



**Addis Ababa University Faculty of Business and Economics
Department of Management**

**The Influence of Marketing Mix Elements on Consumer Attitude: The
Case of Ethiopian Domestic Leather Footwear Products**

**A Thesis Submitted to Addis Ababa University faculty of
Business and Economics in Partial Fulfillment of
The Requirements for Degree of Master of Science in Management**

By : Misgad G/selassie

Advisor:- Workneh Kassa (PHD)

January, 2021

The Influence of Marketing Mix Elements on Consumer Attitude: The Case of Ethiopian Domestic Leather Footwear Products

By: Misgad G/selassie

Approved by Board of Examiners

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

ABSTRACT

The general objectives of the study was to examine the influence of marketing mix elements on consumer attitude of domestic made Ethiopian leather footwear products. The research design used in this study was Descriptive and Explanatory research design which conducted in order to identify the extent and nature of cause and effect relationships. The study used this research design helps to analysis the influence of marketing mix on consumer attitude as well as relationship among variables. Target population of the study was residents of Addis Ababa who were end users of domestic made leather footwear products. Questionnaire was used as an instrument to collect primary data for this study and the questionnaire was physically distributed in Addis Ababa around Megenagna to 340 consumers and 320 respondents were completed the given questionnaire. The analysis has done using the software, Statistical Packages for Social Science (SPSS). The marketing mix elements that are considered includes product, price, promotion and place and these are independent variables; so that the study has conducted to reveal the relationship between these independent variables and the dependent variable, consumer Attitude. The summary implies that the factors namely, product, product, price, promotion, and place have a great influence on consumers Attitude of domestic leather footwear products. Similarly the regression analysis shows that there is a positive significance relationship between marketing mix and consumer Attitude. Ethiopian Domestic Leather Footwear Products should give attention to marketing mix elements and allocate investment for them, as they are imperative for a success of consumer attitude

Key words: Marketing mix, Product, Price, Promotion, Place and Consumer Attitude.

Declaration

I, Misgad G/selassie, hereby declare that the thesis entitled **The influence of marketing mix elements on consumer attitude the case of Ethiopian domestic leather footwear products** my original work, and that all sources of the materials used for this thesis have been duly acknowledged.

This study has not been submit for any degree in this university or any other university. It is conducted for the partial fulfillment of the requirement for Degree of Master of Science in Management

Name: Misgad G/selassie

Signature: _____

Date: January 2021

Acknowledgment

First and foremost I would like to express my deepest gratitude to the almighty God and his Mother St. Mary for giving priceless cares and supports throughout the course of my life

Second, I would like to express my heartfelt thanks my advisor Workneh Kassa (PHD) for his constrictive suggestion and comment during the entire phases of my thesis.

Lastly, my special thanks to my families and all my friends who assisted me in different aspects of my study.

Contents

CHAPTER ONE.....	1
INTRODUCTION.....	1
1.1 Background of the study	1
1.2 Problem of the statement	2
1.3 Research Objectives of the study.....	3
General objectives;.....	3
Specific objective	3
1.4 Research Questions	4
1.5 Research Hypothesis	4
1.6 Significance of the study.....	5
1.7 Scope of the study	5
1.8 Limitation of the Study	5
CHAPTER TWO	7
LITERATURE REVIEW.....	7
2.1 Introduction	7
2.2 Consumer attitude	7
2.2.1 Components of consumer attitude	8
2.3Marketing Mix Elements	8
2.3.1 Product	10
2.3.2 Price	12
2.3.3 Place.....	13
2.3.4 Promotion (Marketing communicating)	15
2.4 Empirical studies	17
2.5 Conceptual framework of the study	18
CHAPTER THREE.....	19
RESEARCH METHODOLOGY.....	19
3.1 Introduction	19
3.2 Research Design	19
3.3 Population and Sampling Technique.....	19
3.4 Sources of Data.....	21
3.5 Method of data collection	21

3.6 Method of Data Analysis	21
3.7 Reliability Test result.....	22
3.8 Validity Test result.....	22
3.9 Data cleaning and Preliminary Analysis	23
CHAPTER FOUR.....	25
DATA PRESENTATION, DISCUSSION AND ANALYSIS.....	25
Introduction	25
4.1 Assessing Outliers.....	25
Communalities	26
4.2 Descriptive Statistics	27
4.2.1 Demographic Characteristics	28
4.2.2 Descriptive statistics on items for Marketing Mix Elements on Consumer Attitude	29
4.3 Inferential Statistics.....	37
4.3.1 Assumption testing of multiple regression	37
4.3.2 Relationship between marketing mix elements and consumer attitude.....	41
4.3.3 Multiple regression analysis (Explained Variation (R^2)).....	43
4.3.4 Interpretation in Terms of Research Hypotheses	46
CHAPTER FIVE.....	49
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.....	49
Introduction	49
5.1 Summary of Findings	49
5.2 Conclusion	51
5.3 Recommendation	52
Appendix one.....	58
Appendix two	60

List of Tables

Table 3. 1 List of selected leather footwear manufacturers in Addis Ababa.....	20
Table 3. 2 Reliability statistics.....	22
Table 3. 3 Case Processing Summary.....	23
Table 4. 1 Outliers Statistics.....	26
Table 4. 2 KMO and Bartlett's Test.....	27
Table 4. 3 Demographic Characteristics	28
Table 4. 4: Descriptive statistics of product	30
Table 4. 5: Descriptive statistics of price.....	32
Table 4. 6: Descriptive statistics of place.....	33
Table 4. 7 : Descriptive statistics of promotion	34
Table 4. 8: Descriptive statistics of consumer attitude	36
Table 4. 9 : Multi Collinearity	38
Table 4. 10: Descriptive statistics of normality test	38
Table 4. 11: Correlation matrix.....	42
Table 4. 12 : Model summary.....	43
Table 4. 13 : Descriptive statistics of	44
Table 4. 14: Regression Coefficients.....	45
Table 4. 15: Hypothesis Summary	48

List of Figures

Figure 2.1 components of Marketing Mix (Kotler –keller,2012)	9
Figure 2. 2 . Conceptual Framework of the study.....	18

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

According to Porter (1990) success in the home market is what makes a firm successful abroad. Though the success of markets mostly depends on company's ability to satisfy their customers in term of delivering Quality products and services, in favorable price, at the right time and right place.

The aim of today's marketing is to satisfy the target customers needs perfectly or better than their competitors. The goal ensures survival of the firms in the market arena. For this purpose organization adopt a number of strategies. In that they are spending a significant amount of money for their promotional activities as well as paying an attractive salary to their marketing personnel (S.Aloysius,2004).

Nowadays most of the world population has some sort of foot covering even peoples who live in the poorest countries manage to obtain a pair of shoe. As population, increase and living standards raise the demand of shoes also increase. The world consumer market consists of more than 6.6 billion people who annually consume an estimated \$65 trillion worth of goods and services (Kotler & Armstrong, 2010). Footwear is one of the goods consumed by people of the world.

Ethiopian footwear factories produce men's and women's casual shoes and children's shoe-uppers made of pure leather. The leather industry in Ethiopia started some 90 years ago, when the then Asko Tannery, now known as TikurAbay Shoe Factory, first opened its doors. The success of this factory nurtured a number of shoemakers, who subsequently established their own factories in Addis Ababa and across the country (UNCTAD, 2018).

Currently there are 22 medium and large scale footwear manufacturers which have a capacity of 12 million pairs/year. More than 90 micro and small footwear manufacturers, which contribute for 90% of local market. Almost 95% of the factories are located in and around the capital city and owned by private sector (ECCSA, 2019).

The major problem related to the leather industry includes, wages and poverty issues; Physical infrastructure and customs; Access to finance; Design weaknesses; Competition with low cost shoe imports. The above all problems related to the leather industry influences the quality of the shoe that leads to consumers shift to foreign products of leather products and the overall market (UNIDO, 2012).

Thus, the study on the influence of marketing mix on consumer attitude has a massive value to shoe companies through providing actual information about shoe consumers, these in turn help them better understand of their target consumers and designing market offers according to the need and wants of their target consumers.

1.2 Problem of the statement

Ethiopia is Africa's leading livestock producer and the 10th largest livestock producer in the world. It is not only about the sheer number of cattle, sheep and about goats, but also that Ethiopian goat and sheep skins are preferable to other countries' products in terms of quality (UNCTAD, 2018).

According to chattalas & Takada (2008) consumers in developing countries tend to perceive imported products as being of higher quality than domestic products.

Technological advances in transportation, shipping, and communication have made it easier for companies to market in, and consumers to buy from, almost any country in the world. International travel has continued to grow as more people work and play in other countries (Kotler et al. 2012). Ethiopian market exposed a wide array of imported products.

The Ethiopian shoe market is considerable and increasing size but the Ethiopian shoe industry seems to be unable to make full use this opportunity. Low-Cost shoe imports in particular from China remain a challenge in the domestic market (UNCTAD, 2018). Different types of footwear products from different countries available on the Ethiopian footwear markets. Nowadays the domestic market of leather footwear faces a high competition with imported footwear.

According to UNCTAD (2018), Increasing hides and skins prices for the leather sector persisted in Ethiopia because the domestic supply of hides and skins regularly falls short of demand. This in turn leads to fierce price competition among tanners who, facing constrained supply, often bid up the price of the raw materials, with attendant effects on the cost of finished leather production and the

profitability and international competitiveness of tanneries. These affect the selling price of leather footwear in domestic market.

According to unpublished LIDI report t even though the imported goods are varied in quality, the local goods are increasingly in quality and quantity which subsequently are becoming to enhance their computing capacity in the local market. This is highly justified in the leather industry, specifically in the footwear industry. There is great demand for leather shoe in the Ethiopian market. Many shoe manufacturers want to sell their products in the local market due to increase in demand in the local market.

Finished leather products are accessible in Ethiopian footwear market ever than before on wide range of choice, and in different price, however the Influence of marketing mix on consumer attitude on domestic made leather footwear products nowadays remains as open that needs to be assessed. There is limited information with respect to the influence of marketing mix elements on consumer attitude to domestic leather footwear products. This study aims to analyze the influence of the marketing mix elements on consumer attitudes of domestic leather footwear products.

1.3 Research Objectives of the study

General objectives;

The General objective of this study was to examine the influence of marketing mix elements on consumer attitude of domestic made Ethiopian leather footwear products.

Specific objective

The study has the following specific objectives

1. To examine the influence of product on consumer attitude of domestic made leather footwear products.
2. To examine the influence of price on consumer attitude of domestic made leather footwear products.
3. To find out the influence of promotion on consumer attitude of domestic made leather footwear products.
4. To find out the influence of place on consumer attitude of domestic made leather footwear products.

1.4 Research Questions

The study has the following research questions

1. What is the influence of product on consumer attitude of for domestic made leather footwear?
2. What is the influence of price on consumer attitude of for domestic made leather footwear?
3. What is the influence of promotion on consumer attitude of for domestic made leather footwear?
4. What is the influence of place on consumer attitude of for domestic made leather footwear?

1.5 Research Hypothesis

The study has the following research Hypothesis

- H1: There is a positive and significant influence of product on consumer attitude for domestic made leather footwear.
- H2: There is a positive and significant influence of price on consumer attitude for domestic made leather footwear.
- H3: There is a positive and significant influence of promotion on consumer attitude for domestic made leather footwear.
- H4: There is a positive and significant influence of place on consumer attitude for domestic made leather footwear.

1.6 Significance of the study

The Leather industry is one of the fast growing sector in Ethiopia and taking special attention by the manufacturers on their customer to compete and survive in the market. On this manner, this study will be helpful to the sector under consideration for identifying the areas of customer dissatisfaction and opinions to take measures on improving their products in marketing mix aspects and also useful on the development of marketing strategies to protect their business from stiff competition of imported products.

Finally, this study may contribute vital importance for future literature in this area, which will serve as an additional source of reference.

1.7 Scope of the study

Having time and resources constraint the researcher limited the scope of the study in the following manner:

Even though the leather products include shoe, leather bags, gloves, wallet, leather belt, but the researcher focus only on leather footwear products.

In spite of there are 22 medium and large leather footwear factories and more than 90 small and Micro shoe makers are available in Ethiopia but the researcher only focus on medium and large manufacturer's end users of leather footwear.

Current study showed us the marketing mix elements are 7 in number there are Product, price, promotion, place, people, process and physical evidence but the researcher use only the first four elements which are used mostly in our country

1.8 Limitation of the Study

One of the major limitations of this study is the sample coverage. The population of the study

Was the residence of Addis Ababa. Since, this target population is very large only Addis Ababa residents who are available around Megenagna were considered. Taking only the people around Megenagna might not represent or reflect the consumer attitude on domestic made leather footwear

all Addis Ababa population. However, due to time and financial limitations other market places and locations were not included in this study.

Operational definitions/key terms of the study

Promotion :- a tool that helps disseminate information, encourage the purchase and affects the purchase decision process

Price:- price is the sum of all the values that consumers exchange for the benefits of having or using the product or service.

Product: - Product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Place:- the process and methods by which products or services reach customers

Consumer attitude:- a response whether it is positive or negative against an object as a result of the learning process

Organization of the study

The study report of this research structured as follows. Chapter Two presents literature review. Chapter Three provides the research design part of the study, in which it includes research methodology and the adopted research design for the study. Chapter Four presents results and analysis of findings. Finally, chapter Five presents study's conclusions part that encompasses summaries of major findings, conclusions, recommendations, significance and delimitation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter aims to provide a review of related literature. In line with the objectives of this study, this chapter covers concepts related to Marketing Mix elements and consumer attitude. In addition to these the findings of previous research from different authors as well as the theoretical framework of this study is also included.

2.2 Consumer attitude

According to Lake (2009) defines Attitude of consumer refers to what consumer feels or believes about a product or service. Attitude as process of organization motivation emotion perception and longterm cognitive related to the aspects of the surrounding environment.

Marketers need to understand consumers' attitudes in a variety of circumstances, and to devise means for influencing those attitudes so that consumers adopt more positive attitudes towards the products or services on offer (Madichie Nnamdi, 2012).

Daniel Katz has identified four key functions that attitude serves, **Knowledge Consumers** use attitudes to help consumer to understand their external world. Knowledge function of attitudes appears to govern consumers selective perception processes and helped partially to explain consumer's resistance from unknown and disliked marketers.

Ego defensive function within marketing ego defensive attitude are likely to be operate for some consumer in such areas as sex appeal, social attractiveness and physical fear of injury or death(Wiklie, 1986).

The value expressive function of attitude represents a more positive approach of consumer to his or her environment consumer attitude allow strongly held personal value to be expressed in consumer behavior. **The utilitarian function** serves the purpose of helping intelligently to adjust consumer's likes and dislikes to the realities of external environment (Wiklie, 1986).

Consumers vary their commitment to an attitude the degree of commitment relates to their level of involvement with the attitude object. Consumers are more likely to consider brands that engender strong positive attitude (Solomon, 2013).

2.2.1 Components of consumer attitude

One of the most enduring approaches to attitudes is the proposition that an attitude has three components that are **Cognitive (Beliefs), Affective (emotions) and Conative (Intentions)** (Evans et al., 2009).

2.2.1.1 A Cognitive (Beliefs):- Component consists of a person's beliefs or knowledge about an issue or an object (Evans et al., 2009). Cognitive is related to the general know-how of a person. Beliefs represents the opinion or the way someone "think", which helps that person form the point of view that reflected in his attitude towards the product (Lake, 2009).

2.2.1.2 Affective (emotions):-this component reflects feelings; affect is the technical term for positive or negative feeling, evaluation or emotions regarding the attitude of the object. Affect refers to the way a consumer feels about an attitude object (Wiklie, 1986).

2.2.1.3 Conative (Intentions):- Wiklie(1986) explains that conative consists of how the individual is likely to respond to the object based on what they know about it and how they feel about it; that is that individual's 'readiness to respond behaviorally' to the object (Evans et al., 2009). This reflects behavioral tendencies towards the attitude object conation refers to the act of attempting tendencies (Wiklie, 1986).

2.3Marketing Mix Elements

This study is based on the principle marketing mix issue and its 4ps elements, Product, Price, Place and Promotion. Through the use of the marketing mix, researchers realize how changes in problem issue of this study the influence of marketing mix elements on consumer attitudes of domestic made leather footwear products.

Marketing mix elements influence the firm's ability to increase overall performance (Lages et al., 2008). Thus, the review of the literature is classified based on the related studies for each element of the marketing mix as follows

Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product (Kotler & Armstrong, 2012). According to Philip Kotler (1999) Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response. The controllable variables are the 4 'P's are product, price, place (distribution) and promotion. Each firm strives to build up such a composition of 4 'P's, which can create highest level of consumer satisfaction and at the same time meet its organizational objectives.

Marketing defined by many authors according to (Kotler & Armstrong, 2012) Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

It is always of a big advantage if a firm knows how consumers will act in response to diverse marketing stimuli. They can then adapt strategies, which will enable them to achieve the desired result with regards to consumer response. Acquiring knowledge about consumer behavior can aid firms to decide on their marketing mix, the 4 P's of marketing; price, product, promotion and place (Kotler, 2003).

Discovering consumer wants and needs, creating the products and services that meet consumer needs, pricing, promoting, and delivering the product and services (Baack and Clow, 2010).



Figure 2.1 components of Marketing Mix (Kotler –keller,2012)

2.3.1 Product

Product is the first marketing component it defines that the physical goods sold to consumers and other organization as well as services that are offers to individual consumers, other businesses, and the government (Baack and Clow, 2010). Kotler and Keller (2012) also define Product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Apparel products are composed of many physical characteristics, which are perceived differently by various consumers. When considering a product, purchase, consumer tend to compare and contrast alternative products made up of different attribute combinations. Their preferences for items of apparel depend on price and product attributes such as quality, style, and brand (North et al., 2003).

Under product title the researcher focus on the components of the product, which are more related, with the title like product variety, product features, design/style, quality and Brand image.

Product feature

According to Kotler and Armstrong (2016), product feature can be seen as a competitive advantage that differentiates a product from the competitors.

Product Variety

Kotler and Keller (2012) explain that product variety is the assortment provided by the marketing channel, customers prefer a greater assortment because more choices increase the chance of finding what they need, although too many choices can sometimes create a negative effect.

Companies realize that each consumer has different product preferences, different quality valuations, different budget constraints, and so on. To satisfy those diverse consumers, high product variety is thus created (Kim, 2006).

Quality

Product quality refers to the characteristics of a product or service's ability to fulfill customers' needs. Product quality is differentiated into performance quality and conformance quality. Performance quality refers to a product's ability to perform its function. Meanwhile, conformance

quality refers to the ability of a product to meet the pre-established standards set by companies (Kotler & Armstrong, 2016).

Product and service quality, customer satisfaction, and company profitability are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which support higher prices and (often)-lower costs (Kotler & Keller, 2012).

According to Kotler et al. (2005), quality is one of the marketer's major positioning tools. Ensuring quality is the best means of winning consumer confidence and sales (Belay, 2009).

Design/style

Design is the totality of features that affect how a product looks, feels, and functions to a consumer. Design offers functional and aesthetic benefits and appeals to both our rational and emotional sides. The designer must figure out how much to invest in form, feature development, performance, conformance, durability, reliability, reparability, and style. To the company, a well-designed product is easy to manufacture and distribute (Kotler & Keller, 2012).

According to Kotler et al. (2005), the company can add customer value through distinctive product style and design. Some companies have reputation for outstanding style and design. Some companies have integrated style and design with their corporate culture. They recognize that design is one of the most powerful competitive weapons in a company's marketing arsenal.

Brand Image

The American Marketing Association defines that Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

Brands identify the source or maker of a product and allow consumers either individuals or organizations to assign responsibility for its performance to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded. They learn about brands through past experiences with the product and its marketing program, finding out which brands satisfy their needs and which do not. As consumers' lives become more complicated, rushed, and time-starved, a brand's ability to simplify decision-making and reduce risk becomes invaluable (Kotler & Keller, 2012).

Creating a powerful brand has emerged as a key ingredient in the long-term success of a company. Strong brands can contribute to customer Acquisition and also Strong brand creates major opportunities for a company's marketing professionals (Baack & Clow, 2010).

2.3.2 Price

Consumer attitudes about pricing took a dramatic shift in the recent economic downturn as many found themselves unable to sustain their lifestyles. Consumers began to buy more for need than desire and to trade down more frequently in price. They shun conspicuous consumption, and sales of luxury goods suffered. Even purchases that had never been challenged before were scrutinized (Kotler & Keller, 2012).

Price is the amount charged for a good or service. Setting prices reflects a complicated set of circumstances (Baack & Clow, 2010). Price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. In the past, price has been the major factor affecting buyer choice. This is still the case in poorer countries, among less affluent groups and with commodity products. Price is the only element in the marketing mix that produces revenue; all other elements represent costs. Price is also one of the most flexible elements of marketing mix. Unlike product features channel commitments, price can be changed quickly (Kotler et al. 2005)

Particularly kotler et al. (2005) mentioned that price significantly influences consumer choice and incidence of purchase especially in poorer countries. Ethiopia is one of the poorest Country in the world thus, price is one of the factor influence consumer behavior in Ethiopia.

Every company need a good pricing strategy Clow and baack (2010) explain that pricing strategy expresses the relationship between the levels of quality a company seeks to provide and the prices it will charge.

Understanding how consumers arrive at their perceptions of prices is an important marketing priority. There are three key price topics mentioned by kotler and keller.

Reference Prices although consumers may have fairly good knowledge of price ranges, surprisingly few can accurately recall specific prices. When examining products, however, they often employ reference prices, comparing an observed price to an internal reference price they remember or an external frame of reference such as a posted "regular retail price". Marketers also encourage

reference-price thinking by stating a high manufacturer's suggested price, indicating that the price was much higher originally, or pointing to a competitor's high price (Kotler and Keller, 2012).

Price quality inferences many consumers use price as an indicator of quality. Price endings many sellers believe prices should end in an odd number. Customers see an item priced at \$299 as being in the \$200 rather than the \$300 range; they tend to process prices "left-to-right" rather than by rounding (Kotler & Keller, 2012).

Price Discounts and Allowances

Most companies adjust their list price and give discounts and allowances for early payment, volume purchases, and off-season buying. Companies must do this carefully or find that their profits are much lower than planned (Kotler & Keller, 2012).

Kotler & Keller (2012) explain different types of price Discount and allowance to use companies according to their product & service behavior. Discount a price reduction to buyers who pay bills promptly. Quantity Discount: a price reduction to those who buy large volumes. Functional Discount (also called trade discount) offered by a manufacturer to trade-channel members if they will perform certain functions, such as selling, storing, and record keeping. Manufacturers must offer the same functional discounts within each channel. Seasonal Discount a price reduction to those who buy merchandise or services out of season. Allowance an extra payment designed to gain reseller participation in special programs. Trade-in allowances are granted for turning in an old item when buying a new one. Promotional allowances reward dealers for participating in advertising and sales support programs.

2.3.3 Place

Products are produced to be sold to the consumers. Manufacturers must be made available to the consumers at a place where they can conveniently make purchase. Place is defined by many author in different time place is also called the distribution, which is defined as the process and methods by which products or services reach customers (Martin, 2014). Distribution that helps customers and users to find and keep purchase those products from those manufacturers or providers with them at the time of need. Distribution this element of the marketing mix, which include decisions and actions related to the movement of goods from the producer to the consumer (Matola, 2009).

A distribution channel consists of interdependent institutions, and the different members perform one or several activities, such as: carrying of inventory, demand generation or physical distribution. A distribution channel consists of the manufacturer and a number of intermediaries. In general, the functions of the intermediaries are to sorting, accumulating, allocating and assorting (Coughlan et al., 2006).

Marketers should state their channel objectives in terms of service output levels and associated cost and support levels. Under competitive conditions, channel members should arrange their functional tasks to minimize costs and still provide desired levels of service (Kotler and Keller, 2012).

Kotler & Keller (2012) stated three strategies based on the number of intermediaries that are exclusive distribution, selective distribution, and intensive distribution.

Exclusive distribution means severely limiting the number of intermediaries. It's appropriate when the producer wants to maintain control over the service level and outputs offered by the provider resellers, and it often includes exclusive dealing arrangements. By granting exclusive distribution, the producer hopes to obtain more dedicated and knowledgeable selling (Kotler & keller, 2012).

Selective distribution Manufacturer's product or service is available from more than one channel partner, but the product is not accessible from all businesses that market the category of product. Customers seeking particular brand of product will interact with the businesses in the market that the manufacturers has selected as partners. Selective distribution is a suitable choice when manufacturers would like to design their strategies so that their channel partners have a rather active than passive role (Stuart, 2006).

Intensive distribution places the goods or services in as many outlets as possible. Manufacturers are constantly tempted to move from exclusive or selective distribution to more intensive distribution to increase coverage and sales. This strategy may help in the short term, but if not done properly, it can hurt long-term performance by encouraging retailers to compete aggressively (Kotler & Keller, 2012). Stuart (2006) also stated intensive distribution exists when a manufacturer sells products or services through all or most of the possible channel distributors that provide a particular category of product in a given market.

Distribution Channel - The paths Products and services take from the producer to the end user. There are Direct and indirect distribution channel are listed by (Baack & Clow, 2010). The producer

and the final customer are part of every channel. The number of intermediary levels to designate the length of a channel a zero-level channel also called a direct marketing channel consists of a manufacturer selling directly to the final customer. A one-level channel contains one selling intermediary, such as a retailer. A two-level channel contains two intermediaries. In consumer markets, these are typically a wholesaler and a retailer. A three level channel contains three intermediaries (Kotler & Keller, 2012).

2.3.4 Promotion (Marketing communicating)

The last 4P marketing component is promotion, which helps to boost consumer awareness of the products, leads to higher sales and helps to build brand loyalty. Thus, the promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process.

Promotion is a way of communicating with customers Kotler and Keller (2012) explain that Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. Burnett (2008) Defining the concept of marketing communication is not an easy task, because in a real sense, everything the company does has communication potential. The price placed on a product communicates something very specific about the product. A company that chooses to distribute their products strictly through discount stores tells the consumer a great deal.

A company's total promotion mix also called its marketing communications mix consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships (Kotler & Armstrong, 2012).

2.3.4.1 Advertising - Any paid form of non- personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters) (Kotler and Keller, 2012).

Advertising also has some shortcomings. Although it reaches many people quickly, advertising is impersonal and cannot be as directly persuasive as can company salespeople. For the most part,

advertising can carry on only a one-way communication with an audience, and the audience does not feel that it has to pay attention or respond. In addition, advertising can be very costly. Although some advertising forms, such as newspaper and radio advertising, can be done on smaller budgets, other forms, such as network TV advertising, require very large budgets (Kotler & Armstrong, 2012).

2.3.4.2 Sales promotion - A variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales reps) (Kotler & Keller, 2012).

Those marketing activities that add to the basic value of the product for a limited time period thus directly stimulate consumer purchasing and dealer effectiveness. These activities include displays, shows and exhibitions, demonstrations, and various nonrecurring selling efforts not in the ordinary routine. As the provision for an additional incentive to buy, these tools can be directed at consumers, the trade, or the manufacturers own sales force (Burnett, 2008).

2.3.4.3 Public relations and publicity—A variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications (Kotler and Keller, 2012).

A non-personal stimulation of demand for a product, service, or business unit by planting commercially significant news about it in a published medium (i.e., publicity) or obtaining favorable presentation of it through vehicles not paid for by the sponsor. Although commissions are not paid to the various media, there are salaries and other expenses that mean that public relation is not a cost-less form of promotion (Burnett, 2008).

2.3.4.4 Direct marketing—forms of direct marketing direct mail and catalogs, online marketing, telephone marketing, and others they all share four distinctive characteristics. Direct marketing is less public: The message is normally directed to a specific person, it is immediate and customized: Messages can be prepared very quickly and can be tailored to appeal to specific consumers (Kotler & Armstrong, 2012).

2.3.4.5 Personal selling-an oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. It includes several different forms, such as sales calls by a field representative (field selling), assistance by a sale clerk (retail selling) and Door to door (Burnett, 2008).

2.4 Empirical studies

Not many researches were done on this title because of that the empirical studies focus on the influence of marketing mix elements on different variables and other products.

Aschale (2018) conducted a research on the title of Consumer attitude towards imported shoe products in Ethiopia. This study showed that imported shoe clearly dominated the on the market. And majority of respondents responded that quality played an important role in influencing consumer's shoes preference. The overall study respondent's opinion showed that shoe choice to a large degree influenced by the quality of the product. Imported shoe products were better (perceived to be the highest) in Product innovation, comfort of use, product design, product prestige and workmanship than Ethiopian shoes.

Cengiz et al. (2007) stated the results that there is a strong and statistically significant relationship between overall marketing mix and overall customer brand preference and a positive relationship between overall service quality and overall customer preference.

Beristain and Zorrilla (2011) studied a chain store image and prices in that store to explore how to elevate the brand equity of the chain store. The results showed that retailers perceive the store image as an important factor. In this study, there was a positive and significant relationship between brand image and quality, brand preference and brand awareness as well as there was a positive relationship between price and brand loyalty and a negative relationship between price and quality.

N.Linh and N.Ha (2016) conducted a study on consumer attitude towards marketing practice in Vietnamese Smartphone market by using questionnaire as a data collecting technique from loyal customers of the products. They concluded that overall Product has the strongest influence on customer satisfaction.

Tsiotsou (2006) found a positive direct effect of perceived quality on purchase intentions. The researcher suggests that there is a significant role of product quality in buying behavior but it may vary from culture to culture.

Mwagawe Katana (2014) conducted a study on the title of influence of marketing mix variables on consumer buying behavior of insecticides treated bed nets in Nairobi the results show that Product influences the behavior of consumers to a great extent. The study concludes that the quality, packaging and the brand name of the product influence the consumers' behavior. On the price, the study concludes that there is a significant relationship between the price of the net and the consumers' choice of behavior. The study also concludes that the price of the commodity is a reflection of its usefulness, performance, durability and status. On distribution, the study concluded that there is a significant relationship between the distribution and the consumers' behavior. On promotions, the study concludes that promotions influence the consumer behavior to a great extent. S.Paysom and M.karunithy (2016), they carried out a research to measure the Impact of marketing mix on buying behavior among Motorbike purchasers in Jaffana district in Srilanka the result revealed that there is a positive relationship between overall marketing mix and perception. Sub variables of marketing mix products, price, and promotion are significantly correlated with perception only place variable shows no relationship with dependent (Buying behavior) variable.

2.5 Conceptual framework of the study

This study aims to assess consumer attitude towards marketing mix elements of domestic made leather footwear products. The researchers in the present study have propose a research model (Figure 2) with marketing mix elements such as Product, place, promotion and price to better explain the consumer Attitude towards domestic made leather products.

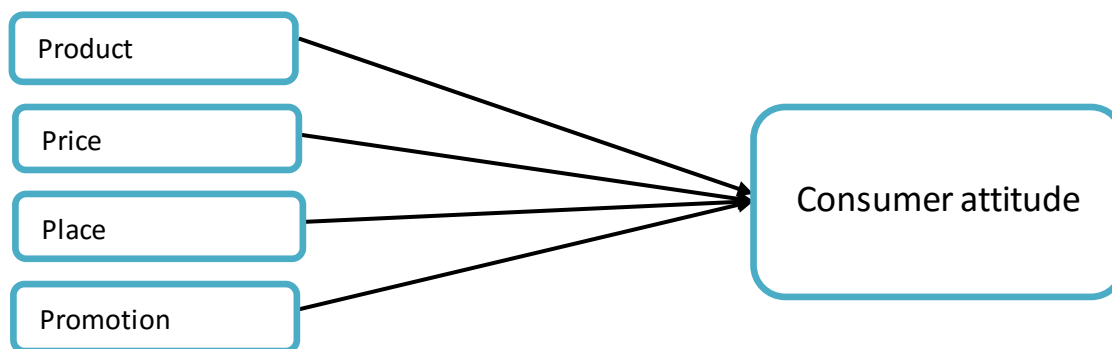


Figure 2. 2 . Conceptual Framework of the study (Source: A modified model of Muhammad farooq Jan,2018)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents of the research deals with the overall approach of the research. Hence, topics related to research design, population, sample size, and sampling techniques, source of data, data collection tools and data analysis method that the study used.

3.2 Research Design

A research design provides a framework for the collection and analysis of data. Considering the stated research questions, the researcher has determined the suitable research design. According to C.R Kothari (2004), a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The study adopts Descriptive and Explanatory research design to answer the research question. Descriptive research design Involves large samples which are used to give description of an event or define attitude, opinions or behaviors that are measured or observed in a particular environment (Mcnabb, 2002). Explanatory research design is conducted in order to identify the extent and nature of cause and effect relationships. Thus for the study using this research design helps to analysis the influence of marketing mix on consumer attitude as well as relationship among dependent and independent variable.

3.3 Population and Sampling Technique

Target population of the study was residents of Addis Ababa who were end users of domestic made leather footwear. According to ECCSA (2019) currently, there are 22 medium and large mechanized leather footwear factories in operation. Through convenience sampling to contact their consumers the researcher selected five shoe factories, which have their own retail shop outlet in Addis Ababa around Megenagna. The selected shoe manufacturing companies are Kangaro shoe factory, sheba leather factories, Anbessa shoe factory, Fontenina shoe factory and Ramsey shoe factory.

The questionnaire was distributed to each manufacturer's end user who directly uses domestic made leather products. To select and distribute the questionnaires, Through random selection of the 1st respondents every 3rd, 6th and 9th entrants to the specific shop was selected and approached.

The sample size for the study was determined by using the formula developed by Yemane (1967). Sample size from the consumers of domestic made leather footwear calculated as follows:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{2268}{1+2268(0.05)^2}$$

n - Sample size

e- Level of precision or sampling of error

N- Population Size

Therefore, the sample size of the study is 340.

S.N	Leather footwear Manufactures	average Number of visitors per day/shop	average Number of visitors per Bi-week/shop	Questionnaire distribution ratio in %	Questionnaire distribution ratio in number
1	Anbessa Shoe S.C	45	540	24%	81
2	Fontenina Shoe Factory	30	360	16%	54
3	Kangaroo Shoe Factory	45	540	24%	81
4	Ramsie Shoe Factory	37	444	20%	67
5	Sheba Leather Industry	32	384	17%	58
Total population			2268	100%	340

Table 3. 1 List of selected leather footwear manufacturers in Addis Ababa.

3.4 Sources of Data

This study employed primary data. The primary data was collected through distributing a questionnaire to 340 respondents who are using leather footwear products of medium and large mechanized leather footwear manufacturers has to identify the influence of marketing mix elements on consumer attitude on Ethiopian leather footwear products.

3.5 Method of data collection

One of the most important research instruments for collecting primary data is questionnaire, which was engaged for the purpose of this study. The structured questionnaire with close ended questions was distributed to medium and large mechanized footwear manufacturer's (which have retail shop in Addis Ababa around Megenagna,) end users. The questionnaire is a common instrument for observing data beyond the physical reach of the observer (Albaum, 1997).

Likert type scale ranging from 1 (one being strongly disagree) to 5 (five being strongly agree) is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions (Albaum, 1997).

The data was collected by a self-administered face-to-face survey within the shop outlet of the manufacturers. The questionnaire was personally distributed and collected by the researcher on weekdays and Saturday afternoon where many buyers are easily accessible greater in number.

3.6 Method of Data Analysis

Data analysis is the process of breaking down the accumulated research data to manageable formats' and forming summaries using statistical techniques (Cooper & Schindler, 2014). After the completion of collection of data, data analysis is followed by arranging the data in such manner to enable to answer the basic questions.

The collected data from the questionnaire was organized, processed and interpreted by using tables, frequency, percentage and descriptive statistics. For doing so, statistical package for social science software (SPSS) was used to generate the data output. Then correlation and regression analysis was performed to determine the cause and effect relationship of the independent variables (marketing mix elements) and dependent variable (consumer attitude).

3.7 Reliability Test result

The reliability of this study was estimated using internal consistency by applying Cronbach's Alpha reliability analysis, the closer Cronbach's Alpha to 1.0, the higher the internal consistency reliability. The reliability test concerned with the stability and consistency measurement to assess the goodness of a measure. It will answer the questions on how consistently it measures a particular concept. Based on the result of the analysis, the Cronbach's Alpha acquired indicates that all the items are positively correlated one another which is the internal consistent. According to Sekaran (2003), reliabilities above 0.7 are good and acceptable range. Therefore, the research instrument used to measure each variable in this study is reliable and the forthcoming findings and conclusions are acceptable.

Table 3. 2 Reliability statistics

S/N	Variables	Number of items	Cronbach's alpha
1	Product	18	.899
2	Price	8	.725
3	Place	7	.786
4	Promotion	7	.766
5	Consumer Attitude	17	.848

Source: Computed from the Questionnaire, 2020"

3.8 Validity Test result

Validity in this study was ensure by means of restricting the statements in the questionnaire to the concepts of the key variables and all the identifiable indicators of a specific variable were within the same conceptual elements. To ensure the validity of the study, the researcher used expert opinion from academic professor, and research advisor. In addition, the comprehensive literature review and the nature of participation which was purely voluntary, of the respondents also ensured the internal validity. Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

3.9 Data cleaning and Preliminary Analysis

Data processing is necessary before the gathered data are being analyzed. This is to check through and filter any invalid or incomplete data that affect the outcome of the data analysis.

Data Cleaning

Accuracy is more important when coding data, errors made when coding or entering data into SPSS threaten the validity of measures and cause misleading result (Neuman, 1997). Therefore, the researcher reviewed the data and coded the data very carefully. Which includes code cleaning involves checking the categories of all variables for impossible codes. And consistencies cleaning on the other hand verify the cross classifying two variables and logically impossible combinations. The researcher also verified coding after the data feed and during classification of variables in SPSS.

Missing Data Treatment

Before processing the data, the completed questionnaires were sorted, checked and edited for completeness and consistency. The data was then coded to enable the responses to be grouped into various categories. The data processing was completed by Case Processing Summary. The process of assigning numerical was followed. Coding involves assigning numbers to answer so that responses can be grouped into limited number of classes and categories. The student researcher checked for the response of the questionnaires. Originally, there were 340 questionnaires has been distributed to the respondents, however, the student researcher only managed to collect back 320 questionnaires from the respondents. Besides, researcher found that there are 20 sets of questionnaires were not returned in which 6%. Therefore, the 20 questionnaires were forgone in order to increase the reliability and consistency of the response. Therefore, all the respondents filled the inquiries in survey appropriately. Therefore, Table 3.3 Shows that there is no issue on the missing data. All the respondents filled the questions in questionnaire properly.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marketing Mix Elements	320	100.0%	0	.0%	320	100.0%
Consumer Attitude	320	100.0%	0	.0%	320	100.0%

Table 3. 3 Case Processing Summary

Source: Computed from the Questionnaire, 2020”

3.6.1. Regression Model

Regression analysis is widely used for predicting and for exploring the forms of relationships among the independent and dependent variables. Multiple regression analysis is used to absorb the relationship between the dependent and independent variables. In this case, the dependent variable is Consumer Attitude and independent variables are Marketing Mix elements (product, price, promotion and place). According to adopted model, the researcher has constructed the following model to test the coefficients of the independent variables as follows.

$$Y = B_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Y = Dependent variable

B₀ = constant value/intercept

b₁ = contribution of product

X₁ = product

b₂ = contribution of price

X₂ = price

b₃ = contribution of promotion

X₃ = promotion

b₄ = contribution of placement

X₄ = placement

e = margin of error

Ethical Considerations

In order to keep the confidentiality of the data given by respondents, the respondents did not required to write their name and assured that their responses were treated in strict confidentiality. The purposes of the study were disclosed in the introductory part of the questionnaire. Furthermore, the researcher has tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

CHAPTER FOUR

DATA PRESENTATION, DISCUSSION AND ANALYSIS

Introduction

In accordance with the research questions and research objectives of the study, this chapter presents the findings of the study based on the research design employed in this study. In this respect, the chapter explain the response rate of the respondents, the instrument that is employed in this research to find out the reliability of the questions. The descriptive statistics of all the variables used in this study and the results of the estimated parameters of the correlation and regression analysis; the relation between the independent and dependent variables as per the sign and the value of the parameters for the regression model are presented and as well as discussed in detail through SPSS version.

4.1 Assessing Outliers

An unusual observation that lies outside the range of the data values we want to describe is called and outlier. An outlier can be caused by wrongly recorded the measurement, error in data coded, misclassified measurement, and/or when the measurement recorded correctly and some population as the rest of the sample, but represents a rare event. The detection outliers in the data there are several options for reducing the impact of these (trimmed mean and mean) values. Therefore, it's worth checking that the data have been entered correctly for the problem cases. In Output window: the Box plot of circles and *. These are potential outliers. If there's none, then there are no potential outliers in the study dataset. But If there are circles or *, then there are potential outliers in the study dataset. Moreover, to check if the outliers affect your data: In the output window at Descriptive table, the Compare 5% trim mean and mean values. If there's a large difference between these values, then there's huge possibility that your further analyses, e.g. correlation and regression, will be affected (Saiyidi Mat Roni, 2014). Therefore the outliers result for each items score has no large potential outliers. Because there's a no large difference between the trimmed mean and mean values result (including the below table check appendix one histogram).

Table 4. 1 Outliers Statistics

Descriptive				
			Statistic	Std. Error
Marketing mix elements	Mean		3.0464	.03896
	95% Confidence Interval for Mean	Lower Bound	2.9697	
		Upper Bound	3.1232	
	5% Trimmed Mean		3.0416	
Descriptive				
			Statistic	Std. Error
Consumer Attitude	Mean		3.4559	.04134
	95% Confidence Interval for Mean	Lower Bound	3.3745	
		Upper Bound	3.5374	
	5% Trimmed Mean		3.4603	

Source: Computed from the Questionnaire, 2020”

Communalities

Communalities indicate the amount of variance in each variable that is accounted for. Initial communalities are estimates of the variance in each variable accounted for by all components or factors. For principal components extraction, this is always equal to 1.0 for correlation analyses. Extraction communalities are estimates of the variance in each variable accounted for by the components.

The communality was interested in common variances (Field, 2009). Therefore, the communality related to how much of the variance in the variables had been explained or was accounted for by the extracted factors. For any variables, the variances can be divided into two components. These are called common variances which are shared with other variables and the unique variance which is specific to that measure. Through the common source with others, the communality estimates a part of the variance in a variable. Low communality (below .5) may lead to its variable being omitted (Thompson, 2004). In this study, Principal component analysis starts with 57 items and common factors. Initially, it assumes that all variances are common. Hence, the communalities equal 1 before

extraction. The communalities after extraction represented the amount of variance in each variable which could be explained by the retained factors (check annex 2).

For the purpose of exploring the factor structure of the measures used in this study, Explanatory factor analysis was performed. As the questionnaire was adopted from literature, it was crucially important to assess their validity and reliability in Ethiopian context. Another reason to employ these two methods of factor analysis was to reduce a large number of variables to a more easily manageable number. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, which measures whether the distribution of value is .6 or above to conduct Explanatory factor analysis was 0.850. Tabachnick and Fidell (2007) the Barlett's Test of Sphericity value should be significant (i.e. the Sig. value should be .05 or smaller). Therefore, the researcher is confident that factor analysis was appropriate. The result is below.

Table 4. 2 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	8.089E3
	Df	1596
	Sig.	.000

Source: Computed from the Questionnaire, 20 20"

4.2 Descriptive Statistics

Descriptive analysis is a set of procedures for gathering, measuring, classifying, computing, describing, synthesizing, analyzing and interpreting systematically acquired quantitative data. This descriptive analysis is used to look at the data collected and to describe data captured through the questionnaire. It was used to describe the demographic factors for more clarification. It is mainly important to make some general observations about the data gathered for general or demographic questions and employee's perception in terms of mean and standard deviation.

4.2.1 Demographic Characteristics

This basic analysis would be carried out on the data gathered from section one of the questionnaire, which focused on the respondents' demographic profile. These data are more of self-explanatory data; therefore, the analysis outcome is to provide a summary of the respondents' profile. For section one, the analysis was done on frequency and percentage distribution are created for each question to show the segmentation of respondents in terms of gender, age, educational level, and. Monthly income.

Table 4. 3 Demographic Characteristics

	Description	Frequency	Percent
Gender	Male	164	51.25
	Female	156	48.75
	Total	320	100.0
Age	Under 20	35	10.9
	20-29	192	60
	30-40	60	18.8
	Above 40	33	10.3
	Total	320	100.0
Education Level	No formal education	17	5.3
	Primary education	24	7.5
	Secondary education	70	21.9
	Diploma	50	15.6
	Degree	121	37.8
	Second Degree and above	38	11.9
	Total	320	100.0
Income level	Below 1000	32	10
	between 1001-3000	75	23.4
	3001-5000	43	13.4
	5001-7000	54	16.9
	7001-10000	47	14.7
	Above 10001	69	21.6
	Total	320	100.0

In the table 4.3 above, the Gender specification of the respondents is presented. A total percent of male consumer respondents were 51.3% and female respondents were 48.8%. Therefore, majority of the respondents were male consumer respondents. As far as the Age of respondents' is concerned, 10.9% of the respondents are in the range of under 20 years, 60% of the respondents are in the range of 20-29 years, 18.8% are in the range of 30-40 years, 10.3% are above 40 years. This shows that most of the respondents were young.

Educational status of each respondent has also been illustrated in the table. Respondents that hold no formal education have the lowest level of frequency with 5.3%, primary education with 7.5%, and secondary school with 21.9%, diploma holders with 15.6%, and degree holders with 37.8%, Second Degree and above with 11.9%. These results show that level of educational status among respondents is high and that most of the participants are educated.

As far as the respondents' income level is concerned, 10% of the study participants are Below 1000, 23.4% of the participants are under the range of between 1001-3000, 13.4% of the participants are under the range of between 3001-5000, 16.9% of the participants are under the range of between 5001-7,000, 14.7% of the participants are under the range of between 7001-10000, 21.6% of the participants are above 10,001.

4.2.2 Descriptive statistics on items for Marketing Mix Elements on Consumer Attitude

Descriptive statistics is used to look at the data collected and to describe the data captured through the questionnaire and it is desired to determine the user's perception to effect of Marketing Mix Elements on Consumer Attitude in Ethiopian Domestic Leather Footwear Products''. Four indicators of marketing mix elements are considered for the study. These four broad antecedents are product, price, place and promotion. One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement.

Mean: it is similar to average. The mean is calculated when the sum of total values divided by the number of total values in a given sample of the population. While making interpretation of the results of mean and standard deviation the scales were reassigned as follows to make the interpretation easy and clear. The interpretation range is reassessed as follows 1.49 or less considered as poor, 1.50-

2.49 considered as fair, 2.50-3.49 considered as average or moderate, 3.50-4.49 considered as good, and 4.5 or greater considered as very good (Upgade & Shende (2012).

4.2.2.1 Participants' Perception towards the product mix dimension

To assess product mix dimension, respondents were presented with a list of eighteen statements and asked to rate how much they agreed with each statement. The statements were measured on a Five-point Likert scale with responses ranging from strongly agree-5; agree=4; neutral=3; disagree-2 to strongly disagree-1. Average score for each statement was calculated and the results disintegrated by type of respondents and results displayed in the table below.

Table 4. 4: Descriptive statistics of product

Items of Product	Mean	Std. D
Ethiopian Domestic Leather Footwear Product is Comfortable	3.381	1.228
Ethiopian Domestic Leather Footwear Product is durable.	3.543	1.138
Ethiopian Domestic Leather Footwear Product is odorless.	3.315	1.233
+Ethiopian Domestic Leather Footwear Product is qualified.	3.456	1.157
Ethiopian Domestic Leather Footwear Product is breathable	3.262	1.177
Ethiopian Domestic Leather Footwear Product is light weight	3.209	1.084
Ethiopian Domestic Leather Footwear Product colors goes well with the outfits	3.393	1.190
Ethiopian Domestic Leather Footwear Product is easy to clean	3.484	1.182
Ethiopian Domestic Leather Footwear Product is reparability	3.268	1.175
Ethiopian Domestic Leather Footwear Product is Brand	3.253	1.250
Ethiopian Domestic Leather Footwear Product increases leg muscle activation	3.181	1.179
Ethiopian Domestic Leather Footwear Product design is fashionable	2.990	1.275
Ethiopian Domestic Leather Footwear Product make you feel like you have slim feet	3.218	1.206
Ethiopian Domestic Leather Footwear Product is better than imported Shoes	2.965	1.401
Ethiopian Domestic Leather Footwear Product is Made from Recycle Material	3.168	1.104
Ethiopian Domestic Leather Footwear Product is Made from environmentally friendly material	3.212	1.187
Ethiopian Domestic Leather Footwear Product is Packaging can be applied to other benefits	3.087	1.163
Ethiopian Domestic Leather Footwear Product has beautiful packaging	2.971	1.272
Cumulative mean of product	3.242	1.200

Source: Computed from the Questionnaire, 2020"

Generally respondents were observed to be good with the statement on product mix dimension such as Ethiopian Domestic Leather Footwear Product is durable with 3.54 and 1.13. However, the Ethiopian Domestic Leather Footwear Product is better than imported Shoes were rated as the lowest product mix dimension with scores of 2.965 and 1.401 respectively. Moreover, the grand mean for product is 3.24, which is considered as average or moderate. This shows that the respondents shared their thought average or moderate their level of agreement with regard to the activities that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

To add up, the standard deviation value indicates that the respondents' responses are heterogonous and widely spread from the mean. Since, the obtained result of standard deviation (1.200) is supported by (Mark, Philip and Adrian, 2009) i.e., when a standard deviation value >1 , implies that the responses of the respondents were dispersed towards the perceived/obtained mean result of product. Therefore, as per the variance of response among the respondents there is a big variation of response towards the existing moderate level of product.

4.2.2.2 Participants' Perception towards the price of Domestic leather footwear products

To assess price mix dimension, respondents were presented with a list of eight statements and asked to rate how much they agreed with each statement. The statements were measured on a five- point likert scale with responses ranging from strongly agree-5; agree=4; neutral=3; disagree-2 to strongly disagree-1. Average score for each statement was calculated and the results disintegrated by type of respondents and results displayed in the table below.

Table 4. 5: Descriptive statistics of price

Items of price	Mean	Std. D
Ethiopian Domestic Leather Footwear Product has a cash Discount	3.081	1.184
Ethiopian Domestic Leather Footwear Product uses lower price but same quality	2.946	1.177
Ethiopian Domestic Leather Footwear Product uses reference prices	3.306	1.139
Ethiopian Domestic Leather Footwear Product uses last Price Paid.	3.365	1.091
Ethiopian Domestic Leather Footwear Product uses competitor prices	3.037	1.163
Ethiopian Domestic Leather Footwear Product Price endings with “90”	3.334	1.138
Ethiopian Domestic Leather Footwear Product is cheap in price	3.278	1.111
Ethiopian Domestic Leather Footwear Product is affordable in price	3.478	1.139
Cumulative mean of price	3.228	1.142

Source: Computed from the Questionnaire, 2020”

It was observed that respondents were observed to be average or moderate with the statement on price mix dimension such as Ethiopian Domestic Leather Footwear Product is affordable in price with 3.47 and 1.13. However, the Ethiopian Domestic Leather Footwear Product uses lower price but same quality were rated as the average or moderate price mix dimension with scores of 2.94 and 1.17 respectively. Moreover, the grand mean for price is 3.22, which is considered as average or moderate. This shows that the respondents shared their thought average or moderate their level of agreement with regard to the activities of the values that consumers exchange for the benefits of having or using the product or service.

To add up, the standard deviation value indicates that the respondents’ responses are heterogonous and widely spread from the mean. Since, the obtained result of standard deviation (1.142) is supported by (Mark, Philip and Adrian, 2009) i.e., when a standard deviation value >1, implies that the responses of the respondents were dispersed towards the perceived/obtained mean result of price. Therefore, as per the variance of response among the respondents there is a big variation of response towards the existing moderate level of price.

4.2.2.3 Participants' Perception towards the place dimension of Domestic leather footwear products

To assess place dimension, respondents were presented with list of seven statements and asked to rate how much they agreed with each statement. The statements were measured on a five point likert scale with responses ranging from strongly agree=5; agree=4; neutral=3; disagree=2 to strongly disagree=1. Average score for each statement was calculated and the results disintegrated by type of respondents and results displayed in the table below.

Table 4. 6: Descriptive statistics of place

Items place	Mean	Std. D
Ethiopian Domestic Leather Footwear Product store is conveniently located	3.284	1.159
Ethiopian Domestic Leather Footwear Product has well-known stores	3.318	1.113
Ethiopian Domestic Leather Footwear Product Store is located in a well-known shopping center	3.484	1.130
Ethiopian Domestic Leather Footwear Product is stored Online.	3.265	1.086
Ethiopian Domestic Leather Footwear Product store is sell shoes only	3.365	1.139
Ethiopian Domestic Leather Footwear Product is found in most retail shops	3.446	1.173
Ethiopian Domestic Leather Footwear product store is easily accessible	3.359	1.146
Cumulative mean of place	3.360	1.135

Source: Computed from the Questionnaire, 2020"

It was observed that respondents were observed to be average or moderate with the statement on place mix dimension such as Ethiopian Domestic Leather Footwear Product Store is located in a well-known shopping center with 3.48 and 1.13. And, the Ethiopian Domestic Leather Footwear Product store is conveniently located were rated as average place mix dimension with scores of 3.28 and 1.15 respectively. Moreover, the grand mean for place is 3.36, which is considered as average or moderate. This shows that the respondents shared their thought average or moderate their level of agreement with regard to the activities of distribution that helps customers and users to find and keep purchase those products from those manufacturers or providers with them at the time of need

and which include decisions and actions related to the movement of goods from the producer to the consumer.

To add up, the standard deviation value indicates that the respondents' responses are heterogonous and widely spread from the mean. Since, the obtained result of standard deviation (1.135) is supported by (Mark, Philip and Adrian, 2009) i.e., when a standard deviation value >1 , implies that the responses of the respondents were dispersed towards the perceived/obtained mean result of place. Therefore, as per the variance of response among the respondents there is a big variation of response towards the existing moderate level of place.

4.2.2.4 Participants' Perception towards the promotion mix dimension of Domestic Leather Footwear products

To assess Promotion mix dimension, respondents were presented with a list of seven statements and asked to rate how much they agreed with each statement. The statements were measured on a five point likert scale with responses ranging from strongly agree-5; agree-4; neutral-3; disagree-2 to strongly disagree-1. Average score for each statement was calculated and the results disintegrated by type of respondents and results displayed in the table below.

Table 4. 7 : Descriptive statistics of promotion

Items of promotion	Mean	Std. D
Ethiopian Domestic Leather Footwear Product % Cash Discount for the next purchase	3.050	1.245
Ethiopian Domestic Leather Footwear Product give free gifts	2.759	1.204
Ethiopian Domestic Leather Footwear Product has membership privileges	2.975	1.155
Ethiopian Domestic Leather Footwear Product use Buy 2 get 1 Free	2.965	1.275
Ethiopian Domestic Leather Footwear Product refer by friends	3.056	1.299
Ethiopian Domestic Leather Footwear Product is frequently advertised on TV	3.371	1.095
Ethiopian Domestic Leather Footwear Product uses celebrity endorser	3.381	1.141
Cumulative mean of promotion	3.079	1.202

Source: Computed from the Questionnaire, 2020"

It was observed that respondents were observed to be average or moderate with the statement on promotion mix dimension such as Ethiopian Domestic Leather Footwear Product uses celebrity

endorser with 3.38 and 1.14. And also, the Ethiopian Domestic Leather Footwear Product give free gifts were rated as average or moderate level agreement promotion mix dimension with scores of 2.75 and 1.20 respectively. Moreover, the grand mean for promotion is 3.07, which is considered as average or moderate. This shows that the respondents shared their thought average or moderate their level of agreement with regard to the activities of way of communicating with customers explain that marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell.

To add up, the standard deviation value indicates that the respondents' responses are heterogonous and widely spread from the mean. Since, the obtained result of standard deviation (1.202) is supported by (Mark, Philip and Adrian, 2009) i.e., when a standard deviation value >1 , implies that the responses of the respondents were dispersed towards the perceived/obtained mean result of promotion. Therefore, as per the variance of response among the respondents there is a big variation of response towards the existing moderate level of promotion.

4.2.2.5 Participants' Perception towards the consumer attitude

To assess Consumer attitude, respondents were presented with a list of seventeen statements and asked to rate how much they agreed with each statement. The statements were measured on a five point likert scale with responses ranging from strongly agree-5; agree-4; neutral-3; disagree-2 to strongly disagree-1. Average score for each statement was calculated and the results disintegrated by type of respondents and results displayed in the table below.

Table 4. 8: Descriptive statistics of consumer attitude

Items consumer attitude	Mean	Std. D
I like watching domestic leather footwear product's advertisements.	3.346	1.109
Domestic leather footwear product's advertisements are attractive to me.	3.428	1.094
Domestic leather footwear product's advertisement language, layout and contents fit with my attitude	3.459	1.135
Domestic leather footwear product's advertisement language, layout and contents are correct and acceptable	3.225	1.261
Domestic leather footwear product's advertisements demonstrate services feature.	3.603	1.089
Ethiopian domestic leather footwear product's brand demonstrate services benefit to me.	3.409	1.073
Domestic leather footwear product's brand grasps my attention.	3.165	1.203
I can easily identify domestic leather footwear product's advertisements from other company with similar service.	3.446	1.084
I have knowledge more about domestic leather footwear product's services through the Meta advertisement.	3.140	1.164
I remember the brand of the advertised services of the domestic leather footwear products.	3.331	1.086
After watching domestic leather footwear product's advertisement, I want to get more information about the service.	3.225	1.119
I want to spend my money with domestic leather footwear products.	3.181	1.171
I like to use varieties of domestic leather footwear products.	3.259	1.238
Domestic leather footwear product's changes in price will not influence me.	3.090	1.214
I try hard to be consistent with domestic leather footwear products.	3.300	1.186
Domestic leather footwear products conative is relevant to me.	3.393	1.174
Domestic leather footwear products benefits described in the conative are reliable to me.	3.403	1.129
Cumulative mean of consumer attitude	3.317	1.148

Source: Computed from the Questionnaire, 2020"

It was observed that respondents were observed to be agreed with the statement on consumer attitude such as Domestic leather footwear product's advertisements demonstrate services feature with 3.60 and 1.08. However, the Domestic leather footwear product's changes in price will not influence me were rated as average or moderate level agreement consumer attitude dimension with scores of 3.09 and 1.21 respectively. Moreover, the grand mean for consumer attitude is 3.31, which is considered as average or moderate. This shows that the respondents shared their thought average or moderate their level of agreement with regard to the activities of towards various marketing activities are

important knowledge for successful marketing operations. Previous research suggests that consumer attitudes towards marketing vary greatly due to demographic and psychographic factors and may be influenced by their ethical ideologies.

To add up, the standard deviation value indicates that the respondents' responses are heterogonous and widely spread from the mean. Since, the obtained result of standard deviation (1.148) is supported by (Mark, Philip and Adrian, 2009) i.e., when a standard deviation value >1 , implies that the responses of the respondents were dispersed towards the perceived/obtained mean result of consumer attitude. Therefore, as per the variance of response among the respondents there is a big variation of response towards the existing moderate level of consumer attitude.

4.3 Inferential Statistics

4.3.1 Assumption testing of multiple regression

The reason why must have the test is because if the data does not pass classic assumption test, then the result after the data got processed might be misleading or biased (Lind, 2012). The examination is called Fundamental Assumption Test that consists of mainly five tests, and those tests are normality, multicollinearity, linearit, homoscedasticity and independence of residuals/auto correlation tests (Lind, 2012). These all refer to various aspects of the distribution of scores and the nature of the underlying relationship between the variables. These assumptions can be checked from the residuals scatterplots which are generated as part of the multiple regression procedure. Residuals are the differences between the obtained and the predicted dependent variable (DV) scores. The residuals scatter plots allow you to check:

4.3.1.1 Multicollenarity

Good data is free from multicollinearity problem. The indicator is by looking at Collinearity diagnostics in statistics table 4.9. In this study, the Tolerance Values of all elements of marketing mixing dimensions or variables are above 0.20 and likewise, the VIFs are under 10. Hence, the researcher assumed that Multicollinearity was not a problem for the current study. Which means further showing no indications of multicollinearity problem and then the model fits the requirement.

Table 4. 9 : Multi Collinearity

S/N	Dimensions	Tolerance	VIF
1	Product	.614	1.629
2	Price	.650	1.540
3	Place	.786	1.272
4	Promotion	.716	1.397

Source: Computed from the Questionnaire, 2020”

4.3.1.2 Normality Tests

The residuals should be normally distributed about the predicted DV scores. Normality test examines whether the data is normally distributed in normal distribution curve or not. There are two ways of testing the normality, by graphical method and statistical method. A common rule to thumb test for normality is to run descriptive statistics to get skewness and kurtosis, then use the criteria that kurtosis should be within the mean +2 to -2 range when the data are normally distributed (Garson, 2012). As it can be seen in table 4.12 all the absolute values of skewness and the kurtosis are between -2 and +2. Hence, it confirmed that data witness to normality assumptions.

Table 4. 10: Descriptive statistics of normality test

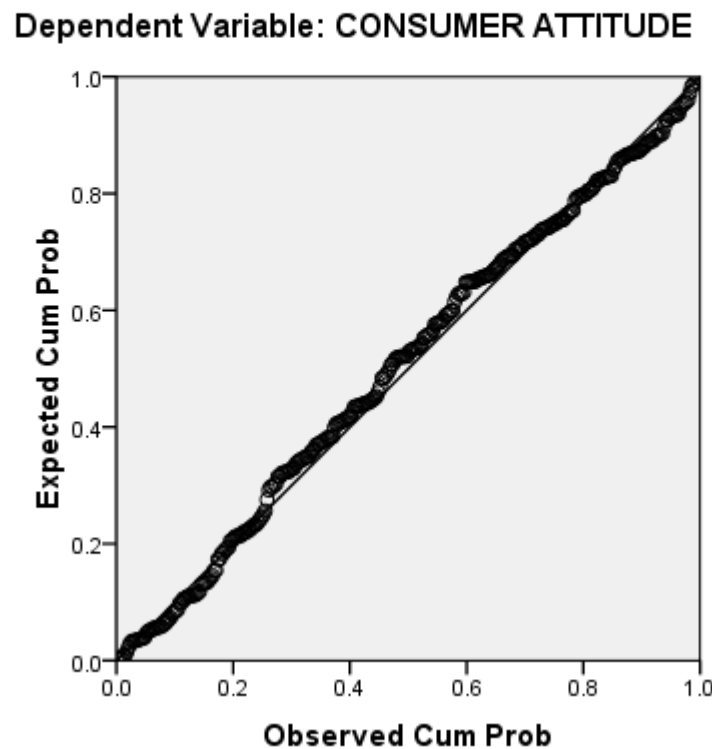
Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product	320	.133	.158	-.168	.315
Price	320	.281	.158	-.116	.315
Place	320	-.176	.158	.296	.315
Promotion	320	-.115	.158	-.296	.315
Consumer attitude	320	-.137	.158	.137	.315

4.3.1.3 Linearity Testing Assumption

The residuals should have a straight-line relationship with predicted DV scores. Linearity defines the dependent variable as a linear function of the predictor (independent) variables (Darlington, 1968). Multiple regressions can accurately estimate the relationship between dependent and independent variables when the relationship is linear in nature (Osborne & Waters, 2002). Residual plots showed that there were no the residuals departure from linearity and would expect to see a

random scatter points about the horizontal line. Hence, by using visual inspection of the scatter plot, it demonstrated about the linear relationships of dependent variable with each of the independent variables in this study. Hence, the variables met the linearity assumption.

Normal P-P Plot of Regression Standardized Residual



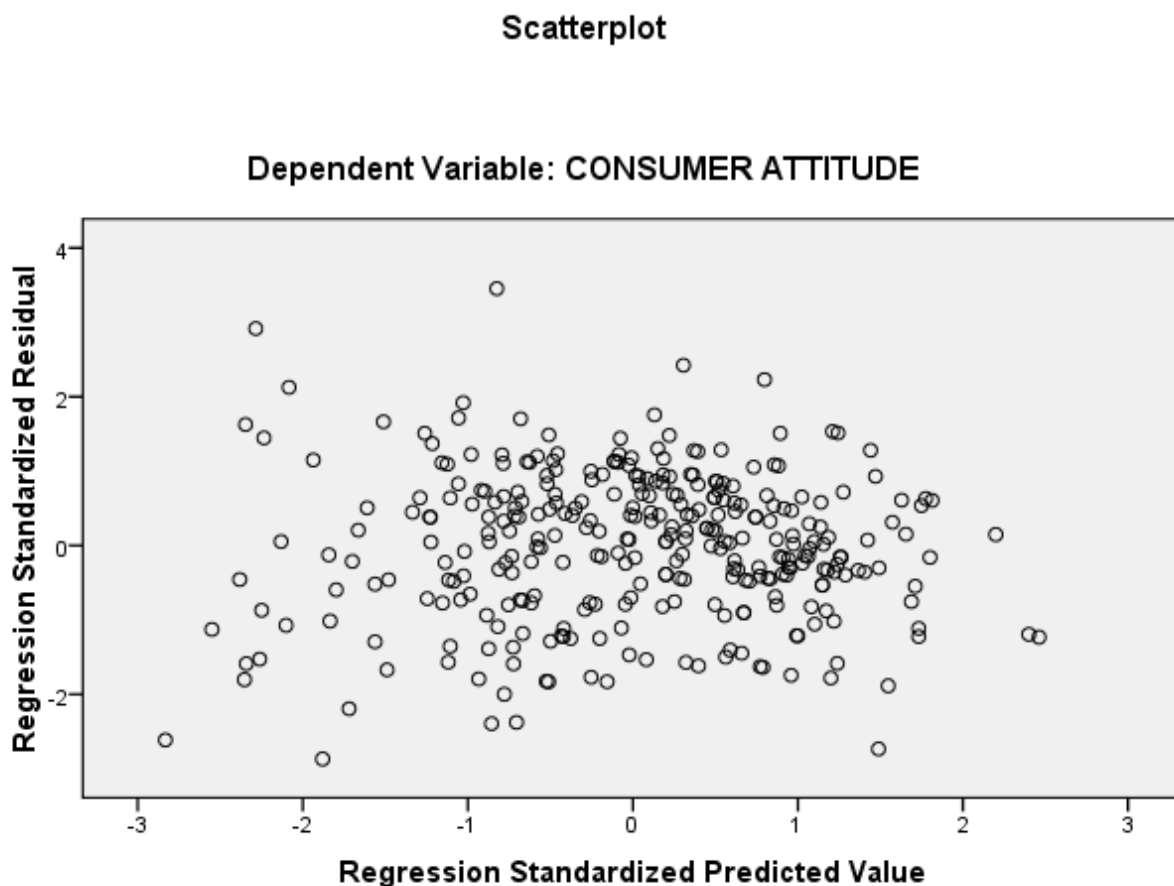
Source: Computed from the Questionnaire, 2020”

4.3.1.4 Homoscedasticity Testing Assumptions

The variance of the residuals about predicted DV scores should be the same for all predicted scores. The last assumption the multiple linear regression analysis makes is homoscedasticity. The assumption of homoscedasticity refers to equal variance of errors across all levels of the independent variables (Osborne & Waters, 2002). This means that researchers assume that errors are spread out consistently between the variables (Keith, 2006). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals (on Y-axis) by the regression standardized predicted value (on X-axis) (Osborne & Waters, 2002). If there is no violation of assumptions, standardized residuals should scatter randomly around a horizontal line of zero. Ideally, residuals

are randomly scattered around zero (the horizontal line) providing even distribution (Osborne & Waters, 2002).

In addition, the inspection of the plots observed a good variability in the plots and hence, the variables fulfilled the homoscedasticity assumption as well. To summarize, the independent and dependent variables met all the assumptions indicated that the model that the researcher got for a sample could accurately applied to the population of interest. That means the coefficients and parameters of regression said to be unbiased as stated in (Field, 2005).



4.3.1.5 Independence of Residuals

It is the assumption of independent error acceptable or reasonable test. Durbin-Watson used to test for serial correlation between errors. The Durbin-Watson statistic test can vary between 0 and 4. A value of 2 meaning residual statistics are uncorrelated Field, (2006). A value greater than 2 indicates

a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. Similarly, Ot and Longnecker (2001), defines when there is no serial correlation, the expected value of Durbin-Watson test statistics d is approximately 2.0; positive serial correlation makes $d < 2.0$ and negative serial correlation makes $d > 2.0$. Although, values of d less than approximately 1.5 (or greater than approximately 2.5) lead one to suspect positive (or negative) serial correlation. If serial correlation is suspected, then the proposed multiple linear regression models are inappropriate. Referring this and the model summary table 4.14 below; the Durbin-Watson value of this study is 1.530. Therefore, the auto-correlation test has almost certainly met, since it falls between 1.5 and 2.5, and we can conclude that our model is free of serial correlation.

4.3.1.6 Significance Level

Significance level illustrates how likely a result is to be due to chance (Kothari, 2004). The most common significance level is 0.05, meaning that the finding has a 95% chance of being true. Therefore, for this study, a significance level of 0.05 was set. The figure 0.05 is called the p value, indicating the 95 % probability that any selected samples from the study population would give the same results. Therefore, any statistical results obtained from the study having p values greater than 0.05 considered as statistically insignificant.

4.3.2 Relationship between marketing mix elements and consumer attitude

In this section the results of the inferential statistical techniques used in the study are presented. In order to test the research hypothesis, the Pearson correlation coefficient was calculated as well as multiple regression analysis. Based on the results obtained from the research, conclusions are drawn with respect to each hypothesis generated for the research undertaken in the Ethiopian Domestic Leather Footwear Products at which the research was conducted.

The researcher used a simple bivariate correlation, which just means between two variables, in order to examine the relationship between marketing mix elements and consumer attitude. As stated by Pallant (2005), there are a number of different statistical techniques within SPSS which can be used to indicate the relationship between variables. Among those techniques, Pearson Product-Moment Correlation is included. As Pallant further explained, Pearson Product Moment Correlation is appropriate for interval level (continuous variables), and its result ranges from negative one to positive one (-1 to 1). Accordingly, a correlation coefficient of 0 indicates as there is no relationship

at all, a correlation of 1 indicates the presence of a perfect positive correlation and a value of -1 specifies a perfect negative correlation. Table 4.13 below demonstrates the result of a statistical test for correlation of independent variables and dependent variable of this survey. And the strength of the correlation is evaluated according to Cohen (1988) which is presented on below.

Table 4. 11: Correlation matrix

Correlations						
		PROD	PRC	PLA	PROM	Consumer Attitude
Product	Pearson Correlation	1				
	Sig. (2-tailed)					
Price	Pearson Correlation	.585**	1			
	Sig. (2-tailed)	.000				
Place	Pearson Correlation	.222**	.201**	1		
	Sig. (2-tailed)	.000	.000			
Promotion	Pearson Correlation	.366**	.286**	.456**	1	
	Sig. (2-tailed)	.000	.000	.000		
Consumer Attitude	Pearson Correlation	.296**	.260**	.391**	.470**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Computed from the Questionnaire, 2020"

The above table reports that product ($r=0.296$, $p<0.01$) is positively related with consumer attitude. From the same table above it is also observed that price ($r=0.260$, $p<0.01$) is positively related with consumer attitude. From result for the third variable it can be seen that place ($r=0.391$, $p<0.01$) is positively related with consumer attitude. From result for fourth variable it can be seen that Promotion ($r=0.470$, $p<0.01$) is positively related with consumer attitude.

4.3.3 Multiple regression analysis (Explained Variation (R^2))

Regression analysis is a statistical tool to deal with the formulation of mathematical model depicting relationship along with variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent variable(s) (Kothari, 2004). Multiple regression analysis is an analysis of association in which the effects of two or more independent variables on a single, interval-scaled dependent variable are investigated simultaneously (William and Barry, 2010).

Regression coefficient is the determination of a statistical relationship between two or more variables. In simple regression, we have only two variables, one variable (defined as independent) is the cause of the behavior of another one (defined as dependent variable). And as to this case the independent variable is marketing mix elements and the dependent variable is consumer attitude. We would use this approach if we have a set of variables (independent) and wanted to know how much variance in a dependent variable they are able to explain as a group or block. This approach would also tell you how much unique variance in the dependent variable each of the independent variables explained (Pallant, 2011).

Table 4. 12 : Model summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.528 ^a	.278	.269	.53129	.278	30.397	4	315	.000	1.530
a. Predictors: (Constant), Promotion, price, place, product										
b. Dependent Variable: Consumer Attitude										

Source: Computed from the Questionnaire, 2020

In order to evaluate how much of the variance in consumer attitude is being explained by the four independent variables, one should look at the value of R square (R^2) or coefficient of determination

or used to investigate the strength that independent variables can explain the variations in the dependent variable. The value of R^2 tells you how much of the variance in the dependent variable the model explains. The R^2 value in this study is 0.278, which mean that the model explains 27.8 percent of changes in consumer attitude is explained by variation in marketing mix elements dimensions in Ethiopian Domestic Leather Footwear Products. The remaining change (72.2%) in consumer attitude may be accounted for variables other than the variables included in this study.

Evaluation of the Model (ANOVA^b)

F-test is a test for examining the significance of the multiple-linear regression model (Ghozali, 2011). It tests the feasibility of the regression model and analyzes the existence of the significant simultaneous impact given by the independent variables to the dependent variable. Table 4.13 shows that all five explanatory variables had significant positive relationship with the dependent variable at $F = 30.397$, $p < 0.01$. In other words, the regression model considered as fit or sufficient model.

Table 4. 13 : Descriptive statistics of

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.321	4	8.580	30.397	.000 ^a
	Residual	88.916	315	.282		
	Total	123.237	319			
a. Predictors: (Constant), Promotion, price, place, product						
b. Dependent Variable: Consumer attitude						

Source: Computed from the Questionnaire, 2020"

Table 4. 14: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.477	.189		7.808	.000
Product	.276	.052	.389	4.454	.000
Price	.169	.055	.374	2.248	.001
Place	.173	.045	.210	3.885	.000
Promotion	.257	.045	.321	5.675	.000
a. Dependent Variable: Consumer attitude					

Source: Computed from the Questionnaire, 2020"

In this study, all of the four independent variables show significance values of less than 0.05, indicating that they are all making a significant unique contribution to consumer attitude. The larger value of Beta coefficient that an independent variable has brings the more supports to the independent variable as the more important determinant in predicting the dependent variable. Hence, for the four independent variables making unique contributions, product, price, place, and promotion the beta values were .276, .169, .173, and .257 respectively (All the measures are statistically significant). This indicated that the biggest unique contribution to consumer attitude has made by product followed by price, promotion, and place. The result obtained from the regression analysis showed that product ($\beta=0.276$) was more significant and statistically meaningful when compared with the other variables in terms of enhancing consumer attitude in Ethiopian domestic leather footwear products while the least influential factor was place ($\beta = .173$). By referring to this analysis, the regression equation for the consumer attitude of the Ethiopian Domestic Leather Footwear Products algebraically formulated as:

Equation: for Regress Influence of Marketing Mix Elements on Consumer Attitude:

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + E$$

$$Y = 1.477 + .276X_1 + .169X_2 + .173X_3 + .257X_4 + e$$

The regression coefficient explain the average amount of change independent variable that caused by a unit of change in the dependent variable. Therefore, the above regression equation indicates that when product, price, place, and promotion increase each of them by one unit, also likely have an influence on increases consumer attitude of Ethiopian domestic leather footwear products by 0.276, 0.169, 0.173, and 0.257, respectively.

4.3.4 Interpretation in Terms of Research Hypotheses

Proposed hypothesis are tested based on the results of the regression analysis. By looking at the Sig.-value in Table 4.14, it is possible to interpret whether the particular independent variable has a significant effect on the dependent variable. According to Weiers (2008), if P value is less than the specified level of significance (α), reject the null hypothesis; otherwise, do not reject the null hypothesis. Therefore, the rules of thumb for this study is if P- value. ≤ 0.05 , H_0 will be rejected, and conversely, if Sig. $\geq .05$, H_0 will not be rejected (Accepted). Beta coefficients were used to evaluate the effect of each independent variable on dependent variable. Therefore, interpretation by comparing Sig and beta estimates preceded for each hypothesis. Therefore, the student researcher has tested research hypotheses as follows:

H1: There is a positive and significant Influence of product on consumer attitude

As it is shown on Table 4.14 above, the β coefficient value was calculated as 0.276, which indicates that keeping other factors constant, a unit of change in product of 27.6% improvement on consumer attitude. Besides, as displayed on same table, the t value was 4.454 at p value 0.389. As discussed above, if the t value greater than 2, and $p < 0.05$, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of product on consumer attitude is statistically significant, in case of Ethiopian Domestic Leather Footwear Products, and this result leads to accept H1. Leonidou et al (2002) see similar result in and Ataklt, Girma and Zemen (2015) as it was reported that product variety, design, brand and quality has a highly significant and positive relationship with export performance. Ataklt, Girma and Zemen (2015) reported that the influence of price marketing strategy on export performance was 16.9% which was equivalent to this study result. The importing countries of Ethiopian garments are U.S.A., Canada and Europe (ETIDI, 2017) and the export standard which satisfies their need has to be met for an export to proceed or else future interactions may be damaged. Therefore, the product aspect,

especially the quality, of a garment is imperative. The variety, the uniqueness and brand awareness are also essential when to improve export performance.

H1: There is a positive and significant influence of price on consumer attitude

As it is shown on Table 4.14 above, the β coefficient value was calculated as 0.169, which indicates that keeping other factors constant, a unit of change in Price of 16.9% improvement on consumer attitude. Besides, as displayed on same table, the t value was 2.248 at p value 0.374. As discussed above, if the t value greater than 2, and $p < 0.05$, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of price on consumer attitude is statistically significant, in case of Ethiopian Domestic Leather Footwear Products, and this result leads to accept H1. In agreement with the 2015 study by Ataklt, Girma and Zemen also confirmed similar result as the price marketing strategy explained as price adjustment according to the foreign market situation, low-cost advantage, pricing methods and payment methods do affect the export performance of garment manufacturing companies. Leonidou et al (2002) in his study also concluded that the price marketing strategy do have positive and significant relationship with export performance. Price marketing strategy influence in Ethiopia market could be explained with the incentives given for exporters including duty draw back scheme, voucher scheme, industry park scheme and others which minimize the cost of production (EICb, 2016).

H1: There is a positive and significant influence of place on consumer attitude

As it is shown on Table 4.14 above, the β coefficient value was calculated as 0.173, which indicates that keeping other factors constant, a unit of change in Place of 17.3% improvement on consumer attitude. Besides, as displayed on same table, the t value was 3.885 at p value 0.210. As discussed above, if the t value greater than 2, and $p < 0.05$, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of place on consumer attitude is statistically significant, in case of Ethiopian Domestic Leather Footwear Products, and this result leads to accept H1. Similar with According to Ataklt, Girma and Zemen (2015) distribution marketing strategy was found to be very important among responders and it had a positive and significant relationship with export performance.

H1: There is a positive and significant influence of promotion on consumer attitude

As it is shown on Table 4.14 above, the β coefficient value was calculated as 0.257, which indicates that keeping other factors constant, a unit of change in Promotion of 25.7% improvement on consumer attitude. Besides, as displayed on same table, the t value was 5.675 at p value 0.321. As discussed above, if the t value greater than 2, and $p < 0.05$, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of promotion on consumer attitude is statistically significant, in case of Ethiopian Domestic Leather Footwear Products, and this result leads to accept H1. Similar result was observed by a study (Ataklt, Girma and Zemen, 2015) where promotion marketing strategy does not provide significant relationship with export performance. Promotion increases the overall cost of a product. This explains why less work is seen by garment industries in this area. Foreign countries purchase garments and textiles from manufacturers in developing countries mainly for the low-cost advantage with high quality they require (EICb, 2016).

Table 4. 15: Hypothesis Summary

Hypothesis	Analytical Model	Outcome
H1: There is a positive and significant influence of product on consumer attitude	Regression analysis	Accepted
H2: There is a positive and significant influence of price on consumer attitude	Regression analysis	Accepted
H3: There is a positive and significant influence of promotion on consumer attitude	Regression analysis	Accepted
H4: There is a positive and significant influence of place on consumer attitude	Regression analysis	Accepted

Source: Computed from the Questionnaire, 2020”

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

Introduction

The objective of this research was to investigate the Influence of Marketing Mix Elements on Consumer Attitude: The Case of Ethiopian Domestic Leather Footwear Products. According to the results of analysis and discussion of the study, conclusions are made on the nature and relationship of marketing mix elements and consumer attitude. In order to clarify the given objectives descriptive analysis expressed by the percentage and frequency to analyze the respondents demographic parts while using the mean and standard deviation score were able to identify the influence of marketing mix elements on consumer attitude in Ethiopian Domestic Leather Footwear Products measured. Inferential statistical analysis includes the correlation and regression analyses were used to show the relationship between variables and the Marketing Mix Elements (Independents Variables) on Consumer Attitude (Dependent Variable) of this study.

5.1 Summary of Findings

The main research findings related with research objectives are given below as bullet points.

- Based on the cumulative result of descriptive analysis, product scored a mean of 3.24. This shows that consumer perception is average or moderate. Meanwhile price also scored a mean of 3.22, and this shows that consumer perception is average or moderate. The cumulative result of descriptive analysis, place scored a mean of 3.36 and this implies that consumer perception is average or moderate about place. Centered on the cumulative result of descriptive analysis, promotion scored a mean of 3.07. This result implies that the respondent's response is average or moderate with the level knowing the promotion. With regard to cumulative result of descriptive analysis, consumer attitude scored a mean of 3.31. This shows that consumer perception also average or moderate about their consumer attitude.
- Regarding to the correlation between the Marketing Mix Elements (product, price, place, and promotion) and consumer attitude with (.296**, $P < 0.01$, .260 **, $P < 0.01$, .391 **, $P < 0.01$ and .470 **, $P < 0.01$,) respectively. This mean product, price, place, and promotion have a positive

and significant relationship with consumer attitude. Hence, it is possible to conclude that the marketing mix elements dimensions have linear relationship with consumer attitude.

- With respect to regression coefficients Beta, value of 0.276 confirming that, 27.6% of the variation in consumer attitude is explained/ affected by product. This means that all things being equal, when the other independent variables are held constant, consumer attitude would increase by 27.6%.
- With respect to regression coefficients Beta, value of 0.169 confirming that, 16.9% of the variation in consumer attitude is explained/ affected by price. This means that all things being equal, when the other independent variables are held constant, consumer attitude would increase by 16.9%.
- With respect to regression coefficients Beta, value of 0.173 confirming that, 17.3% of the variation in consumer attitude is explained/ affected by place. This means that all things being equal, when the other independent variables are held constant, consumer attitude would increase by 17.3%.
- With respect to regression coefficients Beta, value of 0.257 confirming that, 25.7% of the variation in consumer attitude is explained/ affected by promotion. This means that all things being equal, when the other independent variables are held constant, consumer attitude would increase by 25.7%.
- The overall, results revealed that all independent variables accounted for 27.8% of the variance in consumer attitude ($R^2 = .278$). Thus, 27.8% of the variation in consumer attitude can be explained by the product, price, place, and promotion. Other unexplored factors that may limit product, price, place, and promotion accounts for about 72.2%.

5.2 Conclusion

- Product and consumer attitude has a positive and significant relationship ($r=0.296$) with Sig. (2-tailed) of 0.000 and its effect on consumer attitude with Ethiopian Domestic Leather Footwear Products is 0.276 respectively. It showed that product is the cornerstone components of Marketing Mix Elements. Once in place they represent a springboard to the physical goods sold to consumers and other organization as well as services that are offers to individual consumers. Thus, the H1 was accepted.
- Price and consumer attitude has a positive and significant relationship ($r=0.260$) with Sig. (2-tailed) of 0.000 and its effect on consumer attitude with Ethiopian Domestic Leather Footwear Products is 0.169 respectively. It showed that price is the basis constituents of Marketing Mix Elements. Once in place they represent a springboard to pricing took a dramatic shift in the recent economic downturn as many found themselves unable to sustain their lifestyles. Thus, the H1 was accepted.
- Place and consumer attitude has a positive and significant relationship ($r=0.391$) with Sig. (2-tailed) of 0.000 and its influence on consumer attitude with Ethiopian Domestic Leather Footwear Products is 0.173 respectively. It exhibited that place is the foundation workings of Marketing Mix Elements. Once in place, they signify a facilitator to additional value creation activities that can be undertaken with the process and methods by which products or services reach customers. Thus, the H1 was accepted.
- Promotion and consumer attitude has a positive and significant relationship ($r=0.470$) with Sig. (2-tailed) of 0.000 and its influence on consumer attitude with Ethiopian Domestic Leather Footwear Products is 0.276 respectively. It showed that promotion is the cornerstone components of Marketing Mix Elements. Once set up they speak to a springboard to extra esteem creation exercises that can be attempted with the placing to boost consumer awareness of the products, leads to higher sales and helps to build brand loyalty. Thus, the H1 was accepted.

5.3 Recommendation

- Ethiopian Domestic Leather Footwear Products should give attention to marketing mix elements and allocate investment for them, as they are imperative for a success of consumer attitude.
- Ethiopian Domestic Leather Footwear Products should give due emphasis to the quality of their product as poor quality of products will damage future relationship with the foreign company. Creating a brand and making sure that brand is well communicated also suggested for Ethiopian Domestic Leather Footwear Products. They also should increase the variety of their garments so that more targets can be reached.
- Ethiopian Domestic Leather Footwear Products should not ignore promotion-marketing mix. They should allocate resources and promote their best features of their products through advertising, sales promotion, national or international trade fairs, and exploit export sales representatives for customer visit, as it will create increased awareness and recognition.
- This study uses Domestic Leather Footwear Products found in the state of Addis Ababa only for analysis and others operating in similar business that are out of the state were not included. A research regarding consumer attitude in the whole country taking all Domestic Leather Footwear Products in consideration is recommend for future study.
- For the independent variable, only marketing mix strategies were employed to analyze their influence on consumer attitude. Future researchers can also give strong emphasis on the other factors that influence consumer attitude giving due consideration for each variables in both internal and external influencing factors.

References

- Albaum, G. (1997) 'The Likert Scale Revisited- An Alternative Version', Journal of the Market Research Society
- Ataklt, A.A, Girma T.D, Zemen M.A. (2015) 'Assessment of export marketing strategy on the export performance of Ethiopian garment and textile industry (the case of MAA garment and textile factory)', International Journal of Current Research,7(01),
- Belay S. (2009), Export-Import Theory, Practices and Procedures, (2nded.), Rutledge, New York, NY.
- Beristain, J. and Zorrilla, P. (2011) 'The relationship between store image and store brand equity: A conceptual framework and evidence from hypermarkets," Journal of Retailing and Consumer Services, vol. 18,
- Cengiz, B., Yahla, D. & Faryabi, M., 2007. The MMSelements of a company should focus on generating value for customers. International journal of marketing strategy.
- Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nded.). Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.
- Coughlan, A., Anderson, E., Stern, L. & El-Ansary, A. (2006), Marketing channels, Pearson International Edition
- Darlington, R.B. (1968) Multiple Regression in Psychological Research and Practice. Psychological Bulletin.
- ECCSA, (2019). Short Investment profile of Leather sector in Ethiopia
- Ernest J North, Retha B de Vos and T Kotzé , 2003, The importance of apparel product attributes for female buyers, Journal of Family Ecology and Consumer Sciences, Vol 31
- ETIDI. (2017) Ethiopian textile and apparel profile. Addis Ababa. Sivanet Printing.

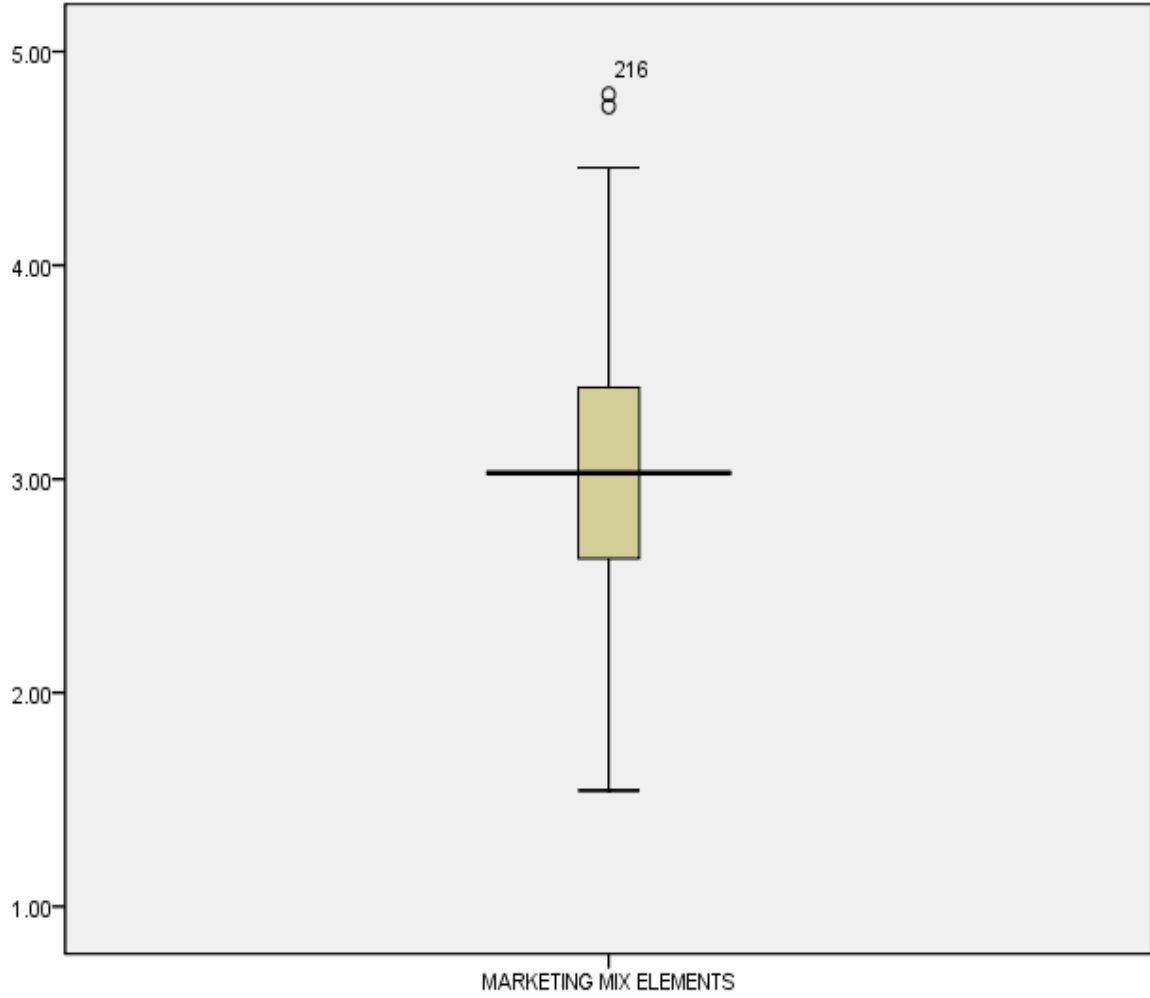
- Field, A. (2009), *Discovering Statistics Using SPSS*. 3rd Edition, Sage Publications Ltd., London.
- Garson, J. (2012) "Function, Selection, and Construction in the Brain," Synthese
- JohnBurnett (2008). *Core concepts of Marketing*. (1st ed) Zurich, Switzerland.
- Keith, R. C., & Lin, Z. (2006). *New Crime in China: Public Order and Human Rights*. New York: Routledge.
- Kenneth E. Clow and Donald Baack, (2010). *Marketing management a customer oriented approach* (2 ed., Vol. 2). Canada: SEGA pblication.
- Kim, Y. A. (2006). *The Impact on Customers' Perception of Product Variety*, Korea Review of International Studies
- Kothari, C.R. (2004) *Research Methodology: Methods and Techniques*. 2nd Edition, New Age International Publishers, New Delhi.
- Kotler P, and G. Armstrong, (2016). *Principles of Marketing* (16thed.). Boston: Pearson Education Limited.
- Kotler P, Wrong V, Saunders J and Armstrong G, 2005, *Principles of marketing*, fourth edition, Pearson Education Limited
- Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005), *Principles of Marketing*. Pearson Education Limited.
- Kotler, Philip & Amstrong (2012). *Principles of Marketing*. Pearson Education, Inc., New Jersey
- Lages, L.F., Abrantes, J.L. & Lages, C.R. 2008, 'The STRATADAPT scale: A measure of marketing strategy adaptation to international business markets', *International Marketing Review*, Vol. 25,

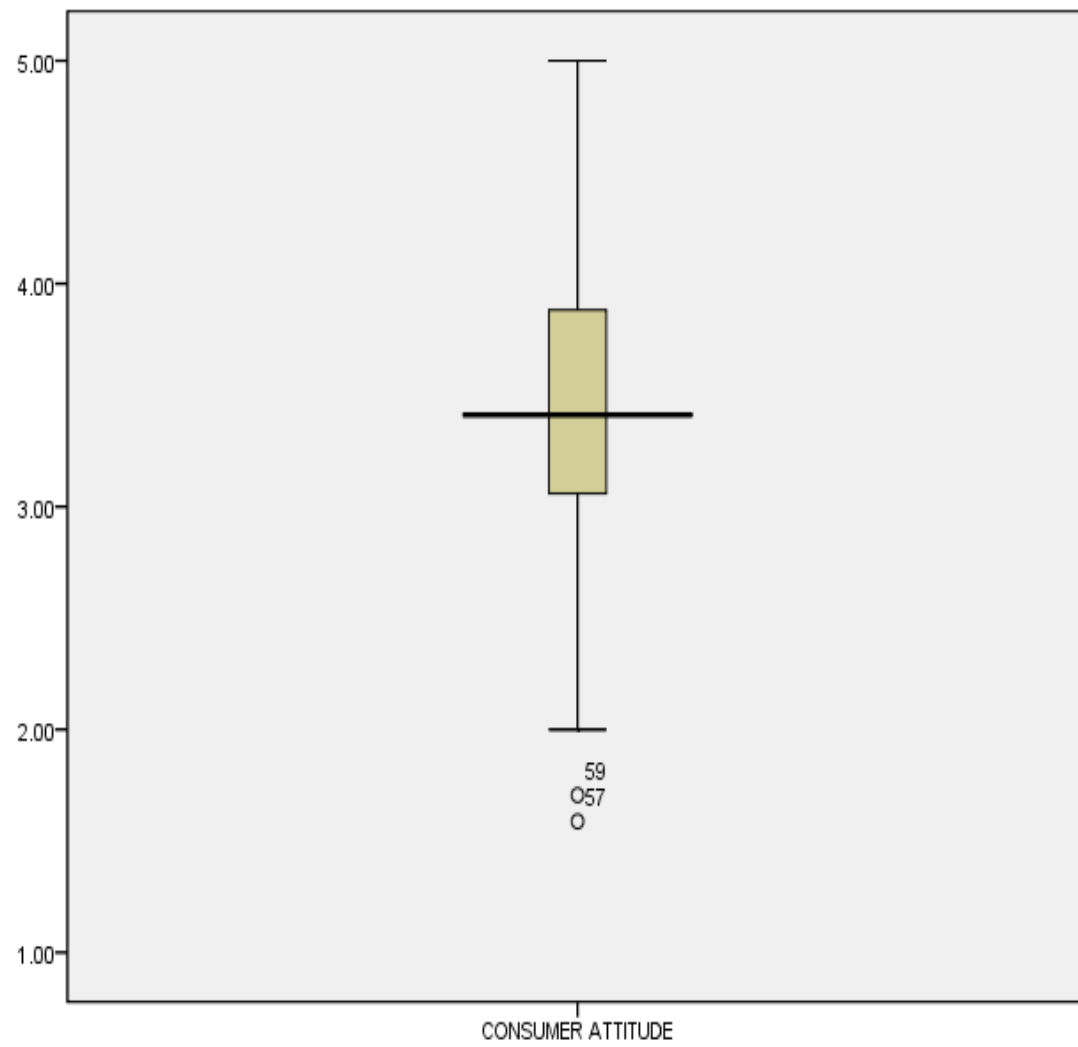
- Lake, L.A. (2009). *Consumer Behavior for Dummies*. New Jersey: Wiley Publishing, Inc.
- LIDI, Profile Unpublished Manuscript, Addis Ababa.
- Madichie, Nnamdi (2012), *Consumer Attitude*. Nnamdi Azikiwe University, Tata McGraw Hill Education Private Limited, Nigeria ,Awka
- Marczyk, G., DeMatteo, D., & Festinger, D. (2005). *Essentials of Research Design and Methodology*. New York, NY: John Wiley & Sons, Inc.
- Mark, Philip and Adrian, (2009). *Research methods for business students*. Fifth edition. Prentice hall. Financial times
- Martin Evans, Ahmed Jemal and Gordon Foxall. (2009). *Consumer behavior* . England : John Wiley & Sons ltd
- Muhammad farooq Jan (2018), *Relationship between Marketing Mix Strategies and Fashion Consumer's Purchase Intention*, Iqra National University
- Mwagawe Jotham Katana (2014), *Influence of marketing mix variables on consumer buying behavior of insecticides treated bed nets in Nairobi*
- Neuman, W.L. (1997) *Social Research Methods: Qualitative and Quantitative Approaches*. 3rd Edition, Allyn and Bacon, Boston.
- Nguyen Khanh Linh Nguyen Thu Ha (2016) *Consumer Attitude towards Marketing Practices in Vietnamese smart phone Market*, VNU Journal of Science: Economics and Business, Vol. 32, No. 2
- Osborne, J. W., Christensen, W. R., & Gunter, J. (2002). *Educational Psychology from a Statistician's Perspective*: American Education Research Association (AERA), Seattle, WA
- Pallant, 2003. *SPSS Survival Manual: A step by step guide to data analysis using SPSS*

- Philip Kotler and Kevin Lane Keller (2012). *Marketing Management* (14th ed.) United States of America, New Jersey
- S. Pragash Paysom and M. Karunithy (2016), Impact of marketing mix on buying behavior case study of motorbike buyers in Jaffna District, *EPRA International Journal of Economic and Business Review*, Sri Lanka Vol 4
- Saiyidi Mat Roni, (2014). *Partial Least Square in a Nutshell*
- Sekaran (2003). *Research methods for Business: A Skill Building Approach*. 3rd edition, New York: John Wiley & Sons, Inc.
- S. Mahenthiran Aloysius. (2004), *The impact of marketing mix on consumer buying behavior*, university of Jaffna
- Solomon, M. R. (2013). *Consumer Behavior: Buying, Having and Being* (10th ed.). Upper Saddle River: Pearson Education, Inc.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed). Allyn & Bacon/Pearson Education.
- Thompson, 2004. A general inductive approach for qualitative data analysis. *American Journal of Evaluation*, Vol. 27,
- UNICAT, 2018. *National Green Export review of Ethiopia Leather and Sesame seeds*
- Upagade, V., and Shende, A. (2012). *Research Methodology: for MBA, M.phil, B.Ed*, (2nd Ed). New Delhi: S.Chand and Company Pvt. Ltd.
- William and Barry, 2010. *Multivariate data analysis: a global perspective*. Upper Saddle River (N.J.): Pearson education, 2010.
- William L. Wilkie (1986). *Consumer behavior*. USA: New York, John Wiley & Sons, Inc.

- Yibelital Aschale (2018), consumer attitude towards Imported shoe products in Ethiopia, Jigjga University, College of Business and Economics, An International Peer-reviewed Journal Vol.43

Appendix one





Appendix two Communalities

	Initial	Extraction
Ethiopian Domestic Leather Footwear Product is Comfortable	1.000	.628
Ethiopian Domestic Leather Footwear Product is durable.	1.000	.661
Ethiopian Domestic Leather Footwear Product is odorless.	1.000	.542
Ethiopian Domestic Leather Footwear Product is qualified.	1.000	.725
Ethiopian Domestic Leather Footwear Product is breathable	1.000	.573
Ethiopian Domestic Leather Footwear Product is light weight	1.000	.575
Ethiopian Domestic Leather Footwear Product colors goes well with the outfits	1.000	.602
Ethiopian Domestic Leather Footwear Product is easy to clean	1.000	.621
Ethiopian Domestic Leather Footwear Product is reparability	1.000	.609
Ethiopian Domestic Leather Footwear Product is Brand	1.000	.734
Ethiopian Domestic Leather Footwear Product increases leg muscle activation	1.000	.609
Ethiopian Domestic Leather Footwear Product design is fashionable	1.000	.670
Ethiopian Domestic Leather Footwear Product make you feel like you have slim feet	1.000	.698
Ethiopian Domestic Leather Footwear Product is better than imported Shoes	1.000	.626
Ethiopian Domestic Leather Footwear Product is Made from Recycle Material	1.000	.670
Ethiopian Domestic Leather Footwear Product is Made from environmental friendly material	1.000	.774
Ethiopian Domestic Leather Footwear Product is Packaging can be applied to other benefits	1.000	.732
Ethiopian Domestic Leather Footwear Product has beautiful packaging	1.000	.627
Ethiopian Domestic Leather Footwear Product has a cash Discount	1.000	.632
Ethiopian Domestic Leather Footwear Product uses lower price but same quality	1.000	.627
Ethiopian Domestic Leather Footwear Product uses reference prices	1.000	.644
Ethiopian Domestic Leather Footwear Product uses last Price Paid.	1.000	.639
Ethiopian Domestic Leather Footwear Product uses competitor prices	1.000	.644
Ethiopian Domestic Leather Footwear Product Price endings with “90”	1.000	.623

Ethiopian Domestic Leather Footwear Product is cheap in price	1.000	.718
Ethiopian Domestic Leather Footwear Product is affordable in price	1.000	.655
Ethiopian Domestic Leather Footwear Product store is conveniently located	1.000	.740
Ethiopian Domestic Leather Footwear Product has well-known stores	1.000	.678
Ethiopian Domestic Leather Footwear Product Store is located in a well-known shopping center	1.000	.684
Ethiopian Domestic Leather Footwear Product is stored Online.	1.000	.654
Ethiopian Domestic Leather Footwear Product store is sell shoes only	1.000	.647
Ethiopian Domestic Leather Footwear Product is found in most retail shops	1.000	.664
Ethiopian Domestic Leather Footwear product store is easily accessible	1.000	.636
Ethiopian Domestic Leather Footwear Product % Cash Discount for the next purchase	1.000	.667
Ethiopian Domestic Leather Footwear Product give free gifts	1.000	.705
Ethiopian Domestic Leather Footwear Product has membership privileges	1.000	.631
Ethiopian Domestic Leather Footwear Product use Buy 2 get 1 Free	1.000	.600
Ethiopian Domestic Leather Footwear Product refer by friends	1.000	.623
Ethiopian Domestic Leather Footwear Product is frequently advertised on TV	1.000	.678
Ethiopian Domestic Leather Footwear Product uses celebrity endorser	1.000	.700
I like watching domestic leather footwear product's advertisements.	1.000	.695
Domestic leather footwear product's advertisements are attractive to me.	1.000	.676
Domestic leather footwear product's advertisement language, layout and contents fit with my attitude	1.000	.714
Domestic leather footwear product's advertisement language, layout and contents are correct and acceptable	1.000	.610
Domestic leather footwear product's advertisements demonstrate services feature.	1.000	.650
Ethiopian domestic leather footwear product's brand demonstrate services benefit to me.	1.000	.794
Domestic leather footwear product's brand grasps my attention.	1.000	.615
I can easily identify domestic leather footwear product's advertisements from other company with similar service.	1.000	.613

I have knowledge more about domestic leather footwear product's services through the Meta advertisement.	1.000	.632
I remember the brand of the advertised services of the domestic leather footwear products.	1.000	.801
After watching domestic leather footwear product's advertisement, I want to get more information about the service.	1.000	.670
I want to spend my money with domestic leather footwear products.	1.000	.663
I like to use varieties of domestic leather footwear products.	1.000	.693
Domestic leather footwear product's changes in price will not influence me.	1.000	.695
I try hard to be consistent with domestic leather footwear products.	1.000	.759
Domestic leather footwear products conative is relevant to me.	1.000	.773
Domestic leather footwear products benefits described in the conative are reliable to me.	1.000	.727
Extraction Method: Principal Component Analysis.		



Addis Ababa University
College of Business and Economics
Department of Management
Postgraduate program

Dear Participant,

This questionnaire is designed to gather data on “The Influence of Marketing Mix Elements on Consumer Attitude: The Case of Ethiopian Domestic Leather Footwear Products”. The purpose of the study is to fulfill a thesis requirement for the Masters of Science in Management (MSC) at Addis Ababa University. Your highly esteemed responses for the questions are extremely important for successful completion of my thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. You do not need to write your name. Finally, I would like to thank you very much for your cooperation and sparing your valuable time for my request.

Instruction: Please Indicate your response by putting a tick (✓) in the provided box.

PART 1: General information

1. Sex ☐ Male
☐ Female
2. Age ☐ Under 20 30 -40 ☐
☐ 20- 29 Above 40 ☐
3. Level of education
☐ No formal education Primary education ☐
☐ Secondary education Diploma ☐
☐ Degree Second Degree and above ☐
4. Monthly income
☐ Below 1000 ☐ Between 5001-7000

☐ Between 1001-3000☐ Between 7001-10000☐ Between 3001-5000☐ Above 10,001

No	VARIABLES	Strongly	Disagree	Undecided	agree	Strongly agree
	PRODUCT					
1	Ethiopian Domestic Leather Footwear Product is Comfortable					
2	Ethiopian Domestic Leather Footwear Product is durable.					
3	Ethiopian Domestic Leather Footwear Product is odorless.					
4	Ethiopian Domestic Leather Footwear Product is qualified.					
5	Ethiopian Domestic Leather Footwear Product is breathable					
6	Ethiopian Domestic Leather Footwear Product is light weight					
7	Ethiopian Domestic Leather Footwear Product colors goes well with the outfits					
8	Ethiopian Domestic Leather Footwear Product is easy to clean					
9	Ethiopian Domestic Leather Footwear Product is reparability					
10	Ethiopian Domestic Leather Footwear Product is Brand					
11	Ethiopian Domestic Leather Footwear Product increases leg muscle activation					
12	Ethiopian Domestic Leather Footwear Product design is fashionable					
13	Ethiopian Domestic Leather Footwear Product make you feel like you have slim feet					
14	Ethiopian Domestic Leather Footwear Product is better than imported Shoes					
15	Ethiopian Domestic Leather Footwear Product is Made from Recycle Material					

16	Ethiopian Domestic Leather Footwear Product is Made from environmental friendly material					
17	Ethiopian Domestic Leather Footwear Product is Packaging can be applied to other benefits					
18	Ethiopian Domestic Leather Footwear Product has beautiful packaging					
	PRICE					
1	Ethiopian Domestic Leather Footwear Product has a cash Discount					
2	Ethiopian Domestic Leather Footwear Product uses lower price but same quality					
3	Ethiopian Domestic Leather Footwear Product uses reference prices					
4	Ethiopian Domestic Leather Footwear Product uses last Price Paid.					
5	Ethiopian Domestic Leather Footwear Product uses competitor prices					
6	Ethiopian Domestic Leather Footwear Product Price endings with “90”					
7	Ethiopian Domestic Leather Footwear Product is cheap in price					
8	Ethiopian Domestic Leather Footwear Product is affordable in price					
	PLACE					
1	Ethiopian Domestic Leather Footwear Product store is conveniently located					
2	Ethiopian Domestic Leather Footwear Product has well-known stores					
3	Ethiopian Domestic Leather Footwear Product Store is located in a well-known shopping center					

4	Ethiopian Domestic Leather Footwear Product is stored Online.					
5	Ethiopian Domestic Leather Footwear Product store is sell shoes only					
6	Ethiopian Domestic Leather Footwear Product is found in most retail shops					
7	Ethiopian Domestic Leather Footwear product store is easily accessible					
	PROMOTION					
1	Ethiopian Domestic Leather Footwear Product % Cash Discount for the next purchase					
2	Ethiopian Domestic Leather Footwear Product give free gifts					
3	Ethiopian Domestic Leather Footwear Product has membership privileges					
4	Ethiopian Domestic Leather Footwear Product use Buy 2 get 1 Free					
5	Ethiopian Domestic Leather Footwear Product refer by friends					
6	Ethiopian Domestic Leather Footwear Product is frequently advertised on TV					
7	Ethiopian Domestic Leather Footwear Product uses celebrity endorser					
	CONSUMER ATTITUDE					
1	I like watching domestic leather footwear product's advertisements.					
2	Domestic leather footwear product's advertisements are attractive to me.					
3	Domestic leather footwear product's advertisement language, layout and contents fit with my attitude					

4	Domestic leather footwear product's advertisement language, layout and contents are correct and acceptable					
5	Domestic leather footwear product's advertisements demonstrate services feature.					
6	Ethiopian domestic leather footwear product's brand demonstrate services benefit to me.					
7	Domestic leather footwear product's brand grasps my attention.					
8	I can easily identify domestic leather footwear product's advertisements from other company with similar service.					
9	I have knowledge more about domestic leather footwear product's services through the Meta advertisement.					
10	I remember the brand of the advertised services of the domestic leather footwear products.					
11	After watching domestic leather footwear product's advertisement, I want to get more information about the service.					
12	I want to spend my money with domestic leather footwear products.					
13	I like to use varieties of domestic leather footwear products.					
14	Domestic leather footwear product's changes in price will not influence me.					
15	I try hard to be consistent with domestic leather footwear products.					
16	Domestic leather footwear products conative is relevant to me.					
17	Domestic leather footwear products benefits described in the conative are reliable to me.					

Adopted from:- (Gronholm, 2012). DamianusAbun, Theogenia Magallanes, Mary Incarnacion (2019)

THANK YOU SO MUCH FOR YOUR COOPERATION!