



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

**Factors Affecting Consumers' Preference of Domestic
Garments on selected areas of Addis Ababa City**

BY

ABUBEKER ALI SEID

(GSD/9631/12)

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ADVISOR: BEZA LBEYESUS (Ph.D.)

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ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

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BY: ABUBEKER ALI SEID

BOARD OF EXAMINERS APPROVAL

Advisor

Signature

External Examiner

Signature

getand

Dr Getie Andualem

Internal Examiner

Signature

STATEMENT OF CERTIFICATION

This is to confirm that Abubeker Ali's research work entitled "*factors affecting consumers' preference of domestic garments on selected areas of Addis Ababa city*" undertaken for the partial fulfilment of Master of Arts Degree in Addis Ababa university is his original work and not submitted for any degree either at this or any other university.

Advisor: Beza Libeyesus (PH. D)

STATEMENT OF DECLARATION

I, Abubeker Ali Seid, hereby declare that the thesis entitled “*factors affecting consumers’ preference of domestic garments on selected areas of Addis Ababa city*” is my original work and that all the sources and materials used for the study have been duly acknowledged. Moreover, this research has not been used for any degree in this or any other university. It is provided for the partial fulfilment of Master of Arts Degree in Marketing Management at School of commerce, Addis Ababa university.

By: Abubeker Ali Seid

Signature: _____

Date: _____

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ABSTRACT

A consumers' preference is the choices they make while selecting one product or service over another. These choices could be affected by many factors like cultural, social, personal and psychological factors for which marketers don't have control over them. Apart from these factors, product attributes like quality, price, style and fashion have also impact on consumers' preferences. Accordingly, the main objective of this study is analyzing factors that are affecting consumers' preference for domestically produced garments in Addis Ababa by distributing questionnaire with a five-point Likert scale for sample size of 384. In this study, quality of domestically produced garments, price, reference groups and consumers' attitude are taken as independent variables while consumers' preference is the dependent variable of the study. SPSS version 20 was used to analyze the collected data and interpretation was made for results obtained through descriptive and inferential statistics. The obtained results show that all the four predictor variables have positive and significant effect on consumers' preference. From the four predictor variables, consumers' attitude has the strongest impact on the dependent variable. Finally, the researcher recommended that since all the four predictor variables are critical in influencing consumers' domestically produced garments preference, all parties involving in the production of domestic garments to give high consideration for all the four variables; quality, price, reference groups and consumers' attitude.

Key words: *consumers' preference, domestic garment,*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Now a days many business organizations are facing challenges due to a constant change in consumers' preferences towards products and services in the market. They also know that their survival and profit is highly dependent on satisfying their consumers. As a result, business organizations are competing each other to attract consumers and maximize their satisfaction by using different marketing strategies.

Besides being a vital item in every individual's life, clothing is considered by many as the second skin of the body. We can also find it under physiological needs of Maslow's hierarchy of needs (Maslow 1987) in addition to fulfilling the fundamental needs of protection for all individuals. People uses clothes to show themselves to and differentiate from others. It also serves as a way of expressing oneself. It also used to represent a person's identity, gender, age, race, social status, occupation, fashion and color preferences, attitude, degree of maturity, self-confidence and esteem (Rosenfeld and Plax 1977). Clothes have been also be related to country identity, religious and political beliefs and events.

Business organizations, found in countries like Ethiopia in which most of the time customers prefer using imported products, especially domestic garment producing business organizations are facing difficulties of surviving foreign competitions. Studies like (Kalu and Ikwuegbu, 2000; Okpara, 2007; Ogunnaike, 2010) have shown that there is strong consumer preference for foreign made products than domestically produced in African countries. In addition to the fact that foreign garment industries are operating under finest technology, well trained man power and good financial ability, the existing competition and customers' tendency of using imported clothes than domestically produced, makes it difficult for domestic producers to provide products that would meet customers' preferences. Besides, most of the time foreign garment industries produce low-cost clothes for which they can easily find market in Ethiopia.

The arrival of modern technologies and globalization have dominant impact on consumers' preferences of product choice such as garments in which fashion, design, style and other product

features have an important place in customers buying decision. Ethiopia like any other African countries is highly importing foreign made clothes even if there are numerous domestic garments producing business organization striving to get a market share and earn customers' heart.

Many factors might have an influence on consumers' preferences. These factors could be those in which marketers also couldn't have control over them like cultural, personal, social and psychological factors (Philip Kotler and Gary Armstrong 2014:181). Culture can affect consumers' preferences. As culture is the set of values and beliefs a person learns from a community, these values and beliefs would lead to certain consumer preferences. Social factors have also their impact on consumer preferences such as family, reference groups, roles and status. Basically, any person wants to be accepted socially in the society and some wants to imitate others. This could affect consumers buying preference. A persons' social class based on his/her occupation, income and education have impact on consumers' preferences of buying some products same as the association of person to family and friends at work or at school (Kumar & Jain, 2017:46).

Consumers' preferences could also be affected by psychological factors like motivation, perception, learning, and beliefs and attitudes. Despite being difficult to measure, the 4 psychological factors are the major determinants and powerful enough to have control over consumers' preference (Philip Kotler and Gary Armstrong 2014:171). Marketers are expected to explore those psychological factors that can shift consumers toward domestically produced garments.

Factors that are personal to customers also have an impact on their preferences especially when they think of garments. These factors usually vary from person to person and produce different perceptions and preferences and some of them are age, income, occupation and lifestyle. A young persons have a different garment preference from an old one. Most of the time young customers prefer fashioned and nontraditional apparel unlike to an old customer. The same will be true in case on income, occupation and lifestyle cases.

Consumers' garment preference is the reason for the choices consumers would make while selecting garments. The reason behind this study is the low demand of consumers for domestically produced garments. So, it would be important to evaluate those factors affecting their preferences.

Despite there are many factors affecting consumers' domestic garment preferences, this study will focus at the quality, price, consumers' attitude, and reference groups impact on consumers domestic garments preferences.

1.2 Statement of the Problem

Now a days it is very important for any business organization to go ahead and understand what preferences consumers have and how to win their hearts to select and buy company's products over others. It is only when customers are satisfied and choose the company's products over competitors that the company is able to generate profit and maximize its sales. According to Kotler and Armstrong 2014, the marketing concept is all about determining the needs and wants of target market and delivering satisfaction to them more effectively and efficiently than competitors. In textile and garment market where there are many competitors and alternative products are there for customers, the success of any business operating in such industry could occur only if the company wins the competition by overcoming issues that could be raised from dissatisfied customers.

For any business organization, customers are very important because they drive revenue. Without them any business cannot continue to exist. All business organizations compete each other to attract customers and expand their customer base by either aggressively advertising their products, lower product price or develop unique product attributes. That is why marketers have continuously to develop business strategies that could deliver products highly preferred by customers and would create customer satisfaction.

It is known that domestic products are the backbone of countries economic strength. It is assumed that a country exports domestically produced products after satisfying its local consumption. However, there are various products produced locally in Ethiopia that local consumers are not consuming. One of these products are domestic garments. Ethiopian consumers prefer imported garments than domestically produced one. According to Trade statistics for international business development report, Ethiopia is still importing clothes and garments year to year in high value. Ethiopia has imported \$410291, \$431692, \$444299, \$372904, \$302148 and \$293416 value of garment products from 2015 to 2020.

But when we see the export value, according to the Ethiopian Textile Industry Development Institute (ETIDI) the sector has generated over 32 million USD in foreign exchange by exporting different garment products in July and August 2021 even it is 107% of the planned target (ETIDI, October 2021). This indicates there is high demand for garment in Ethiopia. But when many local garment manufacturers have been asked about the local market trends on domestically produced garments, they are complaining tremendously that many people are not willing to buy domestically produced garments. Although Ethiopian garment products are highly preferable in foreign market, the low demand of domestically produced garments from consumers side and the fact that, upon the knowledge of the researcher, there are no numerous previous studies conducted in this area, it becomes worthy to examine the area and motivated the researcher to look in to the existing factors which are affecting consumers preferences for domestically produced garments in Ethiopia by using capital city Addis Ababa as a case.

1.3 Research Questions

Within the context of problems identified above, the following research questions were addressed at the end of the study.

- How does price affect consumer's preference of domestic garments?
- How does quality affect consumer's preference of domestic garments?
- Do reference groups like family or friends have impact on consumers domestic garment preferences?
- How does attitude affect consumers' preference of domestic garments?

1.4 Objectives of The Study

The study has a general objective of identifying and analyzing those factors impacting consumers' domestically produced garments preferences in Ethiopia. The study also has a specific objective of

- To examine whether consumers favor domestic garments over foreign made imported garments or not

- To examine if quality of domestic garments affects consumers' domestic garment preferences.
- To examine if price of domestic garments affects consumers' domestic garment preferences.
- To examine if reference groups affect consumers' domestic garment preferences.
- To examine if consumers' attitude affects consumers' domestic garment preferences.

1.5 Significance of the Study

This study is significant for garment producers in Ethiopia as it investigates major factors responsible for affecting consumers' preferences of domestic garment. It will also serve as a baseline or even as a secondary source of data for both garment producers to assess and analyze what consumers are expecting from local garment market and for those who want to conduct further research in this area. The study will also serve as an input for any marketer and management in garment producing business organization for their decision making to improve their garment quality, style, price and other attributes.

1.6 Scope and Limitation of the Study

1.6.1 Scope of the Study

This study focused on the factors affecting consumers' preferences of domestic garments. The study is conducted solely on domestically produced garments of such as T shirts, Shirts, Sweaters, Underwear, Socks and Trousers for both men and women.

Despite the fact that there are large number of factors that could affect consumers' preferences of domestic garments, this study analyze only the quality, price, attitude, and reference groups impact on consumers' domestic garment preferences. The reasons for focusing on these variables is related with time constraint and the fact that these listed variables have greater impact on consumers' preferences.

Since there was time and financial constraints, the study is also limited geographically in selected few market areas like Megenagna, Mexico and Merkato areas in Addis Ababa. The reason for selecting these 3 market areas listed are

- They are the busiest trade areas in the city where people usually prefer going there to buy both domestically produced and imported garments
- There are many garment retailers found there, there is high chance of getting large number of respondents who have experience of buying both domestic and imported garments.

Thus, the result may vary if the study was conducted in more parts of Addis Ababa as well as Ethiopia. In addition to the above listed garments, this study didn't consider any ready-made garments which is imported from and produced in foreign countries and sewed in Ethiopia.

1.6.2 Limitation of the Study

As the sample is small considering the large number of populations living in the city as well as market areas found, the result might not be generalizable beyond the specific population from which the sample was drawn. Besides, due to time and financial constraints in taking large sample size, it was difficult and unmanageable to include all domestic garment shops, therefore the scope of the research was limited to some selected business areas like Megenagna, Mexico and Merkato areas in Addis Ababa.

1.7 Organization of the Study

This study has five chapters. The first chapter is about the introduction part which have background information, statement of the problem, objectives, significance, scope and limitation of the study. The second chapter has the literature review part while the third chapter is about research design and methodology. The fourth chapter includes the data analysis, presentation and interpretation part of the study. Finally, the fifth chapter is about conclusion and recommendation of the study.

1.8 Operational Definitions of Variables

Consumer: a person who uses garments

Consumers' preferences: consumers' choice of domestic garments

Durability: ability to last for a relatively long time

Fabric feels: the way the fabric feels against the skin or in the hand and used to convey the cloth's softness and smoothness.

Fashionable: being popular at a particular time

Garment (Apparel): an article of clothing

Quality: ability of garments to perform its expected function.

Pill: name given for small, firm balls of lint, bobble or fuzzball that form on the surface of fabrics caused by wearing.

Wrinkle: is a fold or crease in the garments.

CHAPTER TWO

2. LITERATURE REVIEW

In this chapter, review of related literature that includes theoretical and empirical reviews related to consumers' preferences of domestic garments and will be concluded by having a conceptual framework.

2.1 Theoretical literature

2.1.2 Consumers' Preferences

Preference is the ability to select one thing over another assuming that the choice will result in greater satisfaction, greater capability or performance (Kotler, 2003). Consumers' preference is mainly used to describe a choice that has the greatest expected value among a number of options. Thus, preference refers to some desired condition and indicates that there is a possible condition out there and there are also some options available. It could be come up with an individual's attitude toward a set of objects typically expressed in distinct decision-making process (Lichtenstein and Slovic, 2006).

Once a given marketing institution defines its target market, it must learn about consumers' needs, preferences and habits. That's why marketers gather detailed information about the preference of individual customers: they help the companies to assure customer patronage and loyalty as never before (Kotler, 2003). According to Apicerno (2013), consumers' preference for a product can define a company's success or failure. According to him, if customers favor that company's product, the company can stay around for years and sell millions of the product. But if consumers do not have any favor for the product and the company doesn't go to fix its problem, the product could disappear very quickly.

In consumer market, where people purchase products just for consumption purpose not for further sale, there is a great demand for various goods and services. In such market, companies would have an opportunity to win consumers preferences by offering products and services what customer love to consume. Kotler and Armstrong (2004) stated that the relationship customers have with each other as well as their interaction with their surrounding components of the world affect differently their choice of products, services and companies.

2.1.3 Theory of Consumer Behavior

Since individual consumer's demand will give us market demand, the traditional theory of demand starts with the study of consumer behavior (A. Koutsoyiannis 1979). Consumers' preference is their attitude in which it defines their choice between substitute goods or set of products. It may change separately with other factors such as fashion, design or it may be impacted by advertising and sales promotion strategies as well as developments of new products as a result of technological advancements. Despite consumer preference is taken as given by economists and makes no value judgment about it, it is also assumed stable and reasonable in certain ways (indifference curve analysis, revealed preference; transitivity Graham Bannock, 1998).

Consumer behavior is all about the study of how they make decision on their buying, uses and dispose of goods and services. This study also includes investigation of those factors responsible for consumers product purchase and usage decision (Michael R. Solomon, 2003). When companies understand consumers' purchasing behavior, it allows them to come up with product and services that can easily meet consumers' needs which lastly leads to marketing success.

2.1.4 Model of Consumer Behavior

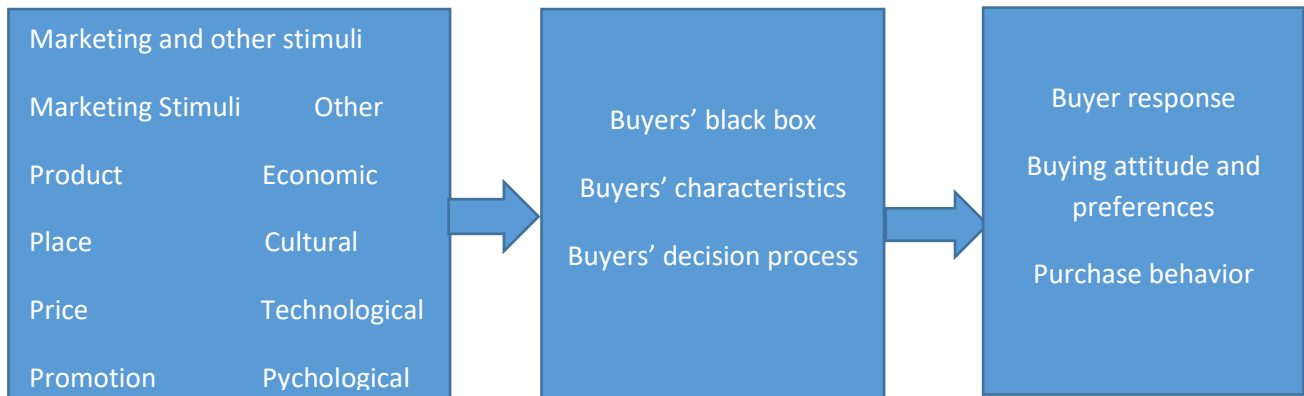
According to Kotler and Armstrong (2010) Many buying decisions are done every day in consumers' life which is the main study point of marketers' effort. It is because of this reason that most of huge companies are willing to research consumers' buying decisions in brief to get answers for question about what consumers buy, where, how, how much, when and why they are buying. But it is not easy since the answers are sealed deep in consumers' mind. The interesting thing is also that consumers themselves do not know what influence their purchasing. Therefore, how consumers will react to different marketing strategies the company might develop is an important question for marketers.

Based on Kotler and Armstrong, the basic model of consumer decision making process consists of three main components. These are

- Marketing and other stimuli which serve as influences which are of two kinds. The first one is introduced by marketers through marketing mix of product (attributes, features, appearance and etc.), price, place (location, accessibility) and promotion (advertisement, promotion) and the other is those introduced by the environment that could be economic, technological, political and cultural.

- the buyer's black box mainly related to the consumer and made up of buyers' characteristics, which could be personal, cultural, psychological and social, which affect the buyer decision process.
- the buyer responses which is the decision with regard to product, price, seller timing and amount.

Figure 2.1 consumer behavior model



Source: Model of buyer behavior (Kotler & Armstrong, 2010)

2.1.5 Consumer buying decision process

In order to effectively implement marketing mix elements, marketers have to understand the undertaking actions consumers use when they are going to purchase goods and services. they usually follow these actions in sequence of steps. Consumers buying decision process includes a series of steps which begin with a felt need caused from internal or external services and ends with approval of the decision. Consumers need might be either urgent which need immediate decision or might be that for which the decision could be delayed.

In order to know more about consumers' decision-making process, many marketing scholars develop models. From them, five stage model developed by Kotler is one of many.

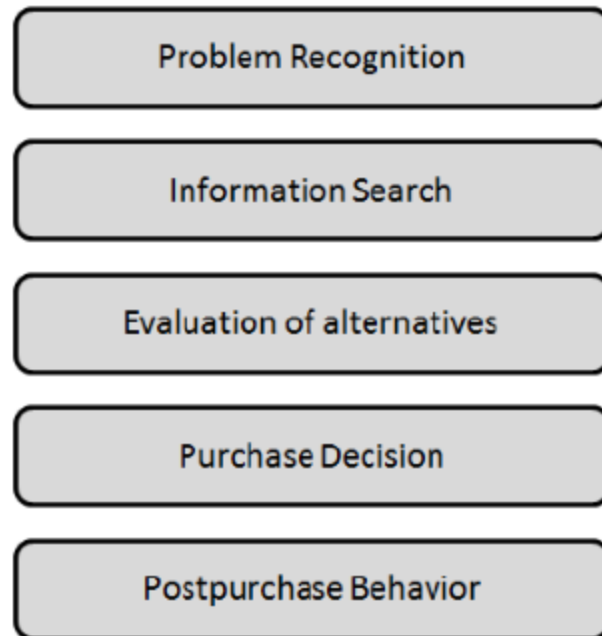


Figure 2.2 the five-stage model in consumer buying decision process (Kotler 2012).

Consumers would pass through these five stages when making their buying decision. The first stage is a stage where consumers identify need or problem caused by either internal factors like thirsty, hunger or external factors like admiration of friend new leather jacket and detect the gap between actual state and some desired one. At this time, consumers will keep trying to find goods and services to satisfy such aroused needs.

The identified needs will force the consumer to search any relevant information about the product which will help them to fulfill the raised needs. They will start finding out all they can anything relevant about the product through any information search methods. The sources might be personal like family, friends, neighbors and etc or commercial like advertisement or it might be public sources like mass media. Personal sources tend to be more effective for influencing consumers to make buying decision. For example, a person who need to buy t shirt can easily get relevant and almost all information from friends who had bought it before.

After searching relevant information about the products they need, they will go to the third stage which is where they start evaluating available alternative brands. At this stage, many consumers could use different criteria. These criteria could be product attributes in which they would highly consider price, quality or design of the products to select from the available list. Besides,

consumers are rarely evaluating every possible available product due to limited time, energy and capacity they have (J. Paul Peter & Jerry C. Olson, 2010).

The fourth stage is where the consumer decides to purchase the products that they thought to be more suitable to fulfill their needs after carefully and rationally evaluated available products. Their buying decision might be influenced by either others' feeling or unexpected situational factors. But sometimes consumers' purchase intention does not end by purchasing the product because their product preferences and intention to buy that product does not always lead them to actual purchase choice.

2.1.6 Factors Affecting Consumers Preferences

Since consumers' preference is the individual taste which can be measured by utility of many sets of products, it could be affected by different factors. Some of the factors are not even controllable by marketers. These factors are cultural, social, personal and psychological factors (Kotler et al, 2005).

2.1.6.1 Cultural Factors

Cultural factors have an important impact on customer behavior. The three categories of cultural factors which are culture, subculture and social class have to be examined separately (Durmaz and Jablonski, 2012).

We can define culture as society's attitudes and beliefs. It can also be interpreted as the set of basic values, perceptions, wants, and behaviors in which member of society learned from family and other important foundations (Kotler et al, 2004). It is the behavior and customs socially inherited through generations. Different societal groups have their own culture. This culture has its own impact on consumers' buying behavior. However, its extent of influence could be different across different nations. A change in culture is what marketers are always trying to deal with in order to develop or innovate those products wanted by the consumers (Kotler 2014). It is because a shift in culture might lead to either to an opportunity for developing new products or it could create influence on consumers' preferences.

Culture is an important factor that can influence consumers' behavior. Since it is developed along with age in the society, it can be learned from family, religion places, school, peers and colleagues

like any child could be affected by their family. They will learn about their culture which would help them to develop thinking, attitudes and beliefs. Such factors have impact on consumers' buying preferences.

Subculture is the other important concept to be discussed under cultural factors affecting consumers' preferences. It is a development on culture and the resulted behavior of individuals having similar values formed smaller groups (Durmaz, Celik and Oruc, 2011). Any culture has its subculture in which there will be groups of people with share values. Subculture can have nationalities, religious, racial groups or groups sharing the same geographical location. Sometimes a subculture will have significant and typical market segment of its own. For example, women culture has quite different preference with men culture.

The other is social class which is the society's relatively lasting and arranged divisions in which members share same values and it can indicate not only income but also other indicators like occupation, education, wealth and other elements (Kotler, 2014). According to Rajagopal (2010), cultural and social values can lead significantly consumers' purchase intentions of apparel.

2.1.6.2 Social Factors

Besides cultural factors, consumers' buying behavior is also impacted by social factors such as reference groups, family and social roles and status (Kotler, 2014). Reference groups are those groups that have either direct impact like family, friends, neighbors and co-workers with whom an individual interact continuously or have indirect impact on the person's attitudes or behavior. Sometimes consumers are influenced by those to which they do not attached to or belongs with. Reference groups can influence consumers' preference by affecting how they think of a given product or service, by affecting also the type of behavior displayed by the customer towards a products or services. The impact of reference groups is different across products or brands. For example, the influence would be high if the products are visible such as clothes, shoes, car etc.

The other unit that can be considered as most important from social factor is family. This is because family member like husband, wife and children has intense influence. That's why marketers specifically focused on the roles and influence family have on the purchase of a large diversity of products and services.

The other factor affecting consumers' preferences under social factor is role and status which can be defined in terms of the person's place in each group. A role includes actions a person expected to carry out and every role possess a status. For example, a judge more than sales manager has a higher status who has in turn has more status than an administrative assistance (Kotler 2000). In general, consumers prefer those products that can easily convey their role and status in the society.

2.1.6.3 Personal Factors

The third factor to have influence on consumers' preferences are personal factors. As Kotler and Armstrong (2004) mentioned, personal factors like age, occupation, stage in the life cycle economic condition as well as personality and self-concept have impact on consumers preference. Consumers' preference through out of their age is not the same. What they prefer in their child time is different when they became young. The same preference change is true for consumer when they are single, married, having children or divorced.

Person's occupation and economic condition also affects the products and services bought. Two consumers with different occupation tends to buy different clothes. For example, managers would buy suits whereas factory worker would go to durable type clothes. The same concept could be applied when we think of economic conditions of consumers (Kotler 2014).

2.1.6.4 Psychological Factors

The fourth factor to have influence on consumers' preferences are psychological factors which includes motivation, perception, learning and beliefs and attitudes.

When a person gets motivated, he/she will take action accordingly which are influenced by his/her knowledge of the condition. Perception is the process by which a person select, organizes and interprets information to produce a relevant concept of the world (Kotler and Armstrong 2004).

Changes in consumers' behavior will take place when they involve in new things. Based on this, beliefs and attitudes are obtained and will influence the buying behavior (Armstrong et al, 2005). This buying behavior might be affected for different types of products among them garments are one of them.

2.1.6.5 Product attributes

Since product is anything proposed to market for customers, to satisfy their need or want, to notice, attain, usage or consumption, defining its importance that are going to be communicated and delivered by tangible characteristics such as quality, design, style or feature are involved in developing the product. Such product attributes have high impact on consumer's preference of a product (Kotler & Armstrong, 2010).

Marketers differentiate and make their products different from their competitors on the basis of either some or many attributes since it provides a basis through which they use it as a main tool to do differentiation (Belch & Belch, 1995).

In addition to marketers, consumers also take into consideration the attributes products have as it uses for evaluating the products in relation of the benefits they seek to have when buying them. They also use attributes as the main tools to make comparison between different competitive brands. Most of the time consumers' link product attributes for their purchasing or consuming decisions (Belch & Belch, 1995; Mowen, 1993).

Garment products specifically are made up of many product attributes for which different consumers have different perception. When consumers consider buying these products, they will compare and contrast most of the time based on attributes the products have. Since attributes are those products characteristics which can affect either negatively or positively, consumer's product preferences like garment products highly depend on such attributes mostly product quality and price. This study also specifically focused on the quality and price attributes.

2.1.6.5.1 Product Quality

Product quality is those collected elements and properties of the item that will be important to its ability to fulfill the requirements. It is also the product's ability to carry out its expected function including its durableness and other attributes needed by consumers (Kotler and Armstrong, 2004). For consumers, products said to have good quality, it must satisfy consumers' preferences and meet their expectation. Product quality could even be evaluated by consumers as defect free. Moreover, quality is a continuous condition. For example, a product which had been considered a good quality product in the past may not be considered the same at this time or in the future. This is why marketers are always trying every time to enhance their product quality. Through improving

their products' quality, producers can easily manage a good relationship with their customers. This relationship helps product providers to know and understand what expectations exist in consumer perceptions. This knowledge and understanding will provide the producers a chance to produce good quality products that can achieve consumers' satisfaction.

According to Kotler et al. (2005), quality is the most important positioning tools that marketers could use. It is highly related to consumer satisfaction and has direct relationship with product performance.

Since it is consumer who could evaluate and made decision on the quality of the product, Product quality is not viewed from producer side rather it has to be seen from consumers' side. At this time, two important elements will be occurred on consumer side while using the product. These are the expected product quality and the perceived product quality. If consumers find the perceived quality of the purchased product as they expected, then they would consider it as a good quality product. if the perceived quality is below the expected, the product is said to be poor quality product. Thus, the quality of the products is depending on the companies' ability of meeting consumers' quality expectation not the companies' ability of mass production or not.

2.1.6.5.2 Product Price

Price is one of the attributes of product to have high impact on consumers' preferences especially in case of developing countries. Consumer relate price of the product with its value since price is value indicator (Eric, N. Berkowitz et al, 2003).

Price is the only element to generate revenue and most flexible one in contrast with all other elements in marketing mix which represent costs and couldn't be changed quickly. The problem which companies are facing regards to price is that either they set their price high which do not represent the value gained from consuming the products or setting low price assuming it would generate high sales rather than trying to convince consumers that their products are worth paying that much amount. Other problem is that they set their price only on cost-oriented bases not value oriented and also do not take into consideration other important marketing mix elements.

Product price highly impact consumer choice and purchase intention. Sometimes price discount could lead consumers to change brands and make buying decision earlier than needed (Bucklin et al. 1998). Many authors particularly Kotler et al. (2005) and Bucklin et al. (1998) indicated that

price has significant impact of consumers' preferences especially in poorer countries. As this study is conducting in Ethiopia, one of the poorer countries, product price is the other factor affecting consumers' product preferences.

2.1.6.5.3 Advertisement

As Kotler (200) defined, advertisement is non personal paid form ways to present and promote ideas, products or services. companies use advertisement as an effective means to create consumer awareness about their either new products or existing one, inform them about different features of their products, create preferences for consumers and persuade them to purchase their products (Bendixen, 1993).

According to Chunawalla and Sethia (2008) advertisement is a way used to reach large masses at the same time. Since advertisement is one of the most powerful marketing tools, it could be used to enhance the product publicity, promote sales and advance public relations. Companies especially domestic garment producers have to advertise their products highly since majority of foreign brand clothes are now adays controlled the market through highly advertising their brands.

2.1.6.5.4 Consumers' Attitude

According to Schiffman and Kanuk (2000), attitude which is relevant to purchase decision is formed as a result of the consumers' direct contact with the product, information collected from others or exposure of advertising. One of the approaches for attitude formation is that attitude is based on beliefs or thoughts consumers have about the products received from either external sources (like advertising, social media or reference groups) or internal memory (Hoyer and MacInnis, 2008).

The other approach states that attitudes are based on our emotions. Sometimes we might develop a good attitude toward a product merely because we feel it is good or think right. Attitudes might be observed by experiencing the emotions of others who have previously used the product (Hoyer and MacInnis, 2008).

Attitude is also related to the behaviors customers reflect. It is not always constant. When customers act freely as they want, we might conclude that their action is related to their attitudes (Schiffman and Kanuk, 2000). Sometimes attitude can be related to the customers' willingness to

make changes in their product selection. Some may switch easily from one brand to another while some might be brand loyal where change in their attitude becomes difficult (Hoyer and MacInnis, 2008).

Now a days, many consumers choose products based on manufactured countries. European consumers prefer buying products of other European countries like shoes of Italia, Japanese cars, Taiwan or turkey clothes, or electronics of South Korea. People may assume that imported products have better quality, some might assume imported ones have lower quality. In general, products imported from developed countries are assumed to have better quality than those imported from developing ones (Solomon et al, 2006).

2.2 Empirical Review

2.2.1 Consumers' Preference of Domestic Garments Over Foreign Made

There have been many researches done to know whether consumer prefer locally produced products or imported in both developed and developing countries. The result shows consumers in developing countries prefer to use imported products more while consumers in developed countries prefer using locally produced products.

According to research made by Pierre et al. (1998:193-207) using 285 respondents in Florida, 89.61% prefer domestically produced apparel assuming it has good quality and price. A study made by Paul Patterson and Siu Kwan Tai, 1991 also showed that from 174 sample size in Australia, more than half prefer domestically produced apparels.

The study conducted in Bangkok, Thailand about consumers' preference of domestically produced garments from 194 sample size showed that 56% of consumers do not prefer domestically produced garments (Sirirat Sae Jiu, 2007:46-60). Quality and attractiveness of the imported garment is the main reason for the result. Opoku and Akorli (2009:350-357) found that, out of 100 sample size from Accra city of Ghana, 56% of consumer prefer foreign made clothes. Ogunnaike (2010) conducted research in Kaduna state in Nigeria and found that most of the respondents preferred foreign made garments over domestically produced one. Oladele and Arongundade (2011) also found that most of the respondents prefer imported garments over locally produced garment in Nigeria.

2.2.2 The Impact of Domestic Garment Quality on Consumers' Preferences

Heizer and Render (2014) defined quality as products' ability to meet customers' needs. Studies made on consumers purchasing behavior of clothing points out that quality is the key element that affect consumers clothing preferences (Brijball, 2003; Palmowska and Karasek, 2019).

It is difficult to define what quality means in garment and its attributes to determine it, especially on consumers' point of view. Consumers use different cues to evaluate and compare garment quality. According to Swinker and Hines (2006), garment quality assessment needs multidimensional approaches. They developed 16 list of cues divided into four categories to get information that could be used to evaluate garment quality. These are brand name, country of origin and cost of garment under the extrinsic cues. Under 'intrinsic cues', they list construction of garment, fabric and findings used on the garment. The third category is the appearance cues that includes color, design features, fashionableness, fabric feel, and style. The last category is the performance cues which includes garment care, how the fabric holds its shape, whether the garment pill or not, whether the fabric will wrinkle or not and durability of the garment.

Based on the above definition and attributes of quality, many studies argued that quality has major influence on consumers' preference of garments. A study conducted by Brenna Lee (2005) using 305 sample size found that clothing preference of female is highly affected by clothing style and color. Studies like O' Cass (2000), North et al. (2003) and Sondhi and Singhvi (2006) found that style is the factor affecting consumers' decision on clothing purchase. Susana et al (2010: 411-415) studied and found that quality and price of garment are the major factors to impact preferences.

Kalu and Ikwuegna (2000) conducted a study on consumers' perception of locally made goods in Nigeria and found that foreign garments were perceived having quality while domestically produced were seen as moderate quality. Besides, foreign garments were perceived as more durable unlike that of domestic garments. A study by Min Young Lee et al (2008) also found that most of the respondents prefer clothes due to its quality attributes like durability followed by influence of friends and reference groups.

One of the factor Ogunnaike (2010) found consumers prefer foreign made garments is quality. They perceived those foreign garments have more quality than that of locally produced. The

consumers were motivated to prefer foreign made garments by variables like color, past experience, price and product package.

H1: the quality of domestically produced garments has positive and significant effect on consumers' preference

2.2.3 The Impact of Domestic Garment Price on Consumers' Preferences

Generally, many consumers assumes that domestic products have lower price compared to imported ones. This assumption arises from the fact that most raw materials used to produce domestic goods specifically domestic apparels can be easily found locally. Besides in countries like Ethiopia, cost of man power both skilled and unskilled is low which leads to the assumption that the final price of domestically produced products to be low. According to research made by Zhiming Zhang et al, 2002) in China, price is the most important factor to impact consumers preference on garment. Sirirat Sae Jiu (2007) also found that price is the important factor to impact consumers garment preferences. Ernest and Retha (2002) found that most consumer prefer cheaper shirt. They found price the major attributes to affect preferences (60%) in South Africa from 150 sample size.

Andaleeb and Cownway (2006) argued that product price has impact on consumers buying decision of the product besides its quality. Krishna and Dash (2012) made a study on private label branded garments in India and found that price has high impact on overall consumer preferences.

H2: the price of domestically produced garments has positive and significant effect on consumers' preference

2.2.4 Influence of Reference Groups on Consumers' Domestic Garment Preference

As it is known that reference groups have high impact on others preferences since many consumers now adays are following certain groups, family, friends and celebrities as a role model. This leads the reference groups to have high influence on their followers' preferences especially when we came apparel products. That's why currently many companies are trying to advertise their products or services through some celebrities who have high followers. A study made by Rajagopal (2010) strength this idea. The study finds out that celebrity endorsement has high impact on consumer

preferences and attitudes. Mourali et al (2005) also stated that people might feel belongingness when they consume same product with their friends, family or peers.

Min Young Lee et al (2008) conducted a study on Mexican students with 256 sample size and found that most of them prefer clothes as a result of influence from their friends and reference groups. Yoo-Kyoung S. and Lauren R. Bailey (2009) also found that, from 336 sample size, Hispanic consumers' preference in USA of south eastern state is significantly depending on friends and family.

H3: reference groups have positive and significant effect on consumers' preference of domestically produced garments

2.2.5 The impact of consumers' attitude on consumers' preference

Theoretically, attitude is one of the elements that defines the individual's positive or negative behavior towards a given system. Reasons that motivate consumers to buy domestically produced garments over imported one are very important for domestic garment producers. According to Ajzen and Fishbein (1977), a person's attitude may influence his/her response to a stimulant.

Nurafifah et al. (2016) conducted a study of consumer purchase intention toward private label food products and found that consumer attitudes, price perceptions and their past experiences with the product are the most important factors affecting consumers' purchase intention.

Animut D. (2017) conducted a study on those factors affecting consumers' purchasing intention for cultural fashion clothes in Addis Ababa and found that from 305 questionnaires gathered and ready for processing, variables like fashion participation, perceived knowledge, social status and consumers' attitude are major ones affecting consumers' purchasing intention.

Justin B. (2009) found on the study that the percentage of actual purchase in a store chain is highly affected by consumers' attitude in South Africa. Dereke et al. (2015) studied and found also consumers' attitude towards counterfeit fashion products have great effect on consumers' purchase intention. The study also showed that past experience has the most significant effect.

H4: consumers' attitude has positive and significant impact on consumers' preference of domestically produced garments

2.3 Conceptual Framework of the Study

Based on the above discussions, it can be concluded that variables which are product quality, price, advertisement and reference group's impact are related to consumers' preferences.

Independent Variables

Dependent Variable

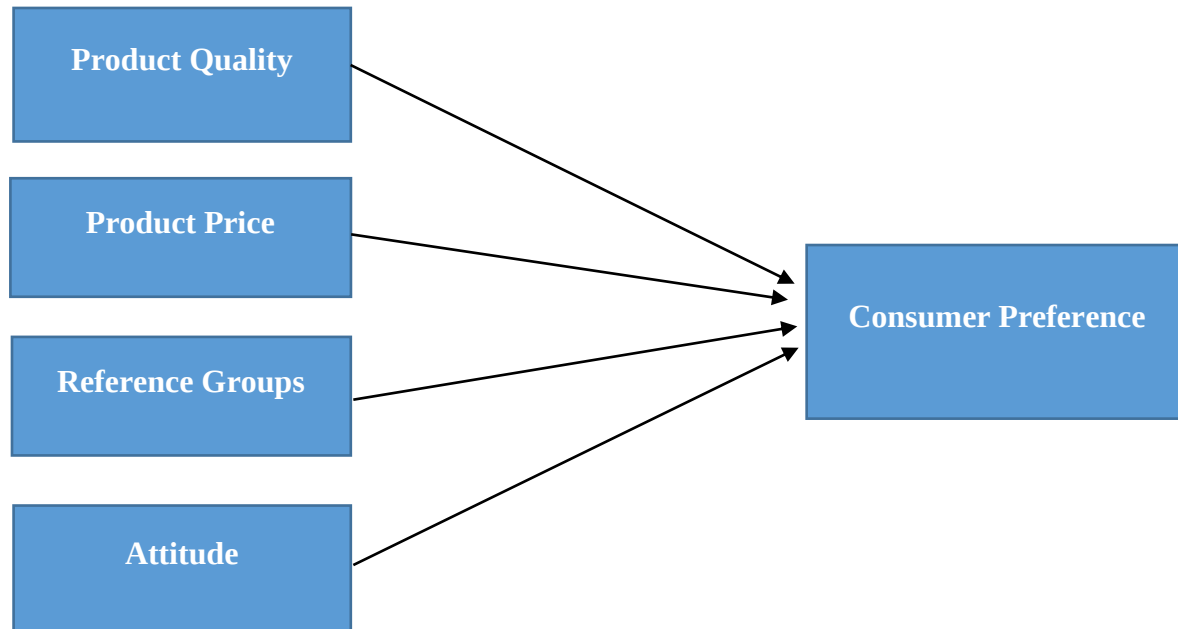


Figure 2.3 Conceptual framework adopted from literature reviewed

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOG

3.1 Research Approach and Design

Quantitative research approach is used as a research approach to quantify the factors affecting consumers' preference of domestic garments. This approach is suitable to quantify the magnitude of the impact of each independent variables on dependent variable

In this study the researcher has used both descriptive and explanatory research designs. The study used descriptive analysis to describe and interpret findings from primary data through questionnaires. Explanatory analysis has been used to explain the link between garment quality, price, reference group and consumers' attitude and consumers' preference.

3.2 Target Population

The target population of this study were consumers found in Addis Ababa, capital city of Ethiopia. Furthermore, the consumers were those who were found in the three market areas of Addis Ababa which are Megenagna, Mexico and Merkato domestic garment selling areas. The reasons for this selection are the following:

- Many domestic garment shops can be easily found in the city as well as in the selected market areas.
- The researcher can find consumers who have more access to both local and imported garments in the areas than any other population in the country
- Consumers with different culture, religion, income level, status and many other backgrounds can be found in the city.

3.3 Sampling Method and Sample Size

3.3.1. Sampling method

Sampling can be defined as a fraction from the total number of units of interest for the ultimate purpose of being able to picture a general decision about the complete body of units (Patrick, 2008). For this study, the research used one of non-probabilistic sampling method which is judgmental sampling technique to select the market areas. According to Ranjit Kumar (2005:197),

judgmental sampling is used based on the researcher's judgment of who could provide the needed information in best way to achieve the study's objectives. So, for this study according to their concentration and being busy market area, 3 areas have been selected which are Megenagna, Mexico and Merkato domestic garment selling areas.

Sample respondents was chosen using convenience sampling technique. Even if this sampling method have shortcomings like being non representative of the entire population, it is quite common in marketing, business and management research as it can ensure level of response rate (Bryman & Bel, 2003:25).

3.3.2. Sample size

Due to the unknown and large number of population and no data concerning number of consumers using domestic garments, the sample size was calculated based on estimation method given by Kothari (2004) which indicated below to determine the sample size.

$$n = \frac{z^2 x p x q}{e^2}$$

Where:

n= size of sample

z= standard variation at the given confidence interval

p= percentage of success

q= Percentage of failure

e= sampling errors

Thus, based on the formula an estimate of the likely percentage of success must be considered (Kothari, 2004). So, the most common percentage of success (p) which is 50% was chosen together with a confidence interval of 95% (z), 5% sampling error (e). Based on this, the sample size for the study has been calculated as follows

$$n = \frac{(1.96)^2 x 0.5 x 0.5}{0.05^2} = 384$$

So, the sample size of this study is 384. Since the real number of consumers found in each selected three market areas are unknown, the researcher has divided the total sample size judgmentally, on the assumption of the researcher couldn't get consumers equally in each area, between them as follows

Table 3.1: Sample proportions

No.	Area Name	Percentage Share	size of sample
1	Merkato area	40%	154
2	Megenagna area	35%	134
3	Mexico area	25%	96

3.4 Data Source

In this study the researcher used both primary source of data, which has been collected through standardized questionnaires adopted from different literatures, and secondary source of data gathered from different books, journals and websites for developing statement of the problem and research questions. The primary sources of data for this study are consumers available in the selected three areas of Addis Ababa city at the time of study.

3.5 Method and Procedure of Data Collection

In this study, both, primary and secondary data collection methods has been used. Primary data has been collected using structured questionnaires because it is one of the most important research instruments for collecting primary data and is easy to standardize and produce results that are easy to summarize, compare and generalize. The questionnaire was designed in a way that is clear, brief and understandable to the respondents.

The secondary data was collected from books, magazines, journals and annual reports.

3.6 Method of Data Analysis

Data analysis is depending on information gathered from different sources. To analyze the data that was gathered through questionnaires, the researcher used both descriptive statistics such as frequency, mean and standard deviation and inferential statistics. The researcher also applied Statistical Packages for Social Scientists (SPSS) version 20 software to compute statistical scores and test the hypothesis.

3.7 Reliability and Validity of the Study

The reliability and validity of the data collected and findings have a great importance for the whole research.

Reliability

For this study, Cronbach's alpha was used to assess the internal consistency of variables.

Validity

In order to ensure the validity of this study and data collection instrument a pilot test was conducted by randomly selecting 40 consumers whose result was included on the final data. A pilot test was conducted to ensure whether the questionnaires were clear and ready to use.

3.8 Ethical Consideration

Respondents were approached and objectives of the study were explained to them. Those who agreed to participate were further asked to fill the questionnaires. All respondents were also informed that all information will be gathered on voluntary basis in which they have the right to say no to participate in the study.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1 Introduction

In this part of the study, the gathered data were analyzed and presented for achieving research objectives. The study was held to identify those factors affecting consumers' preferences of domestic garments in selected areas of Addis Ababa city. The main objective of this chapter is analyzing and interpreting the collected data from respondents through questionnaire. The collected data was analyzed using statistical package of the social science (SPSS) version 20. From the distributed 384 questionnaires a total of 352 (91.67%) were received back. All 352 respondents are those who have experience of buying domestic garments. This chapter presents the result of data analysis in different sections.

4.2 Demographic Profile of Respondents

For this study, gender, age, level of education, marital status, occupation and monthly income were used as demographic variables. This demographic information of the respondents is presented in the below table.

As it is presented in table 4.1, from a total of 352 respondents 68.75% of them or 242 are male whereas 110 (31.25%) of the respondents are female. This shows more males were surveyed for this study. Majority of the respondents are found in the age range of 31 – 50 years which consisted 55.97% (197) of the respondents. This age range is followed by young respondents of age range from 18 to 30 years which consisted 37.50% (132) of the respondents. The older age range (above 50 years) also consisted 6.53% (23) of the total surveyed respondents. From the age group, we can understand that majority of the population used in this survey is between 18 and 50 years old. It is the age range in which fashion, style, design, color and other important garment features will be highly considered. So domestic garment producers have to consider this age range while producing garments.

The educational level of most of the respondents (43.75% or 154) is those having BSC or BA whereas respondents who have completed 12 grade or below ranks in second level with 27.84%

(98) of the respondents. The third rank is taken by those having a postgraduate or above degrees which is accounted for 18.75% (66) and followed by those having a college diploma (9.66% or 34).

All the surveyed respondents are either married (64.2% or 226) or single (35.8% or 126). The researcher hasn't got any respondent in divorced or widow status. When we see the occupation profile of the respondents, most of them are civil servant (61.36% or 216) followed by students (21.88% or 77) and self-employed (10.51% or 37). The last rank is taken by those who are merchant (6.25% or 22).

The last demographic factor is respondents' monthly income in which most of them are in the range of from 5000 birr in a month to 10000 birr in a month (42.9% or 151) followed by those earning a monthly income of less than 5000 birr a month (22.72% or 80). The third rank of this demographic factor is taken by those whose monthly income is from 10000 to 20000 birr (19.32% or 68) followed by last group whose income is greater than 20000 birr (15.06% or 53). From the income level range, its shown that majority of respondents' income range is from 5000 to 10000 birr per month.

No.	Demographic character	Frequency	Percentage
1	Gender		
	Male	242	68.75%
	Female	110	31.25%
	Total	352	100%
2	Age in years		
	18 – 30	132	37.50%
	31- 50	197	55.97%
	above 50	23	6.53%
	Total	352	100%
3	Level of Education		
	12 Complete or Below	98	27.84%
	College Diploma	34	9.66%
	BSC or BA	154	43.75%

	Postgraduate or above	66	18.75%
	Total	352	100%
4	Marital Status		
	Married	226	64.20%
	Single	126	35.80%
	Total	352	100%
5	Occupation		
	Civil Servant	216	61.36%
	Merchant	22	6.25%
	Student	77	21.88%
	Self employed	37	10.51%
	No Job	0	0%
	Total	352	100%
6	Monthly Income in Birr		
	less than 5000	80	22.72%
	5001 – 10000	151	42.90%
	10001 – 20000	68	19.32%
	above 20000	53	15.06%
	Total	352	100%

Table 4.1 Demographic profile of respondents (source: researcher's survey questionnaire, 2022)

4.3 Consumers' Purchase Experience of Domestic Garments

The second section of the survey questionnaire was about assessing consumers' purchasing experience of domestic garments. Based on that the following results was obtained.

Table 4.2 types of domestic garments purchased by respondents (source: researcher's survey questionnaire, 2022)

Description	Response	Frequency (N=352)	Percentage
Domestic garment items bought by respondents	T shirt	317	90%
	Shirt	300	85%
	Socks	352	100%

	Trouser	64	18%
	Sweater	92	26%
	Underwear	74	21%

From the above table, all respondents have experience of buying domestically produced socks (100 % or 352). The other mostly bought item by respondents are T shirt since 90% of or 317 respondents have experience of buying it followed by shirt (85% or 300). The other types of domestically produced garments bought by respondents are sweater (26% or 92), underwear (21% or 74) and trouser (18% or 64) respectively according to their ranks.

Table 4.3 Consumers preference of domestic garments (source: researcher's survey questionnaire, 2022)

Description	Response	Frequency (N=352)	Percentage
Consumers' preference for domestic garments	No	259	73.58%
	Yes	93	26.42%
	Total	352	100.00%

From the surveyed respondents, the majority of them don't prefer domestically produced garments, even if they are using, which consisted of 73.58% or 259 of respondents. It is shown in the above table that only 26.42% (93) of respondents prefer domestic garments. The reason is presented in the below table. Accordingly, the major reason was quality problem (77% or 271) followed by high price of domestically produced garments (61% or 211). Lack of awareness also consisted of 12% or 42 share from the responded responses. From this, quality problem and high price of domestically produced garments share major percentage for domestically produced garments not being preferred by customers.

Description	Response	Frequency (N=352)	Percentage
Why consumers are not preferring domestic garments	Quality Problem	271	77%
	High Price	211	61%
	Lack of Awareness	42	12%

Table 4.4 Consumers' reason not to prefer domestic garment (source: researcher's survey questionnaire, 2022)

4.4 Reliability Analysis for Internal Consistency

In this study the Cronbach's alpha was used as measurement of internal consistency to ensure whether the items adopted were reliable or not. Accordingly, the Cronbach's alpha for this study is greater than the guideline of 0.70 as presented in the below table.

Variables	Cronbach's Alpha	Number of Items
Domestic Garment Quality	.718	5
Domestic Garment Price	.714	4
Reference Group	.816	4
Consumers' Attitude	.848	3
Consumer Preference	.866	4
Overall Reliability	.907	20

Table 4.5 Reliability of the instruments ((source: researcher's survey questionnaire, 2022)

4.4 Descriptive Analysis of Variables

The researcher used descriptive statistics of variables to show respondents' level of agreement and it is presented in form of mean and standard deviation. The mean shows the extent of average respondents who agrees or not with the raised statement. Based on that, lower mean indicates that more respondents are disagreed and high mean indicates that more respondents are agreed with the statement.

The researcher used a five-point Likert types scale ranging from 1, for being strongly disagree, to 5, for being strongly agree for each study variables (domestic garment quality, domestic garment price, reference groups, consumers' attitude and consumers' preference). The results are presented in table form.

4.4.1 Descriptive Statistics of Domestic Garment Quality

For measuring domestic garment quality's impact on consumers' domestic garment preferences, 5 questions were prepared. The result is presented in the table below. It can be seen that all quality items have greater mean value and the two quality items "considering whether the garment will wrinkle or not" and "considering whether the fabric will pill or not" have scored higher mean of 4.27 and 4.25 with standard deviation of 0.972 and 1.029 respectively. From this the researcher can conclude that most consumers give a great attention on quality aspects of domestically produced garments especially whether the garment wrinkle or not and whether the fabric will pill or not aspects while they want to buy domestically produced garments. This statistic result also could answer the study's question of knowing whether quality of garment have impact on consumers' preference of domestically produced garment or not. In general, quality have impact on consumers' domestic garment preferences (average mean is 4.19).

Description	N	Minimum	Maximum	Mean	Std. Deviation	Rank
considering how fashionable the garment is	352	1	5	4.13	1.222	5
considering how the fabric feels on skin or hand	352	1	5	4.08	1.237	3
considering how long the garment will last/ its durability	352	1	5	4.23	1.155	3
considering whether the fabric will pill or not	352	1	5	4.25	1.029	2
considering whether the garment will wrinkle or not	352	1	5	4.27	.972	1
Valid N (listwise)	352			4.19	.773	

Table 4.6 descriptive analysis of domestic garment quality (source: researcher's survey questionnaire, 2022)

4.4.2 Descriptive Statistics of Domestic Garment Price

For measuring domestic garment price's impact on consumers' domestic garment preferences, respondents were asked 4 questions and the result is presented in the below table. From the below table, we can see that all price items have greater mean value and specifically the two price items

“considering whether the garment is reasonably priced or not” and “considering whether the price is low relatively to foreign made or not” have scored higher mean of 4.15 and 3.93 with standard deviation of 1.170 and 1.292 respectively. From this the researcher can conclude that most consumers also give high consideration on price aspects of domestically produced garments especially whether the garment is reasonably priced or not and whether the price is low or not in relative to foreign made garments while they want to buy domestically produced garments. This statistic result also could answer the study’s question of knowing whether price of garment have impact on consumers’ preference of domestically produced garments or not. In general, price have impact on consumers’ domestic garment preferences (average mean is 3.92).

Description	N	Minimum	Maximum	Mean	Std. Deviation	Rank
considering whether the price of garment is affordable	352	1	5	3.90	1.236	3
considering whether the garment is reasonably priced or not	352	1	5	4.15	1.170	1
considering whether the price is low relatively to foreign made or not	352	1	5	3.93	1.292	2
comparing the price of relative domestic garment types	352	1	5	3.71	1.327	4
Valid N (listwise)	352			3.92	.923	

Table 4.7 descriptive analysis of domestic garment price (source: researcher’s survey questionnaire, 2022)

4.4.3 Descriptive Statistics of Reference groups

For measuring reference groups’ impact on consumers’ domestic garment preferences, 4 questions were presented for respondents and the result is presented in the below table. From the below table, we can see that “recommendation by family or friends” and “family or friends’ buying/usage” have scored higher mean of 3.97 and 3.69 with standard deviation of 1.002 and 1.079 respectively. Since the average mean score of reference groups’ impact is 3.58, the researcher can conclude that reference groups’ have impact on consumers’ domestic garment preference. Generally, from the

obtained survey result, especially reference groups' recommendations and their usage have impact on consumers' domestically produced garments.

Description	N	Minimum	Maximum	Mean	Std. Deviation	Rank
recommendation by family or friends.	352	1	5	3.97	1.002	1
Buying or usage by family/friends	352	1	5	3.69	1.079	2
Receiving information from Family, neighbors or friends	352	1	5	3.47	1.231	3
It bothers if family/friend/neighbors disapprove decision of buying locally produced garment	352	1	5	3.16	1.344	4
Valid N (listwise)	352			3.58	.940	

Table 4.8 descriptive analysis of reference group (source: researcher's survey questionnaire, 2022)

4.4.4 Descriptive Statistics of Consumers' Attitude

For measuring consumers' attitude impact on consumers' domestic garment preferences, 3 questions were presented for respondents and the result is presented in the below table. From the below table, it can be seen that "Buying domestically produced garments makes me feel good." and "Domestically produced garments are favorable than imported ones." have scored higher mean of 3.38 and 3.29 with standard deviation of 1.219 and 1.398 respectively.

Description	N	Minimum	Maximum	Mean	Std. Deviation	Rank
Buying domestically produced garments makes me feel good.	352	1	5	3.38	1.219	1
Domestically produced garments are favorable than imported ones.	352	1	5	3.29	1.398	2

I am confident in buying domestically produced garments	352	1	5	3.25	1.274	3
Valid N (listwise)	352			3.31	1.138	

Table 4.8 descriptive analysis of consumers' attitude (source: researcher's survey questionnaire, 2022)

4.4.5 Descriptive Statistics of Consumers' Preference

Description	N	Minimum	Maximum	Mean	Std. Deviation	Rank
My Domestic Garment preference is highly influenced by quality attributes of domestic garments	352	1	5	4.13	1.133	1
My Domestic Garment preference is highly influenced by price of domestic garments	352	1	5	3.51	1.440	2
Reference groups can have influences over my preference of domestic garments	352	1	5	3.34	1.405	3
I have good attitude for domestically produced garments	352	1	5	3.29	1.374	4
Valid N (listwise)	352			3.57	1.135	

Table 4.9 descriptive analysis of consumers' preferences (source: researcher's survey questionnaire, 2022)

For measuring consumers' preference, 4 questions were presented for respondents and the result is presented in the above table. From the above table, we can see that "My Domestic Garment preference is highly influenced by quality attributes of domestic garments." and "My Domestic Garment preference is highly influenced by price of domestic garments." have scored higher mean of 4.13 and 3.51 with standard deviation of 1.133 and 1.440 respectively. From the result obtained from the above table, the researcher can conclude that quality aspect of garments, price, reference group and consumers' attitude all could influence consumers' preference for domestically produced garments.

4.5 Correlation Analysis

In order to know the existing relationship between independent variables (domestic garment quality, domestic garment price, reference group and consumers' attitude) and dependent variable (consumers' preference), Pearson correlation was computed. The Pearson correlation is used to understand the strength of relationship between the variables of the study.

According to Julie Pallant (2015), the Pearson correlation coefficients (r) is taking values from -1 to +1 where the signs are about the existing negative or positive correlation between variables. The positive sign indicates that there is a positive correlation between the variables as one of the variables increases the other also increases and vice versa. The negative sign shows the negative correlation where an increase in one variable with a decrease in the other type. As we can see from the below table, all the four independent variables have no strong correlation with each other. But they all have a significant relationship with the dependent variable, consumer preference.

Accordingly, the most correlated factor with consumer preference is consumers' attitude having $r = 0.738$ with strong positive correlation. The second is quality of domestic garment ($r = 0.491$, moderate positive correlation) followed by price of domestic garment ($r = 0.395$, moderate positive correlation) and reference group ($r = 0.388$, moderate positive correlation). The research can conclude that all the four predictor variables of the study have significant and positive relationship with the dependent variable (consumer preference). So, any improvement in one of the four variables will have a positive contribution to consumer preference.

		Consumer Preference	Quality of Domestic Garment	Price of Domestic Garment	Reference Group	Consumers' Attitude
Consumer Preference	Pearson Correlation	1				
	Sig. (2-tailed)					
Quality of Domestic Garment	N	352				
	Pearson Correlation	.491**	1			
	Sig. (2-tailed)	.000				
	N	352	352			

Price of Domestic Garment	Pearson Correlation	.395**	.562**	1		
	Sig. (2-tailed)	.000	.000			
	N	352	352	352		
Reference Group	Pearson Correlation	.388**	.381**	.358**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	352	352	352	352	
Consumers' Attitude	Pearson Correlation	.738**	.165**	.101	.128*	1
	Sig. (2-tailed)	.000	.002	.059	.016	
	N	352	352	352	352	352
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Table 4.10 Correlation Matrix (source: researcher's survey questionnaire, 2022)

4.6 Multiple Regression Analysis

4.6.1 Major tests for multiple regression

To show the influence of the independent variables on the dependent variable of the study, linear regression was used. Before doing that, the presence of multi collinearity, linearity and normality have been checked.

4.6.1.1 Multi collinearity

When there is high correlation among the independent variables, it can be said that there is multi collinearity case in the study. To test whether there is multi collinearity in this study or not, variance inflation factor (VIF) was used which quantifies the severity of multicollinearity in regression analysis. The obtained VIF result should be less than 10 and close to 1. According to the result presented in the below table, the VIF value is less than 10 and tolerance value of each variable is greater than 0.1 for which one can say that there is no multi collinearity problem in this model.

Model	Collinearity	
	Statistics	
	Tolerance	VIF

1	Quality of Domestic Garment	.639	1.565
	Price of Domestic Garment	.660	1.514
	Reference Group	.820	1.219
	Consumers' Attitude	.968	1.033

Table 4.11 VIF Test for predictor variables (source: researcher's survey questionnaire, 2022)

4.6.1.2 Linearity

Linearity indicates the extent to which a variation in the dependent variable is related to the variation in the independent variables. From the below figure, it can be seen that the association between the independent variables and the dependent one is linear as when we look from left to right, we can see that most residuals lay on the linear straight line.

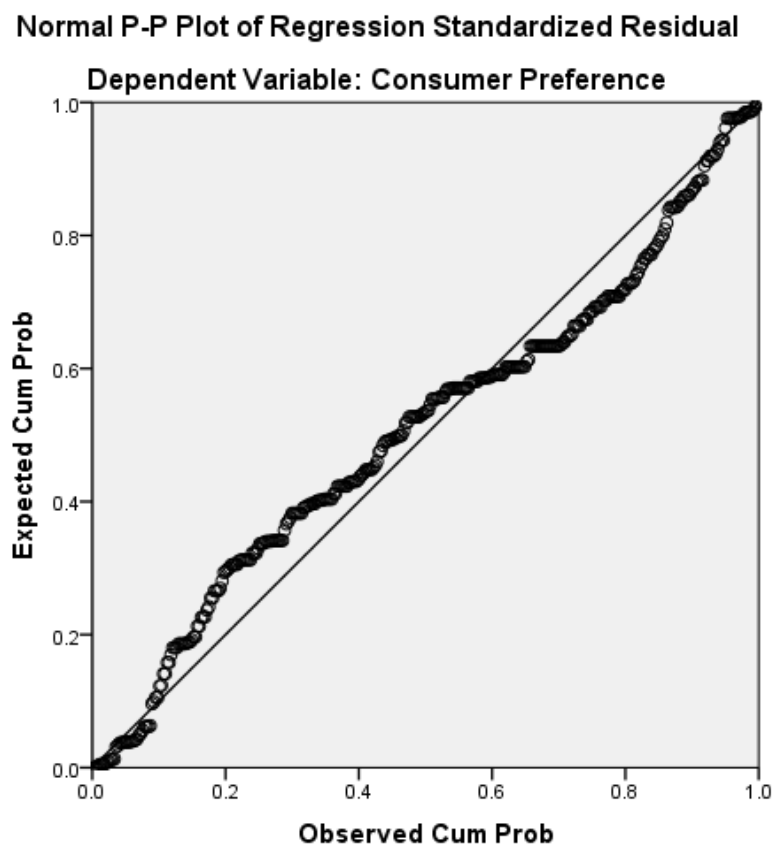


Figure 4.1 Linearity test (source: researcher's survey questionnaire, 2022)

4.6.1.3 Normality

According to Kline (2011), the acceptable level of skewness and kurtosis is 3 and any value greater than 3 is regarded as extreme when checking the normality of the model. In this study, the value of both skewness and kurtosis is less than 3. So, the data is normally distributed.

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Quality of Domestic Garment	352	-.706	.130	-.146	.259
Price of Domestic Garment	352	-.728	.130	.205	.259
Reference Group	352	-.309	.130	-.871	.259
Consumers' Attitude	352	-.307	.130	-1.205	.259
Consumer Preference	352	-.746	.130	-.311	.259
Valid N (listwise)	352				

Table 4.12 Test for normality (source: researcher's survey questionnaire, 2022)

4.6.2. Result of the multiple linear regression analysis

This section discussed the effect of the four predictor variables; domestic garment quality, domestic garment price, reference groups and consumers' attitude on the dependent variable which is consumer preference using multiple linear regression analysis.

4.6.2.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.725	.722	.598

a. Predictors: (Constant), Consumers' Attitude, Price of Domestic Garment, Reference Group, Quality of Domestic Garment

Table 4.13 Model Summary (source: researcher's survey questionnaire, 2022)

According to model summary presented in table 4.13, the R square is 0.725 and adjusted R square is 0.722 which suggests that 72.5% of variance in consumer preference is statistically explained by the 4 independent variables used in the model and the remaining 27.5% is due to other independent variables which are not included in the model. It also indicates the existence of

positive and statistically significant of the independent variables on the dependent variable; consumer preference.

4.6.2.2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.825	4	81.956	228.813	.000 ^b
	Residual	124.289	347	.358		
	Total	452.114	351			

a. Dependent Variable: Consumer Preference

b. Predictors: (Constant), Consumers' Attitude, Price of Domestic Garment, Reference Group, Quality of Domestic Garment

Table 4.14 ANOVA (source: researcher's survey questionnaire, 2022)

According to the above table, consumers' preference for domestically produced garments is notably predicted by the four independent variables in this model, $F = 228.813$, $p = .000$ which is less than 0.05 which means the probability of occurring this result by chance is less than 0.05. So, the variation that is explained by the model is not simply by chance and the model is significant.

4.6.2.3 Evaluating the Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.227	.196		-6.255	.000
Quality of Domestic Garment	.359	.052	.245	6.949	.000
Price of Domestic Garment	.163	.043	.133	3.835	.000
Reference Group	.196	.038	.162	5.225	.000
Consumers' Attitude	.703	.030	.663	23.190	.000

a. Dependent Variable: Consumer Preference

Table 4.15: Coefficients of predictor variables

Based on the above table it can be summarized the output of the model predicting consumer preference with the dimensions of domestic garment quality, domestic garment price, reference groups and consumers' attitude. Since the p value of all dependent variables at 95% confidence interval is less than 0.05, all the four predictor variables have a positive and significant effect on the dependent variable.

The value of each independent variables' standardized coefficient (beta value) indicates the extent of significance of each predictor variables have on the dependent variable. Accordingly, the highest beta coefficient value is 0.663 of consumers' attitude which means from all other predictor variables of the study, consumers' attitude has high effect on consumers' preference of domestic garment. The second variable to have high effect on the dependent variable is quality of domestic garment with beta coefficient value of 0.245. The third variable to have high effect on consumers' domestic garment preference is reference group with beta coefficient value of 0.162 followed by price of domestic garment (beta coefficient of 0.133).

4.7 Hypothesis Testing

Based on the result obtained from the multiple linear regression results, the proposed hypothesis of this study is tested as follows

H1: The quality of domestically produced garments has a positive and significant effect on consumers' preference

According to the result obtained from multiple linear regression in table 4.15, quality of domestic garment significantly affects consumers' preference ($p < 0.05$). Besides the value of beta ($\beta = 0.245$) indicates a positive effect of domestic garment quality on consumers' preference. Therefore, the study accepted the above hypothesis.

H2: The price of domestically produced garments has a positive and significant effect on consumers' preference

According to the result obtained from multiple linear regression in table 4.15, price of domestic garment significantly affects consumers' preference ($p < 0.05$). Besides the value of beta ($\beta = 0.133$)

indicates a positive effect of price of domestic garment on consumers' preference. Therefore, the study accepted the above hypothesis.

H3: reference groups have a positive and significant effect on consumers' preference of domestically produced garments

Based on the result obtained from multiple linear regression in table 4.15, reference groups significantly affect consumers' preference ($p < 0.05$). Besides the value of beta ($\beta = 0.162$) indicates a positive impact of reference groups on consumers' preference. Therefore, the study accepted the above hypothesis.

H4: consumers' attitude has a positive and significant effect on consumers' preference of domestically produced garments

Based on the result obtained from multiple linear regression in table 4.15, consumers' attitude significantly affects consumers' preference ($p < 0.05$). Besides the value of beta ($\beta = 0.663$) indicates a positive effect of consumers' attitude on consumers' preference. Therefore, the study accepted the above hypothesis.

Hypothesis	Beta	Sig.	Result
H1: The quality of domestically produced garments has a positive and significant effect on consumers' preference	0.245	.000	Accepted
H2: The price of domestically produced garments has a positive and significant effect on consumers' preference	0.133	.000	Accepted
H3: reference groups have a positive and significant effect on consumers' preference of domestically produced garments	0.162	.000	Accepted
H4: consumers' attitude has a positive and significant effect on consumers' preference of domestically produced garments	0.663	.000	Accepted

Table 4.16: Summary of hypothesis testing (source: researcher's survey questionnaire, 2022)

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Major Findings

This study was initiated to investigate the major factors that affect consumers' domestic garment preferences in Addis Ababa. More specifically, in this study four factors were assumed to be more important factors to affect consumers' preference towards domestically produced garments. The study listed quality of domestic garment, price of domestic garment, reference group and consumers' attitude as independent or predictor variables and consumer preference as dependent variable.

In this study, a quantitative research approach was used. And both descriptive and explanatory were used for research design. Consumers found in the three market areas of Addis Ababa city; Megenagna, Mexico and Merkato, were the target population of the study. Adopted questionnaires of both Amharic and English version were distributed and collected from respondents based on using judgmental sampling method.

The results of respondents' profile shows that majority of respondents (68.75%) are male, majority of the respondents (55.97%) are found in age group of from 31 – 50 years, 43.75% of respondents are BSC or BA holders, 64.20% of respondents are married, majority of respondents (61.36%) are civil servant and 42.90% are those having a monthly income of 5001 to 10000 birr.

With regard to reliability and validity of the instrument, as shown in table 4.5, the whole instruments were both reliable and acceptable with 0.907 of Cronbach's alpha value.

Results obtained from the descriptive statistics shows that among the indicators of quality of domestic garment, considering whether the garment will wrinkle or not while consumers want to buy domestically produced garments takes the highest mean value of 4.27 but considering how fashionable the garment is scores the lowest mean value of 4.13. As for price of domestic garment indicators, considering whether the price of domestically produced garment is reasonably priced or not scores the highest mean value of 4.15 and comparing the price of relative domestic garment types when consumers want to buy domestically produced garments scores lowest mean value of 3.71. Among the indicators of reference groups' impact on consumers' preference, reference group's recommendation that would result in consumers buying preference of locally produced

garments takes the highest mean value of 3.97. As for consumers' attitude indicators, the highest mean value of 3.38 is scored by "buying domestically produced garments makes me feel good".

The average mean score of all the independent variable of the study; quality of domestic garment, price of domestic garment, reference groups and consumers' attitude are 4.19, 3.92, 3.58, 3.31 respectively. However, the result obtained from descriptive statistics alone could not indicate whether the four independent variables of the study exert a significant influence on consumers' domestically produced garments or not. So, correlation and multiple regression analysis were conducted to test the extent of the relationship between independent and dependent variables have.

The results of correlation analysis show that all the four predictor variables have a positive and significant correlation with the dependent variable; consumers' preference. The result also shows that from the obtained analysis the highest relationship was found between consumers' attitude and consumers' preference ($r=0.738$) followed by quality of domestic garment ($r=0.491$), price of domestic garment ($r=0.395$) and reference groups ($r=0.388$) with consumers' preference respectively.

Furthermore, the multiple regression results showed that all the four predictor variables of the study have positive and significant effect on consumers' preference of domestically produced garments where consumers' attitude holds the highest value to have the most positive and significant effect on consumers' preference (beta coefficient of 0.663) and price of domestic garment holds the lowest value (beta coefficient of 0.0133). The result obtained from the multiple regression analysis also revealed that all the four raised hypotheses were accepted and summarized as follows.

H1a: The quality of domestically produced garments has a positive and significant effect on consumers' preference. **(Accepted)**

H10: The quality of domestically produced garments has no positive and significant effect on consumers' preference. **(Rejected)**

H2a: The price of domestically produced garments has a positive and significant effect on consumers' preference. **(Accepted)**

H20: The price of domestically produced garments has no positive and significant effect on consumers' preference. **(Rejected)**

H3a: reference groups have a positive and significant effect on consumers' preference of domestically produced garments. **(Accepted)**

H30: reference groups have no positive and significant effect on consumers' preference of domestically produced garments. **(Rejected)**

H4a: consumers' attitude has a positive and significant effect on consumers' preference of domestically produced garments. **(Accepted)**

H40: consumers' attitude has no positive and significant effect on consumers' preference of domestically produced garments. **(Rejected)**

5.2 Conclusions

The study investigated those factors influencing consumers' preference of domestically produced garments and based on the findings the researcher concludes in the following ways.

Based on the results of descriptive statistics, from the four independent variables consumers give high consideration for quality of domestically produced garments whenever they want to buy locally made garments followed by price of domestically produced garments. The impact of reference groups and consumers' attitude are the other main factors to have high impact on consumers' preference for domestically produced garments.

Based on analysis made using correlation and multiple regression, the researcher made a conclusion that the four independent variables of the study (quality of domestic garments, price of domestic garments, reference groups and consumers' attitude) have a positive and significant relationship with consumers' preference for domestically produced garments. These four independent variables have also a positive and significant impact on consumers' preference for domestically produced garments.

It is also concluded by the researcher that 72.5% of variance in consumer preference is statistically explained by the four independent variables used in the study with the remaining 27.5% can be explained by other different independent variables which are not included in this study.

5.3 Recommendation

Based on the conclusions drawn, the following recommendations are suggested by the researcher. Based on the findings, quality of domestic garment, price of domestic garment, reference group and consumers' attitude have positive and significant impact on consumers' preference of domestically produced garments. Therefore, priorities toward these important factors are expected from domestic garment producers in order to improve consumers' preference for domestically produced garments.

From the four factors studied in this study, consumers' attitude has the highest effect on consumers' domestically produced garments. Therefore, domestic garment producers should give high consideration on building positive attitude towards domestically produced garments. This can be done by highly promoting garments that are producing domestically using either by creating a good word of mouth or highly advertising it.

The second variable of the study to have effect on consumers' preference is quality of domestic garments. So, producers should improve their products' quality in order consumers to favor their products over imported ones. Improving quality of domestically produced garments can be done by working highly on improving the quality aspects listed and presented for respondents in this study. Making the fabric to feel soft on skin, the garment fashionable especially t shirts, shirts and those which are highly demanded by youth, the garments to last long, not to pill easily and not to wrinkle easily.

Generally, since improving the quality of domestically produced garments will also have its positive impact on improving or changing consumers' attitude for domestic garments, by identifying those quality aspects producers have to work hard on improving the quality of their garment products.

The third important factor studied in this study to have impact on consumers' preference is price of domestic garments. Since many of the respondents (211 of 352) reasoned out not to favor domestically produced garments is high price, producers have to consider their pricing strategy used to determine price of domestically produced garments. More importantly, domestic garment producers have to make price of domestically produced garments as possible as it can to be more reasonable and affordable. They also should make price low relatively that of foreign made

imported ones. The researcher said this because many consumers thought that products that are produced domestically have some advantages like getting cheap labor, cheap land and raw materials here in our country, the production cost is relatively low to that of imported ones. If it is so, price should be low relative to that of imported ones. Making the price low will shift consumers to favor domestically produced garments.

The other important factors to have impact on consumers' preference is impact of reference groups. Advertising domestically produced garments using important and popular figures could improve consumers' domestic garment preference.

5.4 Future Research Directions

For future research activities, the following recommendations are drawn

- Based on the findings from the study, it is only 72.5% of consumers' preferences is explained by the four predictor variables used in the study. This implies that 27.5% of variance in consumers' preference could be explained by other factors which had not been studied in this model. Therefore, it is recommended that a future research work could be carried out by taking other factors which can affect consumers' preference for domestically produced garments such as advertisement and availability of domestic garments into account.
- As this study is conducted by only taking consumers into consideration to assess factors affecting consumers' preference for domestically produced garments, it is recommended that future study could be conducted by taking producers and other market entities into consideration.
- Since the geographic scope of this study is limited to three market areas of Addis Ababa, it would be practically very difficult to generalize the findings to consumers found in other parts of Ethiopia. So, the future study is recommended to do the same study targeting more areas of the country or at least larger part of the city: Addis Ababa.
- Since the study is also limited on only 6 domestically produced garment items (T shirt, shirt, socks, trouser, sweater, underwear), it is also recommended for future study to consider more garment types for study.

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APPENDIX

Appendix 1

Questionnaire



ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

MA PROGRAM IN MARKETING MANAGEMENT

QUESTIONNAIRE TO BE FILLED BY CUSTOMERS

Dear respondents my name is Abubeker Ali. I am currently doing a Research for the partial fulfillment of MA Degree in marketing management at school of commerce, Addis Ababa university on the title “Factors affecting consumers preferences of domestic garment”.

I kindly request you to fill the genuine information about the raised questions. The gathered information will be kept confidential and only be used for analyzing the study and academic purpose. No individual responses will be identified as such and the identity of respondent will not be published or released to anyone. Thank you for your willingness and collaboration in advance!

N.B

- you don't have to write your name,
- fill each part of the questionnaire with honesty and attention,
- choose your appropriate answer from the alternatives given
- the study only about the below listed items

T shirts, Shirts, Sweaters, Underwear, Socks and Trousers for both men and women

Part 1: Demographic Information

Instruction: Please put “X” mark in your answer

1. Gender

Male () Female ()

2. Age

18- 30 years () 31- 50 years () above 51 years ()

3. Level of Education

12 complete or below () college diploma () BSc or BA () postgraduate or above ()

4. Marital Status

Married () Single () Divorced () Widowed ()

5. Occupation

Civil Servant () Merchant () Student () Self-employed () No job ()

6. Monthly Income

Less than 5000 () 5001 - 10000 () 10001 - 20000 () above 20000 ()

Part 2: Questions related to consumers preferences of domestically produced garments.

Please put “X” mark in your answer

1. Have you ever bought domestic garments listed in the first page of this questioner?

Yes () No ()

2. If your answer is yes in question 1, which one of the following have you bought? You can select more than 1

T- shirt () Shirt () Socks () Trouser () Sweater () Underwear ()

3. Do you prefer domestically produced garments?

Yes ()

No ()

4. If your response in question 3 is No, what are the reason not to prefer domestic garments? You can select more than 1

Quality Problem () High Price () lack of awareness () other ()

If there are other reasons, please write them.....

Part 3: below are some questions about consumers' preferences and their evaluation of domestic garments. Please mark "X" on the choice of your agreement. You can select only one option.

Response scale

5=Strongly Agree 4=Agree 3=Neutral 2=Disagree 1=Strongly Disagree

No.	Questions	choice				
	Domestic Garment Quality	SD	D	N	A	SA
Q1	When I want to buy domestic garment, I consider how fashionable it is	1	2	3	4	5
Q2	When I want to buy domestic garment, I consider how the fabric feels on my skin or hand	1	2	3	4	5
Q3	When I want to buy domestic garment, I consider how long the garment will last/ its durability	1	2	3	4	5
Q4	When I want to buy domestic garment, I consider whether the fabric will pill or not	1	2	3	4	5
Q5	When I want to buy domestic garment, I consider whether the garment will wrinkle or not	1	2	3	4	5
	Domestic Garment Price	SD	D	N	A	SA
P1	When I want to buy domestic garment, I consider whether the price of garment is affordable	1	2	3	4	5
P2	When I want to buy domestic garment, I consider whether the garment is reasonably priced or not	1	2	3	4	5
P3	When I want to buy domestic garment, I consider whether the price is low relatively to foreign made or not	1	2	3	4	5

P4	When I want to buy domestic garment, I compare the price of relative domestic garment types	1	2	3	4	5
	Reference Group	SD	D	N	A	SA
RG1	I would buy locally produced garments, if it is recommended by family or friends.	1	2	3	4	5
RG2	I would buy locally produced garments, if my family or friends buy/use it.	1	2	3	4	5
RG3	I receive information about locally produced garments from my Family, neighbors or friends	1	2	3	4	5
RG4	It bothers me if my family/friend/neighbors disapprove my decision of buying locally produced garment	1	2	3	4	5
	Consumers' Attitude	SD	D	N	A	SA
CA1	Buying domestically produced garments makes me feel good.					
CA2	Domestically produced garments are favorable to me than imported ones.					
CA3	I am confident in buying domestically produced garments					

Appendix 2

Questionnaire



አዲስ አበባ ዩኒቨርሲቲ

ንግድ ስራ ትምህርት ቤት

ገበያ አስተዳደር ክፍል

በደንበኞች የሚሞላ መጠየቅ

ውድ መላሾች ስሜ አቡበከር አሊ ይባላል። የአገር ውስጥ አልባሳትን በተመለከተ የደንበኞች ምርጫ ላይ ተፅእኖ የሚያሳድሩ ምክንያቶችን በተመለከተ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ አስተዳደር ትምህርት ክፍል ለማስተርስ ዲግሪ መመረቂያ ፅሁፌን እየሰራው እገኛለው።

ለተነሱትን ጥያቄዎች ትክክለኛውን ምላሽ እንድትሰጡኝ እየጠየኩ የምትሰጡት መረጃ ሚስጥራዊነቱ ተጠብቆ ለዚህ መመረቂያ ፅሁፍ መረጃነት ብቻ የሚያገለግል መሆኑን እገልጻለሁ። የመላሾች ማንነትም በምንም መልኩ ግልፅ አይደረግም። ለፍቃደኝነት እንዲሁም ለትብብሮ በቅድሚያ አመሰግናለሁ።

ማስታወሻ

- ስሞትን አይፃፉ
- እያንዳዱን የመጠይቁን ክፍል በትክክል እና በትኩረት ይሙሉ
- የእርሶን ትክክለኛ ምላሽ ከተሰጡት አማራጮች ውስጥ ይምረጡ
- ይህ መጠይቅ ከታች ስለተዘረዘሩት የአልባሳት አይነቶች ብቻ ነው

የወንዶችም ሆነ የሴቶች ቲ ሽርት፣ ሸሚዝ፣ ሹራብ፣ የውስጥ ሱሪ፣ ካልሲ እንዲሁም ሱሪ

ክፍል 1: አጠቃላይ መረጃ

ትእዛዝ፡ እባክዎ በመልሶት ላይ የ X ን ምልክት ያኑሩ

1. ያታ

ወንድ () ሴት ()

2. እድሜ

18- 30 አመት () 31- 50 አመት () ከ51 አመት በላይ ()

3. የትምህርት ደረጃ

12ተኛ ክፍል የጨረሰ ወይም ከዛ በታች () ዲፕሎማ () ቢኤስ ሲ ወይም ቢኤ () ማስተር ዲግሪ ወይም ከዛ በላይ ()

4. የጋብቻ ሁኔታ

ያገባ () ያላገባ () የተፋታ ()

5. የስራ ሁኔታ

የመንግስት ሰራተኛ () ነጋዴ () ተማሪ () የግል ስራ () ስራ አጥ ()

6. የወር ገቢ

ከ5000 በታች () 5001 - 10000 () 10001 - 20000 () ከ20000 በላይ ()

ክፍል 2፡ አገር ውስጥ በሚመረቱ አልባሳት ዙርያ የደንበኞች ምርጫን የተመለከቱ ጥያቄዎች

እባክዎ በመልሶት ላይ የ X ን ምልክት ያኑሩ

1. የአገር ውስጥ ምርት የሆኑ አልባሳትን ገዝተው ያቃሉ (በገፅ 1 ላይ ከተዘረዘሩት ውስጥ)?

ገዝቼ አውቃለው ()

ገዝቼ አላውቅም ()

2. ለጥያቄ ቁጥር 1 መልሶት ገዝቼ አውቃለው ከሆነ፤ከታች ከተዘረዘሩት ውስጥ ገዝተው የሚያውቁት የቱን ነው? ከአንድ በላይ መምረጥ ይችላሉ

ቲሸርት () ሸሚዝ () ካልሲ () ሱሪ () ሹራብ () የውስጥ ሱሪ ()

3. የአገር ውስጥ ምርት የሆኑ አልባሳትን ምርጫዎ ናቸው?

አው ()

አይደለም ()

4. ለጥያቄ ቁጥር 3 መልሶት አይደለም ከሆነ፤ ምክንያቶ ምንድነው? ከአንድ በላይ ምክንያቶችን መምረጥ ይችላሉ

የጥራት ችግር () ከፍተኛ ዋጋ () የግንዛቤ እጥረት () ሌላ ምክንያት ()

ሌላ ምክንያት ካሎት እባክዎ ይግለጹ፡.....

ክፍል 3: ከታች ያሉት ጥያቄዎች ስለ ደንበኞች ምርጫ እና ስለ አገር ውስጥ አልባሳት ያላቸው ግምገማን በተመለከተ ነው፡፡እባክዎ የ X ን የእርሶ የስምምነት ምርጫ ላይ ያኑሩ፡፡ መምረጥ የሚችሉት አንድ አማራጭን ብቻ ነው፡፡

የምላሽ ልኬት፤

5=በጣም እስማማለው 4=እስማማለው 3=አስተያየት የለኝም 2=አልስማማም

1=በጣም አልስማማም

	ጥያቄዎች	ምርጫ				
	የአገር ውስጥ አልባሳት ጥራት	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለው	በጣም እስማማለው
Q1	የአገር ውስጥ አልባሳትን ልገዛ ስል ምን ያህል ፋሽንን የተከተለ መሆኑን ከግምት ውስጥ አስገባለው	1	2	3	4	5
Q2	የአገር ውስጥ አልባሳትን ልገዛ ስል ጨርቁ ምን ያህል ቆዳዬ ወይም እጄ ላይ ከግምት ውስጥ አስገባለው	1	2	3	4	5
Q3	የአገር ውስጥ አልባሳትን ልገዛ ስል የምገዛው ልብስ ምን ያህል ጊዜ ሊቆይ እንደሚችል ከግምት ውስጥ አስገባለው	1	2	3	4	5
Q4	የአገር ውስጥ አልባሳትን ልገዛ ስል ጨርቁ እንደሚነጩጩና እንደማይነጩጩ ከግምት ውስጥ አስገባለው	1	2	3	4	5

Q5	የአገር ውስጥ አልባሳትን ልገዛ ስል ልብሱ በቀላሉ የሚጨማደድ ይሁን አይሁን ከግምት ውስጥ አስገባለው	1	2	3	4	5
	የአገር ውስጥ አልባሳት ዋጋ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
P1	የአገር ውስጥ አልባሳትን ልገዛ ስል የልብሱ ዋጋ አቅሜን ያገናኘበ ይሁን አይሁን ከግምት ውስጥ አስገባለው	1	2	3	4	5
P2	የአገር ውስጥ አልባሳትን ልገዛ ስል የልብሱ ዋጋ ተመጣጣኝ ይሁን አይሁን ከግምት ውስጥ አስገባለው	1	2	3	4	5
P3	የአገር ውስጥ አልባሳትን ልገዛ ስል የልብሱ ዋጋ ከውጭ ከሚገቡት አንፃር ዝቅተኛ ይሁን አይሁን ከግምት ውስጥ አስገባለው	1	2	3	4	5
P4	የአገር ውስጥ አልባሳትን ልገዛ ስል ሌሎች የአገር ውስጥ አልባሳት ያላቸውን ዋጋ ከግምት ውስጥ አስገባለው	1	2	3	4	5
	Reference Group	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
RG 1	ቤተሰቦቼ ወይም ጎደኞቼ እንደገዛ ከመከፋኝ የአገር ውስጥ ምርት የሆኑ አልባሳትን እገዛለው	1	2	3	4	5
RG 2	የአገር ውስጥ ምርት የሆኑ አልባሳትን ቤተሰቦቼ ወይም ጎደኞቼ ከገዙ/ከለበሱ እኔም እገዛለው	1	2	3	4	5
RG 3	የአገር ውስጥ ምርት የሆኑ አልባሳትን በተመከተ ከቤተሰቦቼ ጎደኞቼ ወይም ጎረቤቶቼ መረጃን እወስዳለው	1	2	3	4	5
RG 4	የአገር ውስጥ አልባሳትን መግዛትን በተመለከተ ውሳኔዬን ቤተሰቦቼ/ጎደኞቼ/ጎረቤቶቼ አለመቀበላቸው ይረብሽኛል	1	2	3	4	5

	የደንበኞች አመለካከት	በጣም አልስማማ ም	አልስማማ ም	አስተያየት የለኝም	እስማማለ ው	በጣም እስማማለ ው
CA 1	የአገር ውስጥ ምርት የሆኑ አልባሳትን መግዛት ጥሩ እንዲሰማኝ ያደርገኛል					
CA 2	የአገር ውስጥ ምርት የሆኑ አልባሳት እኔ ዘንድ ከውጭ ከሚገቡት ይልቅ ተመራጭ ናቸው					
CA 3	የአገር ውስጥ ምርት የሆኑ አልባሳትን ለመግዛት በራሴ እተማመናለሁ					

Appendix 3

Statistical outputs

Appendix 2.1: Reliability of the instrument

Domestic garment quality

Cronbach's Alpha	N of Items
.718	5

Domestic garment price

Cronbach's Alpha	N of Items
.714	4

Reference groups

Cronbach's Alpha	N of Items
.816	4

Consumer attitude

Cronbach's Alpha	N of Items
.848	3

Consumer preference

Cronbach's Alpha	N of Items
.866	4

Overall

Cronbach's Alpha	N of Items
.907	20

Appendix 2.2: Respondent's profile

Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	242	68.8	68.8	68.8
Valid Female	110	31.3	31.3	100.0
Total	352	100.0	100.0	

Age of Respondents in years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-30	132	37.5	37.5	37.5
Valid 31-50	197	56.0	56.0	93.5
Valid above 50	23	6.5	6.5	100.0
Total	352	100.0	100.0	

Level of Education of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 12 completed or below	98	27.8	27.8	27.8
Valid College Diploma	34	9.7	9.7	37.5
Valid BSC/BA	154	43.8	43.8	81.3
Valid Postgraduate or Above	66	18.8	18.8	100.0
Total	352	100.0	100.0	

Marital Status of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	226	64.2	64.2	64.2
Valid Single	126	35.8	35.8	100.0
Total	352	100.0	100.0	

Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Civil Servant	216	61.4	61.4	61.4
Merchant	22	6.3	6.3	67.6
Valid Student	77	21.9	21.9	89.5
Self Employed	37	10.5	10.5	100.0
Total	352	100.0	100.0	

Monthly Income of Respondents in birr

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5000	80	22.7	22.7	22.7
5000-10000	151	42.9	42.9	65.6
Valid 10000-20000	68	19.3	19.3	84.9
greater than 20000	53	15.1	15.1	100.0
Total	352	100.0	100.0	

Appendix 2.3: Descriptive statistics

Descriptive Statistics GQ

	N	Minimum	Maximum	Mean	Std. Deviation
When I want to buy domestic garment, I consider how fashionable it is	352	1	5	4.13	1.222
When I want to buy domestic garment, I consider how the fabric feels on my skin or hand	352	1	5	4.08	1.237
When I want to buy domestic garment, I consider how long the garment will last/ its durability	352	1	5	4.23	1.155

When I want to buy domestic garment, I consider whether the fabric will pill or not	352	1	5	4.25	1.029
When I want to buy domestic garment, I consider whether the garment will wrinkle or not	352	1	5	4.27	.972
Valid N (listwise)	352				

Descriptive Statistics P

	N	Minimum	Maximum	Mean	Std. Deviation
When I want to buy domestic garment, I consider whether the price of garment is affordable	352	1	5	3.90	1.236
When I want to buy domestic garment, I consider whether the garment is reasonably priced or not	352	1	5	4.15	1.170
When I want to buy domestic garment, I consider whether the price is low relatively to foreign made or not	352	1	5	3.93	1.292
When I want to buy domestic garment, I compare the price of relative domestic garment types	352	1	5	3.71	1.327
Valid N (listwise)	352				

Descriptive Statistics RG

	N	Minimum	Maximum	Mean	Std. Deviation
I would buy locally produced garments, if it is recommended by family or friends.	352	1	5	3.97	1.002

I would buy locally produced garments, if my family or friends buy/use it.	352	1	5	3.69	1.079
I receive information about locally produced garments from my Family, neighbors or friends	352	1	5	3.47	1.231
It bothers me if my family/friend/neighbors disapprove my decision of buying locally produced garment	352	1	5	3.16	1.344
Valid N (listwise)	352				

Descriptive Statistics CA

	N	Minimum	Maximum	Mean	Std. Deviation
Buying domestically produced garments makes me feel good.	352	1	5	3.38	1.219
Domestically produced garments are favorable to me than imported ones.	352	1	5	3.29	1.398
I am confident in buying domestically produced garments	352	1	5	3.25	1.274
Valid N (listwise)	352				

Descriptive Statistics CP

	N	Minimum	Maximum	Mean	Std. Deviation
My Domestic Garment preference is highly influenced by quality attributes of domestic garments	352	1	5	4.13	1.133
My Domestic Garment preference is highly influenced by price of domestic garments	352	1	5	3.51	1.440

Reference groups can have influences over my preference of domestic garments	352	1	5	3.34	1.405
I have good attitude for domestically produced garments	352	1	5	3.29	1.374
Valid N (listwise)	352				

Descriptive Statistics overall

	N	Minimum	Maximum	Mean	Std. Deviation
Quality of Domestic Garment	352	2	5	4.19	.773
Price of Domestic Garment	352	1	5	3.92	.923
Reference Group	352	2	5	3.58	.940
Consumers' Attitude	352	1	5	2.77	1.071
Consumer Preference	352	1	5	3.57	1.135
Valid N (listwise)	352				

Appendix 2.4: Correlation

Correlations

		Consumer Preference	Quality of Domestic Garment	Price of Domestic Garment	Reference Group	Consumers' Attitude
Consumer Preference	Pearson Correlation	1	.491**	.395**	.388**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	352	352	352	352	352
Quality of Domestic Garment	Pearson Correlation	.491**	1	.562**	.381**	.165**
	Sig. (2-tailed)	.000		.000	.000	.002
	N	352	352	352	352	352
Price of Domestic Garment	Pearson Correlation	.395**	.562**	1	.358**	.101
	Sig. (2-tailed)	.000	.000		.000	.059
	N	352	352	352	352	352
Reference Group	Pearson Correlation	.388**	.381**	.358**	1	.128*

Consumers' Attitude	Sig. (2-tailed)	.000	.000	.000		.016
	N	352	352	352	352	352
	Pearson					
	Correlation	.738**	.165**	.101	.128*	1
	Sig. (2-tailed)	.000	.002	.059	.016	
	N	352	352	352	352	352

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

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix 2.5: Multiple regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.852 ^a	.725	.722	.598	.725	228.813	4	347	.000

a. Predictors: (Constant), Consumers' Attitude, Price of Domestic Garment, Reference Group , Quality of Domestic Garment

b. Dependent Variable: Consumer Preference

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	327.825	4	81.956	228.813	.000 ^b
Residual	124.289	347	.358		
Total	452.114	351			

a. Dependent Variable: Consumer Preference

b. Predictors: (Constant), Consumers' Attitude, Price of Domestic Garment, Reference Group , Quality of Domestic Garment

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-1.227	.196	-6.255	.000			
	Quality of Domestic Garment	.359	.052	.245	6.949	.000	.491	.350
	Price of Domestic Garment	.163	.043	.133	3.835	.000	.395	.202
	Reference Group	.196	.038	.162	5.225	.000	.388	.270
	Consumers' Attitude	.703	.030	.663	23.190	.000	.738	.780

a. Dependent Variable: Consumer Preference