believe others expect them to behave.

Time Pressure

Individuals are more likely to base their decisions on their attitudes when they are under time pressure because their attitudes provide a heuristic for making quick decisions, (Jamieson and Zanna, 1989). It appears that time pressure pushes people away from a careful examination of the available information and toward a reliance on their preexisting attitudes.

2.7.4 Qualities of the Attitude

Some kinds of attitudes appear to be stronger than others, (Petty and Krosnick, 1995). In this context, the word *stronger* is not used in the sense of the attitude being more extreme. Instead, stronger refers to the apparent influence that the attitude has on the individual's behavior.

The Role of Direct Experience

One attitudinal quality that has been investigated extensively is the *manner of attitude formation*, (Fazio and Zanna, 1981). On the one hand is attitude formation through direct behavioral experience with the attitude object, and on the other hand is attitude formation through indirect nonbehavioral experience with the attitude object. For example, a child may form an attitude toward a toy by playing with the toy (direct experience) or on the basis of a friend's or an advertisement's description of the toy (indirect experience). Attitudes based on direct experience have been found to be more predictive of later behavior than attitudes based on indirect experience, (Regan and Fazio, 1977)

2.8 Changing Consumer Attitude

Breckler and Wiggins (1992) define attitudes as “mental and neural representations, organized through experience, exerting a directive or dynamic influence on behavior”. Attitudes and attitude objects are functions of cognitive, affective and conative components. Attitudes are part of the brain’s associative networks, the spider-like structures residing in long term memory, (Higgins, 1986) that consist of affective and cognitive nodes linked through associative pathways, (Anderson, 1983; Fazio, 1986). These nodes contain affective, cognitive, and behavioral components, (Eagly and Chaiken, 1995).

Anderson (1983) suggests that the inter-structural composition of an associative network can be altered by the activation of a single node. Thus, by activating an affective or emotion node, attitude change may be possible, though affective and cognitive components tend to be intertwined. In primarily affective networks, it is more difficult to produce cognitive counterarguments in the resistance to persuasion and attitude change, (Eagly and Chaiken, 1995).

2.8.1 Processing Models of Attitude Change

Many dual process models are used to explain the affective (emotion) and cognitive processing and interpretations of messages. These include the elaboration likelihood model, the heuristic-systematic model, and the extended parallel process model.

In the *Elaboration Likelihood Model*, or ELM, cognitive processing is the central route and affective/emotion processing is often associated with the peripheral route. The central route pertains to an elaborate cognitive processing of information while the peripheral route relies on cues or feelings. The ELM suggests that true attitude change only happens

through the central processing route that incorporates both cognitive and affective components as opposed to the more heuristics-based peripheral route. This suggests that motivation through emotion alone will not result in an attitude change, (Petty and Cacioppo, 1986).

In the *Heuristic-Systematic Model*, or HSM, information is either processed in a high-involvement and high-effort systematic way, or information is processed through shortcuts known as heuristics. Emotions and gut-feeling reactions are often used as shortcuts, (Chaiken, Liberman, and Eagly, 1989).

The *Extended Parallel Process Model*, or EPPM, includes both thinking and feeling in conjunction with threat and fear appeals, (Witte, 1992). EPPM suggests that persuasive fear appeals work best when people have high involvement and high efficacy. In other words, fear appeals are most effective when an individual cares about the issue or situation, and that individual possesses and perceives that they possess the agency to deal with that issue or situation.

2.8.2 Affect and Attitude Change

Emotion plays a major role in persuasion, social influence, and attitude change. Much of attitude research emphasized the importance of affective or emotion components, (Breckler and Wiggins, 1992). Emotion works hand-in-hand with the cognitive process, or the way we think, about an issue or situation. Emotional appeals are commonly found in advertising, health campaigns and political messages. Any discrete emotion can be used in a persuasive appeal; this may include jealousy, disgust, indignation, fear, and anger, (Dillard, 1994).

2.8.3 Factors Impacting Attitude Change

Important factors that influence the impact emotion appeals include self efficacy, attitude accessibility, issue involvement, and message/source features. Self efficacy is a perception of one's own human agency; in other words, it is the perception of our own ability to deal with a situation, (Bandura, 1992). It is an important variable in emotion appeal messages because it dictates a person's ability to deal with both the emotion and the situation. For example, if a person is not self-efficacious about their ability to impact the global environment, they are not likely to change their attitude or behavior about global warming.

Dillard (1994) suggests that message features such as source non-verbal communication, message content, and receiver differences can impact the emotion impact of fear appeals. The characteristics of a message are important because one message can elicit different levels of emotion for different people. Thus, in terms of emotion appeals messages, one size does not fit all.

Attitude accessibility refers to the activation of an attitude from memory, (Fazio, 1986); in other words, how readily available is an attitude about an object, issue, or situation. Issue involvement, (Zaichkowsky, 1985) is the relevance and salience of an issue or situation to an individual. Issue involvement has been correlated with both attitude access and attitude strength. Past studies conclude accessible attitudes are more resistant to change, (Fazio and Williams, 1986).

2.9 A Brief Overview of Leather Shoe Manufacturing Sector in Ethiopia

2.9.1 Production capacity of hides and skins

Ethiopia has a major comparative advantage in the raw materials sector needed for the leather sector which makes it in principle very appropriate for leather product exporting: Ethiopia has the largest livestock production in Africa, and the 10th largest in the world. Ethiopia's livestock population is currently estimated at 35 million cattle, 21 million sheep and 16.8 million goats. Annually it produces 2.7 million hides, 8.1 million sheepskins and 7.5 million goatskins. This comparative advantage is further underlined by the fact that the cost of raw hides and skins constitute on average between 55 to 60% of the production of semi-processed leather, (Kiruthu, 2002).

These data are provided by Leather and Leather Products Technology Institute (LLPTI) and Ethiopian Tanners Association (ETA). Muchie (2000) provided slightly different estimates for the late 1990's: 30 million cattle, 24 million sheep and 19 million goats, while CSA (2002) provided diverging figures for 2000/01, especially in the case of skins: 35.4 million cattle, 11.4 million sheep and 9.6 million goats.

2.9.2 Leather processing categories and suppliers

Within the leather sector, the CSA distinguishes two broad categories. The first one is the tanning/dressing of leather, manufacture of luggage and handbags, while the second concerns the manufacture of footwear. The footwear enterprises are more numerous, but smaller in terms of employment than the former

category. For example, in 1999/2000 out of 53 leather establishments, 38 (72%) were in footwear, employing only 49% of the total persons engaged (CSA, 2002). Since the downfall of the Derg, a rapid expansion has been taking place in the tannery sub-sector. In 1990 there were only eight tanners, consisting of six public and two private plants. In November 2002, 19 tanneries were registered with the Ethiopian Tanners Association (ETA): 15 private and 4 public ones; the latter are in the process of privatisation. Furthermore, six private tanneries are in development.

2.9.3 Products

The Ethiopian leather and leather product sub-sector produces a range of products from semi-processed leather in various forms to processed leathers such as shoe uppers, leather garments, stitched upholstery, school bags, handbags, industrial gloves, and finished leather. Such leather products have been exported to markets in Europe, the USA, Canada, Japan and the Far East. There is also export to countries in Africa, in particular to Nigeria and Uganda, as well as to the near East, i.e. Yemen. The market for leather products is mainly international and not domestic.

2.9.4 Constraints for development

A major problem with the leather sector is the by-product status of hides and skins: Cattle, goats and sheep are mainly used for meat, (Kodama, 2001 and Worku, 2002). Thus, the product, i.e. hides and skins, arrives when meat is needed, not when it is appropriate for leather processing. In Ethiopia meat is needed in three waves because of religiously induced fasting seasons and festivals; for example, in Amhara, which provides the largest volume of

sheepskins, these festivals are Easter (April), Ethiopian New Year and Mesqal (September), and Christmas and Timqat (January).

As a result of this by-product status, not enough attention is paid to maintaining the quality of the hides and skins. Different serious problems at the source impacting on the leather quality are: flay cuts, putrefaction, animal diseases (ekek), branding, poor pattern, dirt and dung, hides/skins are not sold when prices are considered to be too low (deteriorating quality), etc. Estimates of the loss to the Ethiopian economy due to such problems reach US \$ 14 million per year.

Berhanu and Kibre (2002) have made an interesting study of competitiveness in the Ethiopian leather sector. For the tanning sector, they have concluded that the main factors affecting competitiveness are:

1. low capacity utilization;
2. the poor economic infrastructure: inefficient infrastructure and inefficient bureaucratic structures combined significantly raises the transaction costs of firms, making it difficult to compete nationally or internationally;
3. the technology employed is not updated (regularly), in particular the lack of learning in production management;
4. the lack of hard currency to purchase spare parts and inputs;
5. the relative lack of export support and/or promotion services

For the leather footwear firms, the main factors affecting competitiveness are the poor quality of domestic leather, and the high cost of (imported) inputs.

The opportunities and challenges offered by globalisation are by now widely known (Van der Loop 2000). Recent changes in global trading rules have brought some additional opportunities for developing countries, especially in Africa. One example is the “African Growth and Opportunity Act” (AGOA) facilitating access to the large US market for a range of goods. Other examples include trade arrangements on a global scale (WTO and EU’s everything-But Arms, EBA), and on a regional scale (COMESA), which also have the potential to promote exports.

There are, however, serious drawbacks of globalisation and the resulting liberalisation. The flooding of the previously protected domestic markets, such as in countries like Kenya and Ethiopia, with imported new and second-hand goods, has resulted in the closure of many firms and the reorientation of many others, (Muchie, 2000).

2.9.5 The Leather Footwear Sector

Leather footwear production plays a significant role in the development process of both developed and developing countries. Since the 1980s, industry has experienced shifts in production both nationally and internationally. Internationally, production has tended to gravitate towards low cost producers, (Kinyanjui et. al. 2002).

Production and Producing firms

The leather and shoe industry was among the first players in the industrialisation process with the establishment of two tanneries in the 1920s. Expansion was slow thereafter (for example, slower than in the textile sector), and around 1992/93 there were only 21 establishments involved in leather and shoe production. With the introduction of the NEP, the number of establishments jumped to 52 in 1993/94 (a growth

of 150%). After years of minor growth and decline, the current number is back to the level of 1994, (Van Der Loop, 2003). Although more detailed data are available on these large and medium establishments, in terms of numbers the informal cottage and handicraft firms dominate in the leather and shoe production. For example, in 1995/96 the various surveys of CSA gave a rather complete picture of the types of enterprises in this sector: 63 in the 10+ group, 72 small-scale and 11,753 (or 99%) cottage and handicraft establishments, (Befekadu and Berhanu 1999).

Product Design Capabilities

Foreign traders and manufacturers dominate the high-quality sheepskin sector. In particular, one such company based in the UK acquires over a quarter of all good quality raw leather (as raw as possible, in order to process it elsewhere into high-value leather sports articles), (Bini, 2002). Cheap imports of leather-processed goods (including, footwear) are flooding the country, especially from China, indicating that there is a clear demand for the product. The small-scale producers are trying to cope with this situation by increasingly imitating shoes in vogue in the market (e.g. the fashionable Chinese shoes of relatively low durability), (Zewdie et al. 2003).

Main Problems of Footwear Firms

Fieldwork among *footwear* enterprises undertaken at RLDS has led to an overview of the main problems faced by these enterprises, (Zewdie et. al. 2003). Presently, the major problem in the footwear sector consists of a lack of demand. Due to cheap imports from China and other countries (especially in Asia), the capacity utilization of enterprises is often rather low. The other main problems, according to the entrepreneurs themselves, are the government regulations and high taxation, and the lack of access to finance. The lack of trust among firms was explicit in many answers related to horizontal and vertical linkages among firms, as

well as implicit in numerous discussions with the entrepreneurs. The footwear entrepreneurs add two product specific problems, i.e. the quality of leather is not always high enough, and the generally negative image concerning local products.

CHAPTER THREE

FRAME OF REFERENCE AND RESEARCH METHODOLOGY

This chapter will provide the framework based on literature review and the methodology adopted by the researcher.

3.1 Frame of reference:

This part will provide the conceptual framework based on literature review. It explains the key factors, variables and relationships among theories or models and provides a theoretical overview. The conceptualization helps to answer the study's research questions. This conceptual framework will also guide the data collection of this study.

Main purpose of the study is to gain a better understanding of consumers' attitude with regard to locally manufactured leather shoes. Based on the objectives of the study, the first research question focuses on consumers' feeling with regard to locally manufactured shoes attributes in comparison to others. The second research question focuses on how the relative importance of leather shoe attributes can be described in terms of the different attribute dimensions. The third research question addresses the overall consumer attitude towards local leather shoes inline with imported ones.

Marketing theory and research support that consumers' attitudes toward product attributes influence their purchasing behavior toward those products. Consumers form those attitudes based on their image of the

product from the perspectives of its attributes, (Claiborne and Sirgy, 1990).

Attitudes are defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object", (Fishbein and Ajzen, 1975). Lutz (1981) defined attitudes as representing covert feelings of favorability or unfavorability toward an object, person, issue, or behavior. People learn attitudes over time by being in contact with the object directly (experience) or through receiving information about the object. Consumers use learned attitudes as a guide to their overt behavior with respect to the attitude object, giving rise to consistently favorable or unfavorable patterns of responses. Attitude measurement can provide understanding of purchase predisposition for a particular brand or service. Attitudes are assumed to be precursors of behavior. If a person is favorably predisposed toward a brand or service, that favorable predisposition should lead to favorable behaviors with respect to the brand, service, or program.

Attributes are defined as the evaluative criteria used in decision making that are functional, utilitarian, or performance-oriented, i.e., they are means to higher ends. For example, attributes of leather shoes may include such considerations as material, durability, style color, arch support, price and the like, (Claiborne and Sirgy, 1990). Attributes are also defined as the evaluative criteria used in decision making that are value expressive, i.e., that reflect or express one's self-concept. For example, attributes of leather shoes may include such considerations as comfort, country image and the like, (Claiborne and Sirgy, 1990).

3.2 Methodology

This section describes different research methods and gives explanation of the chosen method of this study and the reasons for this choice. Furthermore, this chapter describes the chosen sampling technique, the way the data for the study has been collected and the statistical techniques used to analyze the data. In addition, the issue of the reliability and validity of the presented study is discussed.

3.2.1. Research Purpose

The purpose of this study was to investigate the young consumers' attitude toward local leather shoes in terms of its key attributes. Thus, the research here is descriptive one.

3.2.2 Research Approach

For the underlying study, the researcher of the thesis has chosen quantitative approach for achieving the purpose of the study. To collect the quantitative data the survey method has been used and eventually the data has been analyzed by using statistical techniques.

3.2.3. Population and Sample.

The population that was studied included all Addis Ababa University regular main campus students. Surveying the entire students of the University ensuring full representation of the population was found to be non-feasible in terms of time and cost. Therefore, a sample of 250 respondents representing the student population was drawn.

Selecting the Sampling Method

Selection of the sampling method to use in a study depends on a number of related theoretical and practical issues. These include considering the

nature of the study, the objectives of the study and the time and budget available.

For the study, sample has been selected from Addis Ababa University students because it was convenient for the researcher and it took less time to conduct research. Moreover, as they come from every corner of the country, more or less they reflect the intention of consumers' attitude nationally and they are also assumed to be rational. The sample was selected by using convenient sampling method. The researcher administered the procedure and collects the data by distributing the questionnaire randomly in male students' dormitory. The data were collected from female students around students lounge area.

Based on different shoe attribute dimensions suggested by consumers and reviewed from books , survey questionnaire containing different items was constructed and administered on 250 respondents of which 243 was returned.

3.2.4. Data Collection

For the purpose of the thesis, the authors have decided to collect primary and secondary data. Primary data include a survey with customers of leather shoe. For that purpose a questionnaire has been designed. Secondary data include data from academic literature, books, journals, reports and Internet sources.

Taking into consideration the time- and resource- limits of this study, the authors have decided to measure directly the feeling and overall attitude of customers using only different scales. To measure the belief of respondents with regard to leather shoe attributes a five-point scale ranging from "1"= 'very poor' to "5"= very good was used. To let consumers rate the importance weight of shoe attributes, a constant sum

scale was applied. For the purpose of measuring attitude related factors, the authors have used the five-point Likert Scale, ranging from "1="Strongly disagree" to "5=strongly agree".

Before the questionnaire was distributed, it went through pre-testing. The questions are included in the questionnaire in the same order as the underlying model, but have been grouped differently so that the different attribute dimensions and their importance are measured throughout the whole questionnaire. The questionnaire consists of different questions and demographic information about the respondents, including sex, age, year level, religion, ethnic group.

3.2.5. Data Analysis

The collected data in the study has been presented and analyzed using Descriptive Statistics- mean, and Cronbach's Alpha Test of Reliability. In order to prove the internal reliability of the instrument used, the authors of the thesis performed Cronbach's Alpha Test of Reliability for attitude related questions only and obtained a workable result.

Reliability of the instrument was estimated in two ways for the different parts of the survey. A test-retest procedure was performed on data obtained during a preliminary study. A measure of internal consistency was computed on the complete data set from the administration of the final survey.

For the analysis purpose of collected data, the basic multiattribute model of attitude measurement was applied. This type of model assumes that a consumer's attitude (evaluation) of an attitude objects will depend on the beliefs he or she has about several or many attributes of the object. The use of a multiattribute model implies that an attitude toward a product

or a brand can be predicated by identifying these specific beliefs and combining them to derive a measure of the consumer's overall attitude (Solomon, 2003). According to him, basic multiattribute models specify three elements.

- *Attributes* are characteristics of the attitude object. Most models assume that the relevant characteristics can be identified. That is, the researcher can include those attributes that consumers take in to consideration when evaluating the attitude object.
- *Beliefs* are cognitions about the specific attitude object. A belief measure assesses the extent to which the consumer perceives that a brand possesses a particular attribute.
- *Importance weights* reflect the relative priority of an attribute to the consumer. Although an attitude object can be considered on a number of attributes, some are likely to be more important than others (i.e., they will be given greater weight). Furthermore, these weights are likely to differ across consumers.

By combining these three elements, a consumer's overall attitude toward an object can be computed.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter is devoted to analyze the collected data by using statistical techniques. A survey of 243 Addis Ababa University main compass students was conducted to assess their attitude toward locally produced leather shoe products. By using a 1-5 points rating scale (where 5 = very good, 4= good, 3= satisfactory, 2= poor and 1 = very poor), respondents were asked to rate their belief with regard to the basic attributes of leather shoes products: price, shock absorbency, durability, style/color, comfort, arch support, fastener, material, specialty performance and country of manufacturing. In addition, respondents were asked to give their importance weight with regard to the aforementioned attributes of shoes on a constant sum scale and different questionnaire items were rated by each respondent for statements that help to measure attitude formation by using five point rating scale (5 being strongly agree and 1 being strongly disagree). Since the intention of the researcher was to describe the attitude of over all consumers in terms of its components by using multiattribute model of attitude measurement, the statistical technique used to answer the basic questions and interpret the data is the mean value of all the valid respondents' responses.

4.1 Characteristics of the Respondents

The sampled respondents were asked to fill a questionnaire about their past experience of local shoe usage, current local shoe usage and decision making authority in making a purchase of shoes. They were from different sex, age, year level, religion and ethnic group (presented in the following table).

Table 1: Sample composition by Sex, Age, Year level, Religion, and Ethnic group

Item	Respondents in	
	Number	Percentage
Sex: Male	157	64.6
Female	86	35.4
Age: under 20	85	35.0
21-25	128	52.7
26-30	27	11.1
31-35	3	1.2
Year level: First year	47	19.3
Second year	81	33.3
Third year	81	33.3
Fourth year	34	14.0
Religion: Orthodox	145	59.7
Muslim	30	12.3
Catholic	14	5.8
Protestant	44	18.1
Others	7	2.9
Non-believers	3	1.2
Ethnic group: Amhara	102	42.0
Oromo	54	22.2
Tigrrian	33	13.6
SNNPR	21	8.6
Others	33	13.6
Total	243	100.0

Source: Questionnaire Analysis

The intention of the researcher in this study is to investigate the overall average young consumers' attitude toward local leather shoes. The sample population presented in table 1 in terms of their sex, age, year level, religion, and ethnic group more or less is assumed to meet the

intention of the researcher. The study of consumers' attitude with regard to different demographic variables is open for further research.

Table 2:- *Tabulation of question related to respondents characteristics.*

Questions	Number	Percentage
Did you have an experience of local shoe product usage?		
Yes	195	80.2
No	48	19.8
Are you currently using a local leather shoe product?		
Yes	108	44.4
No	34	14.0
Both	101	41.6
Who would make the purchase decision of your shoes?		
Myself	184	75.7
Family	30	12.3
Friends	24	9.9
Others	5	2.1
Total	243	100

Among all sample respondents, 195 (80.2 percent) of them had an experience of local leather shoe usage while the rest 48(19.8 percent) didn't have the experience. There fore, the attitude object- local leather shoes- are actually experienced by majority of the respondents. Most of the respondents who didn't have the experience of local shoe usage claim the quality of the shoe as a reason. When consumers have a direct experience with the attitude object, they can easily develop a favorable or

unfavorable attitude with regard to it and it is assumed to increase the validity of the data collected.

Moreover, as it can be seen in the table above, 44.4 percent of the total sample population are currently using local leather shoes. 41.6 percent of them use both local and foreign brands. And, only 14.0 percent of the respondents do not use local leather shoe products currently. In terms of current shoe usage, most of the sample population use local shoes. This increases the relevance of the data collected.

The third question above was designed to assess the role of the respondents in making a purchase decision of their shoes. This is useful for the study to see the reliability of the data collected. Because majority of the respondents (75.7 percent) decide by themselves to purchase a shoes, they can give reliable data to the questions in the questionnaire.

4.2 Findings of the Study

The sample population of Addis Ababa University main campus students who were from different sex, age, year level, religion and ethnic group were asked to rate their belief and importance weight with regard to the different attributes of locally produced leather shoe products. The findings on the belief, importance weight and overall attitudes of respondents toward leather shoes produced in Ethiopia, imported from China and from European countries are presented in the following sections.

4.2.1 Respondents Belief toward Leather Shoe Attributes

Basic Question 1: *What are the consumers' beliefs toward local leather shoe attributes with regard to imported ones?*

The study assessed the respondents' belief toward leather shoe attributes designing a questionnaire which investigate the shoe attributes in terms of ten important attribute dimensions: price, shock absorbency, durability, style/color, comfort, arch support, fastener, material, specialty performance and country of manufacturing. In order to answer the first basic question, the respondents' belief was investigated at three categories for comparison purpose: belief toward local leather shoe attributes; belief toward china leather shoe attributes and belief toward European leather shoe attributes.

The statistical result- Mean – in relation to the ten important attributes which reflect the respondents belief toward local leather shoe and imported ones are presented in the consecutive tables below.

Table 3- : *Descriptive statistics on respondents' belief toward the ten local leather shoe attributes.*

No.	Shoe attributes	Mean	Std. deviation
1	Price	3.2428	1.19343
2	Shock absorbency	2.6914	1.06765
3	Durability	3.5350	1.18610
4	Style/color	2.2099	.98395
5	Comfort	2.3210	1.12991
6	Arch support	2.6996	.92054

7	Fastener	2.7737	1.10325
8	Material	3.6872	1.20986
9	Specialty performance	2.6667	1.01639
10	Country of manufacturing	2.5926	1.27705
Average mean		2.8419	

In multiattribute model of attitude measurement, the belief measure represents the extent to which the shoe offers satisfaction on the attributes in question. Respondents rating of their belief toward local leather shoe attributes are shown in the above table in terms of mean value on 1 to 5 scale(with 1=very poor and 5= very good). Based on the mean value presented, respondents have different belief toward the ten attributes of local leather shoes. While they have the strongest belief toward the material of the shoes (3.6872), they exhibit the weakest belief toward the style (2.2099) of them. Durability and price are also rated above satisfactory level. In contrast, comfort, specialty performance, arch support, fastener and country of manufacturing are rated below satisfactory level by respondents. In general, the respondents' beliefs toward the attributes of local leather shoes are indicated in their descending order as: material, durability, price, fastener, arch support, shock absorbency, specialty performance, country of manufacturing, comfort and style/color.

Among the ten attributes of local leather shoe, consumers show their dissatisfaction by rating seven of them below satisfactory level while they rate only three of them above this level. The average mean value of consumers' belief with regard to the attributes of local leather shoe is 2.8419. This implies that consumers have a poor belief towards local leather shoes on average.

Table 4:- Descriptive statistics on respondents' belief toward china leather shoe attributes.

No.	Shoe attributes	Mean	Std deviation
1	Price	3.8889	.87670
2	Shock absorbency	3.2675	1.07106
3	Durability	1.8683	.82769
4	Style/color	3.2428	1.11836
5	Comfort	2.7243	.94591
6	Arch support	3.0165	1.06781
7	Fastener	3.5185	1.12203
8	Material	2.1728	.98907
9	Specialty performance	2.8560	1.22299
10	Country of manufacturing	1.8848	.84983
Average mean		2.84404	

As presented in the table above, respondents also exhibit different feelings with regard to different attributes of leather shoe products imported from China. With 3.8889 mean values, price is rated better than the other attributes of shoe by respondents as almost good. Next to price, fastener with 3.5185 mean values, shock absorbency with 3.2675 mean value, style/color with 3.2428 mean value, and arch support with 3.0165 mean values are rated above satisfactory level by respondents.

On the other hand, respondents' weakest belief toward leather shoes imported from China goes to durability (1.8683) and country of manufacturing (1.8848) mean values. This shows that respondents

possess poor belief with regard to durability of shoes imported from China and China made shoe products in general. In line with this, material with 2.1728 mean values, comfort with 2.7243 mean values and specialty performance with 2.8560 mean values are rated below satisfactory level.

In a market where most consumers give due consideration to price (see table 7), securing good belief with regard to price becomes an important competition front. Consumers have a good belief towards price of leather shoe imported from China regardless of durability and some other attributes of shoes. However, consumers' overall belief rate on average (2.8441) toward Chinese made leather shoe is poor.

Table 5:- *Descriptive statistics on respondents' belief toward European leather shoe attributes.*

No.	Shoe attributes	Mean	Std deviation
1	Price	2.0576	.96036
2	Shock absorbency	3.4074	.86403
3	Durability	4.0329	.85700
4	Style/color	4.0082	.81814
5	Comfort	3.8807	.88500
6	Arch support	3.7572	.87828
7	Fastener	3.6420	1.07920
8	Material	3.7078	1.04101
9	Specialty performance	3.6214	1.08172
10	Country of manufacturing	3.9218	.87082
Average mean		3.6037	

Except, price with 2.0576 mean values, all the rest attributes of leather shoe brands imported from European countries are rated above satisfactory level by the sample respondents. Respondents have good belief on average to durability (4.0329) and style/ color (4.0082). They also rate country of manufacturing 3.9218, comfort 3.8807, arch support 3.7572, material 3.7078, fastener 3.6420, specialty performance 3.6214 and shock absorbency 3.4074 in terms of mean value.

As we can see from the data presented above, consumers on average exhibit poor belief toward price of European made leather shoe products as it charges high in the market. But, they have good belief on average with regard to all the rest attributes of leather shoe imported from European countries. The average mean value of consumers' belief with regard to the attributes of leather shoes imported from Europe shows 3.6037 which imply consumers' good belief.

Table 6:- Mean comparison of respondents' belief toward local, Chine and European made leather shoe products.

No.	Shoe attributes	Mean		
		Local	Chinese	European
1	Price	3.2428	3.8889	2.0576
2	Shock absorbency	2.6914	3.2675	3.4074
3	Durability	3.5350	1.8683	4.0329
4	Style/color	2.2099	3.2428	4.0082
5	Comfort	2.3210	2.7243	3.8807
6	Arch support	2.6996	3.0165	3.7572
7	Fastener	2.7737	3.5185	3.6420
8	Material	3.6872	2.1728	3.7078
9	Specialty performance	2.6667	2.8560	3.6214
10	Country of manufacturing	2.5926	1.8848	3.9218

This research study was also made to see the comparative difference of respondents' belief with regard to the ten attributes of leather shoes at three categories; local, Chinese and European made shoes. As presented in the table above, the mean value of respondents' belief with regard to price is 3.2428, 3.8889 and 2.0576 to local, Chinese and European made shoes respectively. Respondents' belief to Chinese leather shoe price is better than the other. This implies that Chinese made leather shoes' price is comparatively fair to consumers in the local market. In a market where, most consumers are price sensitive, this can help to create a better comparative advantage easily.

Regarding shock absorbency, local, Chinese and European made shoes score 2.6914, 3.2675 and 3.4074 mean value of respondents' belief respectively. In this case local leather shoe products score the least than others. Consumers have poor belief with regard to shock absorbency of Ethiopian made leather shoes.

Durability is another shoe attribute that consumers develop their belief. 3.5350, 1.8683 and 4.0329 mean value of respondents belief are indicated in the table above to local, Chinese and European made shoes respectively. Respondents hold a better belief to European and locally produced shoe products than Chinese shoe products with this regard. Here, local leather shoe producers are expected to be competent with European made shoe brands.

With regard to style/color of leather shoes, the respondents' belief in mean value is 2.2099, 3.2428 and 4.0082 to local, China and European made shoes respectively as shown in the table above. Local products score the least while European shoe score the best. In the same manner, local leather shoes score the least mean value (2.3210) of respondents' belief than Chinese (2.7243) and European (3.8807) made shoes with

regard to comfort. Accordingly, leather shoe products produced in Ethiopia was rated as poor with regard to style and comfort by the majority of sample respondents. From this we can interpret that consumers are dissatisfied with the style and comfort of local leather shoes.

Arch support, fastener and specialty performance of leather shoe attributes are also another corner where local leather shoe products are rated as almost poor below satisfactory level than the other ones. With regard to arch support, the respondents' belief in mean value indicated in the table above, shows that 2.6996 to local, 3.0165 to Chinese and 3.7572 to European leather shoe products. The mean value of 2.7737, 3.5185 and 3.6420 are belief score of respondents to local, Chinese and European made shoes respectively with regard to fastener. Concerning specialty performance, the belief rate of respondents to local, Chinese and European made shoes shows 2.6667, 2.8560 and 3.6214 mean values respectively.

Consumers show their dissatisfaction with regard to arch support, fastener and specialty performance of leather shoe attributes of local leather shoe products in their belief score. But, in contrast, their belief with regard to these attributes is better towards imported ones.

With regard to the material in which the shoe is made of, the data presented in the table above shows 3.6872, 2.1728 and 3.7078 mean values of respondents' belief to Local, Chinese and European made shoes respectively. This is the attribute in which locally made leather shoe products score the better than other shoe attributes. But, even here, respondents exhibit the better belief score to European made leather shoes. As local leather shoe manufacturers use natural or real leather, consumers are satisfied with the material of the shoes while they are

dissatisfied with Chinese product as it is common to experience a synthetic material.

On the other hand, respondents' belief with regard to country of manufacturing are 2.5926, 1.8848 and 3.9218 to Local, Chinese and European made shoes respectively. The strongest belief goes to European made shoe products while respondents' belief to Chinese shoe is almost poor. Country image which leads to "made in" cue matters in attitude formation. Consumers exhibit good belief with regard to products made in Europe. On the other hand, their belief is poor to local and China made leather shoe products.

4.2.2 The importance of the ten leather shoe attributes to respondents in making a purchase decision.

Basic Question 2: What are the importance weights which reflect the relative priority of shoe attributes to consumers.

According to Solomon (2003), although an attitude object can be considered on a number of attributes, some are likely to be more important to consumers than others (i.e., the weight of importance that consumer's ratings vary from one attribute to another). To answer the basic question above, the following table presents the respondents rating of the different shoe attributes importance weight in terms of mean value on a constant sum scale.

Table 7: - *Descriptive statistics on respondents rating on importance of the ten leather shoe attributes on a constant sum scale.*

No.	Shoe attributes	Mean	Std deviation
1	Price	17.3621	11.21689
2	Shock absorbency	7.2695	4.41920
3	Durability	16.8848	9.24836
4	Style/color	11.1132	6.92243
5	Comfort	12.7202	6.96597
6	Arch support	6.1523	3.54042
7	Fastener	6.4897	4.25175
8	Material	9.6255	6.78200
9	Specialty performance	6.1975	4.87976
10	Country of manufacturing	7.0617	4.82849
Total		~100	

Note: *The higher the mean value means that the most important the attribute is to respondents in making a purchase decision and the reverse is also true.*

As the descriptive statistics result in terms of mean value presented in the table above indicates, the sample population gives greater importance weight to price (17.3621). In contrast, the least importance weight is given to arch support (6.1523) by respondents. Respondents give better weight to durability (16.8848), comfort (12.7202), style (11.1132), and material (9.6255) next to price. On the other hand, they give the least

importance weight: 6.1975, 6.4897, 7.0617, and 7.2695 to specialty performance, fastener, country of manufacturing and shock absorbency respectively. Respondents rate the importance weight of the ten attributes of leather shoes as: price, durability, comfort, style, and material, shock absorbency, country of manufacturing, fastener, specialty performance and arch support in their descending order.

In order to be successful, manufacturers need to try to increase their consumers' belief to product attributes which are more important to them. With this regard, local leather shoe producers have a good position in terms of price and durability. However, though comfort and style are important attributes of shoes to consumers, local leather shoe are rated as poor.

4.2.3 Respondents' overall attitude score toward leather shoe products.

Basic Question 3: *What is the consumers' attitude score for local leather shoes in comparison to imported leather shoe brands?*

The basic formula applied (multiattribute attitude model) in this research to measure the attitude scores of respondents toward leather shoe products is:

$$A_{jk} = \sum_{i=1}^n B_{ijk} I_{ik}$$

Where:

i = attribute or product characteristics

j = brand

k = consumer

Such that:

A = consumer k's attitude score for brand j

I = the importance weight given attribute i by consumer k.

B = Consumer k's belief as to the extent to which a satisfactory level of attribute i is offered by brand j.

(Wilkie, 1990)

The overall attitude score presented in the table below is obtained by multiplying a consumer's belief rating of each attribute for all the three categories (Local, Chinese and European) of shoe brands considered by the importance rating for that attribute.

Table 8:- Descriptive statistics on respondents' attitude score toward leather shoe.

No.	Shoe attributes	Importance (mean)	Beliefs(mean)		
			Belief toward local leather shoe	Belief toward China leather shoe	Belief toward European leather shoe
1	Price	17.3621	3.2428	3.8889	2.0576
2	Shock absorbency	7.2695	2.6914	3.2675	3.4074
3	Durability	16.8848	3.5350	1.8683	4.0329
4	Style/color	11.1132	2.2099	3.2428	4.0082
5	Comfort	12.7202	2.3210	2.7243	3.8807
6	Arch support	6.1523	2.6996	3.0165	3.7572
7	Fastener	6.4897	2.7737	3.5185	3.6420
8	Material	9.6255	3.6872	2.1728	3.7078

9	Specialty performance	6.1975	2.6667	2.8560	3.6214
10	Country of manufacturing	7.0617	2.5926	1.8848	3.9218
Respondents' total attitude score			294.5728	286.8266	355.0748

Note: The higher the number indicates that the better the attitude score.

An overall attitude score for each category was computed by summing the respondents' belief scores on each attributes after weighing each by its relative importance. Based on the descriptive data analysis, in terms of mean value indicated in the table above, the sample population has the highest attitude score (355.0748) toward European made leather shoes. Respondents' attitude score is least for Chinese made leather shoe (286.8266). With regard to Ethiopia made leather shoe, though respondents attitude score (294.5728) is better than Chinese made leather shoes, it is far less than the attitude score of European made leather shoe products.

Consumers have a favorable attitude score toward European made leather shoe products when it is compared with others. According to the attitude score result computed using multiattribute attitude model; consumers have far less attitude toward local and Chinese made leather shoe products. Of course, consumers have better attitude score toward local leather shoe products than products imported from China,(table 8).

Table 9:- Descriptive Statistics on factors that affect attitude formation.

Statements	Mean	Std. Deviation
Purchasing local product is satisfactory.	3.3868	1.28828
The performance of local shoe product is rewarding.	3.1605	1.20045
The society gives respect to local shoe users.	2.5761	1.08966
Local shoe products are easily accessibility.	3.2469	1.14124
Local shoe producers use celebrity advertising while they promote their products.	3.0412	1.13834
There are known local shoe brands in the market.	3.4403	1.02829
Local shoe producers create emotional appeals in their advertising campaign.	2.8724	1.22144
I develop inferiority feeling when I use local shoe products.	2.4979	1.37382

In decision making situation, according to Solomon, consumers form attitudes toward objects other than the product itself that can influence their ultimate selections. The act of purchasing local products, the experience with the performance of the product, the promotion system of the manufacturers, the distribution intensity, the brand name and the group influence in the society are some of the many factors that affect attitude formation. Respondents were asked to rate their agreement or disagreement on 1-5 scale with regard to the statements indicated in the table above.

According to the mean value of sample population responses, respondents show a better level of agreement (3.3868) with regard to the statement “purchasing local product is satisfactory” and availability (3.44033) as well as accessibility (3.2469) of local shoe brands in the

market. Concerning the statements which state the performance (3.1605) of local shoes and the promotion activities (3.0412) of local shoe producers, the respondents become indifferent to agree or disagree. On the other hand, even though respondents do not feel inferiority (2.4979) when they use local shoe, they experience less respect (2.5761) from the society.

Consumers are satisfied with the act of purchasing local products but they do not agree with their performance level. They are indifferent to decide. Consumers are comfortable with the accessibility and availability of local leather shoe brands questioning the promotion activities. On the other hand, consumers are not satisfied with the society's image and respect to local leather shoe users. These all factors have an impact on consumers' favorable or unfavorable attitude formation.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

In today's market, the competition comes from every corner of the world. The consumers purchase decision is challenged in the local market with the availability of fairly priced and better quality products imported from other countries in line with local products. For countries which straggle to reduce poverty like Ethiopia, local manufacturers in every industry sector shoulder great responsibility to be competent in the market and contribute their part on the overall economic development. This can be real only if local producers work on consumer satisfaction by offering a quality product with fair price and making it easily accessible with persuasive marketing communication program. But, all these efforts will be in vain, if marketers fail to create favorable attitude toward their locally produced products.

A descriptive survey method was used and questionnaire to consumers was administered in order to gather the required primary data. Convenient sampling was used to obtain representative samples to complete the questionnaire. A likert scale at five categories was used to locate consumers according to their level of belief toward shoe attributes. On the other hand, in order to measure the consumers' importance weight with regard to the attributes, a constant sum scale was used.

To assess the overall attitude score of consumers, the multiattribute attitude measurement model was applied. In the application of the

model, the statistical result- mean- was significant to calculate the attitude score in terms of consumers' belief and importance weight rating. This study was conducted on sample consumers of 250 Addis Ababa University main campus students of which 243 were usable responses. The responses of consumers with regard to their attitude have been analyzed considering the mean value of all the valid respondents.

The summary of the finding with their interpretations are indicated in the following paragraphs.

- Consumers have the strongest belief toward the material (3.6872) and the weakest belief toward the style of leather shoes manufactured in Ethiopia. Durability and price are also rated above satisfactory level. In contrast, comfort, specialty performance, arch support fastener and country of manufacturing are rated below satisfactory level by respondents. In general, the respondents' beliefs toward the attributes of local leather shoes are indicated in their descending order as: material, durability, price, fastener, arch support, shock absorbency, specialty performance, country of manufacturing, comfort and style/color.
- Consumers have the better belief toward the price (3.8889) and the weakest belief toward durability (1.8683) of shoes imported from China. Among the other attributes of shoes from China: fastener, shock absorbency, style/color and arch support are rated above satisfactory level by consumer respondents. On the other hand, consumers exhibit weakest belief toward country of manufacturing as that of durability. This shows that respondents possess poor belief with regard to durability of shoes imported from China and China made shoe products in general. In line with this, the

remaining attributes of China made shoes: material, comfort and specialty performance are also rated below satisfactory level by consumers.

- Consumers have good belief toward all attributes of leather shoe brands imported from European countries, except price (2.0576). Consumers have good belief on average to durability, and style/color, country of manufacturing, comfort, arch support, material, fastener, specialty performance and shock absorbency. In contrast, they exhibit poor belief toward price of European made shoe products as it charges high in the market.
- Consumers' belief to Chinese leather shoe price is better than the other. Regarding shock absorbency, Local shoe products score the least than others. Durability is another shoe attribute that consumers develop their belief. Consumers hold a better belief to European and locally produced shoe products than Chinese shoe products with this regard. Here, local leather shoe producers are expected to be competent with European made shoe brands.
- Local products score the least with regard to style/color (2.2099) of shoes while European shoe score the best (4.0082). In the same manner, local leather shoes score the least with regard to comfort. Accordingly, consumers have poor belief with regard to style and comfort of leather shoe products produced in Ethiopia. Arch support, fastener and specialty performance of leather shoe attributes are also another corner where local leather shoe products are rated as almost poor below satisfactory level than the other ones.

- With regard to the material (3.6872) in which the shoe is made of, locally made shoe products score the better than other shoe attributes. But still respondents exhibit the better belief score to European made shoes (3.7078). On the other hand, respondents' belief with regard to country of manufacturing, the strongest belief goes to European made shoe products while respondents' belief to Chinese shoe is almost poor.
- Consumers give the higher importance weight to price (17.3621). In contrast, the least importance weight is given to arch support (6.1523) by respondents. Consumers give better weight to durability, comfort, style, and material next to price. On the other hand, they give the least importance weight to specialty performance, fastener, country of manufacturing and shock absorbency respectively. In general consumers, rate the importance weight of the ten attributes of leather shoe as: price, durability, comfort, style/color, and material, shock absorbency, country of manufacturing, fastener, specialty performance and arch support in their descending order.
- Consumers have the most favorable attitude toward European made leather shoes (355.0748). Their attitude score is least for Chinese made leather shoes (286.8266). With regard to Ethiopia made leather shoes, though respondents' attitude score is better than Chinese made leather shoe, it is far less than the attitude score of European made leather shoe products (294.5728).
- Consumers are satisfied with regard to the purchase of local products and they believe that local shoe brands are availability as well as accessibility in the local market. Concerning the performance of local shoes and the promotion activities of local shoe producers, the respondents become indifferent to agree or

disagree. On the other hand, even though respondents do not feel inferiority when they use local shoes, they experience less respect from the society.

5.2 Conclusions

Based on the findings of this research study, the researcher concludes the following points:

- Consumers have good belief to the material, durability and price of locally manufactured leather shoes while they exhibit poor belief to all the rest attributes of shoes.
- Price is the most important attribute highly weighted by consumers. The importance weight of the other shoe attributes are rated by consumers in their descending order as follows: durability, comfort, style, and material, shock absorbency, country of manufacturing, fastener, specialty performance and arch support
- Consumers' attitude score toward locally produced leather shoes is better than leather shoes imported from China and far less than leather shoe imported from European countries.

5.3 Recommendations

Based on the result of this research finding, the researcher recommends the following operational areas either to the local leather shoe manufacturers or to any interested group that can profit from this research output.

- Local leather shoe manufacturers must improve their product's style, comfort, specialty performance, arch support, fastener, country image and shock absorbency importantly to be more

competent with imported leather shoes maintaining their good consumers' belief with regard to material, durability and price.

- Local leather shoe manufacturers need to communicate their consumers to give high importance weight to other attributes of shoes in addition to price (such as material-where they are comparatively strong) through marketing communication tools: such as advertising, public relation activities personal selling and the like .
- In order to improve the attitude score of consumers and be far better from Chinese shoe and reduce the gap between European shoe, local shoe manufacturers need to give due consideration for the following strategic improvement angles:

√ Increase belief rating for local brands on key attributes.

√ Increase the importance of key attributes.

√ Add an entirely new attribute to consumers' attitudes.

√ Decrease the importance of a weak attribute.

√ Decrease the belief rating for imported competent shoe products.

In addition to working on improving the overall quality of their shoe attributes, marketers should give great emphasis to the whole marketing program in order to create a favorable attitude in the mind of their consumers. They need to implement informative and persuasive marketing communication activities using celebrity advertising and adding emotional appeals in their message execution style. They must also exert their best effort to create a competent local shoe brand image. At large, local shoe manufacturers must work maximum to improve the attitude of Ethiopians' toward Ethiopia made shoe products.

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APPENDIX

ADDIS ABABA UNIVERSITY
FACULTY OF EDUCATION
DEPARTMENT OF BUSINESS EDUCATION
MA PROGRAM IN MARKETING MANAGEMENT
EDUCATION

Subject: Survey Questionnaire

This questionnaire will be filled by Addis Ababa University regular students. It has two main parts and four pages including the cover paper. The purpose of the questionnaire is to collect data about the attitudes of students towards local leather shoe products for the fulfillment of thesis required in Addis Ababa University, faculty of education, department of business education, MA program.

Note that:

The information provided in this questionnaire will serve only the purpose of research undertaking and remain strictly confidential. Your personal identity will not be revealed.

Do not write your name on the survey sheet.

Thank you very much for agreeing to complete this questionnaire.

PART ONE: Personal Profile /Information.

Circle the appropriate response for all questions. Question with “_____” require a written response. Give the answer which best describes you.

1. What is your sex?

1. Male 2. Female

2. What is your age group?

1. 20 or under 2. (21-25) 3. (26-30) 4. (31-35) 5. Above 35

3. What is your year level?

1. First year 2. Second year 3. Third year 4. Fourth year

4. What is your religion? _____

5. What is your Ethnic Group? _____

6. Do you believe that nations need to give priority to local/ domestic products?

(Where, 1 indicates No and 5 indicates yes)

- No 1 2 3 4 5 yes

7. Did you have an experience of local shoe products usage?

1. Yes 2. No

8. If your answer to question number 7 is No, why?

9. Are you currently using a local shoes product?

1. Yes 2. No 3. Both local & foreign shoes

10. If your answer above is no, why?

11. Who would make the purchase decision of your shoes?

1. Yourself 2. Family 3. Friends 4. if other, specify _____

PART TWO: Attitude Related Questions.

The following points are different shoe attributes that consumers base their attitude.

- I.** *Please indicate your belief toward the following shoe product attributes for local leather shoe Products, China leather shoe products and European leather shoe products on 1-5 scale by circling the number of your choice. (Where 1= very poor, 2= poor, 3=satisfactory, 4= good, 5= very good)*

No.	Shoe Attributes	Beliefs		
		Local leather shoe products	China leather shoe product	European leather shoe product
1	Price	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2	Shock absorbency	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
3	Durability	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
4	Style/ Color	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
5	Comfort	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
6	Arch support	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
7	Fastener	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
8	Material	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
9	Specialty performance	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
10	Country of manufacturer	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

- II.** *Please rate the importance of each attribute to be considered in making a purchase decision of your shoes on a constant sum scale. You are required to distribute 100 "importance points" among the attributes of leather shoe products based on their perceived relative importance.*

NB. The more points awarded, the more important is the attribute. Make sure that the sum of all the points does not exceed 100.

No.	Shoe Attributes	Importance
1	Price	
2	Shock absorbency	
3	Durability	
4	Style/ Color	
5	Comfort	
6	Arch support	
7	Fastener	
8	Material	
9	Specialty performance	
10	Country of manufacturer	
	Total Score	100

III. Below is a list of statements. These statements are designed to provoke a response. They do not necessarily reflect the opinions of the survey organizer. I would like you to tell me what your attitude is to each statement by circling one of the numbers from 1- 5, where; **1= you strongly disagree with the statement**
2= you disagree with the statement, but not very strong
3= you are undecided
4= you agree with the statement, but not very strong and
5= you strongly agree with the statement

Please try to answer all the questions and give your first thoughts on each statement.

No.	Statements	Strongly disagree	disagree	Undecided	agree	strongly agree
1	Purchasing local product is satisfactory	1	2	3	4	5
2	The performance of local shoe products is rewarding	1	2	3	4	5
3	The society gives respect to local shoe users	1	2	3	4	5
4	Local shoe products are easily accessible	1	2	3	4	5
5	Local shoe producers use celebrity advertising	1	2	3	4	5
6	There are known local shoe brands in the domestic market	1	2	3	4	5
7	Local shoe advertisers use memorable message execution when they advertise	1	2	3	4	5
8	Local shoe producers create emotional appeals in their advertisement campaign	1	2	3	4	5
9	I feel inferiority when I use local shoes products	1	2	3	4	5
10	I recall my prior experience of usage when I want to purchase new shoes	1	2	3	4	5

Thank you very much for taking the time to help me!