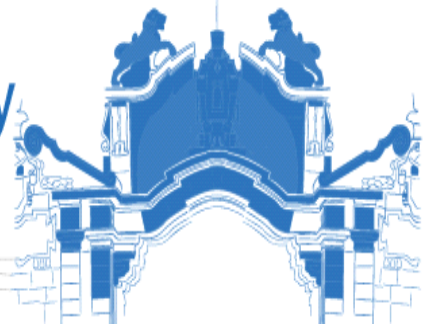




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FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOR OF AMBASSADOR GARMENT

By: Mulugeta Zerga Mnota

**A Research Paper Submitted to the School of Graduate Studies of Addis Ababa
University Department of Marketing Management Post Graduate Program**

**Presented in Partial Fulfillment of the Requirements for Master's of Arts
Degree in Marketing Management**

Advisor: - Dr. Mulugeta G/Medhin

Addis Ababa University School of Commerce


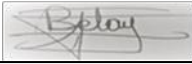

Addis Ababa, Ethiopia

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**FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOR OF
AMBASSADOR GARMENT IN A.A**

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DECLARATION

I, **Mulugeta Zerga**, declare that the thesis entitled “**Factors Influencing Consumers Buying Behavior of Ambassador Garment in A.A**” is my original work. I have carried out the present research independently with the guidance and support of the study advisor, **Dr Mulugeta G/Medhin**. Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Masters, Degree or Diploma Program in this or any other Institution.

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Abstract

In the highly potential and competitive manufacturing industry, improving product quality to gain competitive advantages is one of the keys to sustainable profitability of a company. Customer satisfaction is recognized as one of the key judgments that consumers use to measure performance of a product. The major objective of this study was to investigate the major factors which influence the behavior of Ambassador Garment consumers in A.A City. The findings of the study showed that the social role & status, consumer's ethnocentrism, brand advertisement purchasing power of consumers, & perceived value were identified as the dominant and major determinants of the behavior of Ambassador Garment consumers. Social role & status and consumers ethnocentric tendencies were the two most important factors which had a positive and significant influence the behavior of Ambassador Garment consumers. In order to reach on these findings out of 13 sales outlets 7 were selected from the target population of ten sub cites by using simple random sampling technique. A questionnaire survey was administered to conveniently select 422 samples of respondents. So as a result of this the sampling technique used in this study was a multistage sampling technique. The collected data was analyzed by using both inferential (model adequacy by Negelkerke R Square, classification table and Hosmer & Lemeshow tests & logistic regression), and descriptive statistics.

KEYWORDS: *Customer Satisfaction, consumer buying behavior, Ambassador Garment, Multistage sampling*

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CHAPTER ONE

INTRODUCTION

This chapter introduces readers to the study of factors influencing consumer behavior within the clothing industry case of Ambassador Garment. It underlines the importance of the research, formulates hypothesis, its objectives and research questions. Moreover, issues related to, significance, scope, as well as delimitation of the study and definition of terms is included in this chapter.

1.1 Back ground of the Study

Consumer buying behavior is comparatively a new marketing field of study which evolved just after the Second World War. Sellers market has disappeared and buyers market has come up in place of it. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer buying behavior. The evaluation of marketing concept from mere selling concept to consumer-oriented marketing has resulted in buyer behavior becoming an independent and autonomous discipline. Consumer buying behavior is a study of how individuals make decision to spend their available resources (time, money and effort).

It is important that consumer buying behavior is studied as a part of marketing and its main objective is to learn the way individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012). Consumer buying behavior refers to the buying behavior of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.

Clothing is likely to form an integral part in the enactment of social encounters and it is also seen as a very important channel of non-verbal communication for any textile companies. Clothing is

therefore used as a code, which allows messages to be created and understood selectively (Auty & Elliott, 1998:109). Clothes are an essence of a culture. People in different parts of the world have their own styles of dressing which symbolize their culture and status and other social status.

As per various literatures, the global apparel market is projected to grow in value from 1.3 trillion U.S. dollars in 2015 to about 1.5 trillion dollars in 2020, showing that the demand for clothing and shoes is on the rise across the world. The regional distribution of the demand share of apparel is expected to stay mostly consistent in that period, although the Asia Pacific region had the highest level of growth at four percent. The three world regions with the largest apparel markets are the 28 member states of the European Union, the United States, and China, in descending order. In 2017, the apparel category with the highest level of global market growth was sportswear at 6.8 percent.

Ethiopia has a long history of handmade garments which has been in progress in the form of cottage industry until this date. In Ethiopia the first industrialized garment industry dates back to the 1960s, with the establishment of Addis garments. Akaki garment was founded in 1963 followed by the Adey Ababa yarn S.C, Gulele garment and Nazereth garment factory. These garment factories have dominated Ethiopia's garment sub-sector where in the last ten years a number of private garment industries have been established and there are around sixty garment industries as of 2014.

Ambassador Garment and Trade P.L.C was started out as tailor shop in 1990 E.C. It has grown to a garment manufacturing industry in Ethiopia. Currently the company is running with a total working capital of 12 Million birr. The factory is equipped with stage of the art technology, skilled manpower and strong quality management system with production capacity of 600 suits per day. So Ambassador Garment and Trade P.L.C is commercializing its products in domestic market and aiming to expand to Europe and U.S.A. Domestically the company has more than 90 selling outlets through the country in different regions selling at the same price. (source: from the company profile and brochures).

Ambassador Garment and Trade P.L.C is one of the leading factories of readymade suite, mainly engaged in producing quality suits, coats, trousers and jackets for men's. The company is mainly

known for its quality and fashionable men's suit in 2pcs & 3pcs style on which they are pioneer to provide suit, trousers, coats, carport, merchandise products like shoe, shirt, necktie, sock, belt, scarf, and other specialized knitwear-products keeping the track of the latest market trends by providing best quality fashionable with different designs of a men's cloth. The potential customers of Ambassador products are graduating students, bride grooms, best men's, employees working under service giving instructions like banks & hotels and any casual and/or dinner wear seekers.

Though there are various factors like cultural factors, social factors, physical factors, personal factors and the marketing mix elements which affect the behavior of consumers, the factors to be considered in this study include the marketing mix element specifically perceived value (perceived quality, perceived price, and perceived risk), personal related factor (purchasing power of consumers), social factors (social role and status), brand related factors (advertisement) & culture related (consumers ethnocentrism) which influences the behavior of Ambassador Garment consumers.

Therefore, it is crucial for Ambassador Garment to correctly predict the behavior of their consumer's towards their products in order to offer the marketing mix that is effective enough –to influence consumers undergoing adoption process to not only select their own particular brand of garment, but also to achieve a particular brand loyalty in the firm's favor, over a long period of time. Investigating the factors that influence consumer behavior of Ambassador Garment can be an interesting topic for the researcher to study as the student researcher can investigate the key factors that are vital to understand the behavior of consumers and provide the how to resolve the challenges in these areas so that the firm will have a very satisfied and loyal customers by developing and implementing the right marketing strategy. So this research paper will attempt to analyze the factors influencing consumer's behavior within the clothing industry in the context of Ambassador Garment consumers' market and to forward appropriate suggestion so as to make the necessary adjustment and to take corrective actions.

1.2 Statement of the Problem

The study of customer behavior is based on consumer buying behavior, with the customer playing three distinct roles: user, payer and buyer in the process. Research has shown that consumer behavior is difficult to predict, even for experts in the field (Armstrong & Scott, 1991). One of the current fundamental assumptions in consumer behavior research is that individuals often purchase products for their subjectively perceived values rather than their primary functions (Stávková, Stejskal & Toufarova, 2008). But this does not mean that the products' basic functions are not important, but that the contemporary role of a product is more than its basic use-value (Solomon, 2004). Frequently, consumers do not rate products according to their core attributes (i.e., the primary utility they provide) but, above all, according to the so-called real product (i.e., a particular products' qualities) and the extended product, which represents the set of intangible factors that confer a desired perceived advantage on the consumer – including image, consultancy, after-sale service, and other relevant aspects of products (Foret & Procházka, 2007).

Consumer behavior is the result of the interaction of the consumer's personal influence and the pressure exerted upon him by the external factors in the environment (Rathor, B .S, 1998). This conveys that the behavior of consumers is influenced by cultural, social, personal and psychological factors. It is not imperative that on all occasions, all the factors have to be at work to mould the behavioral pattern of consumers.

With large volume of production and availability of such variety of brands, competition is, without doubt keen. Therefore, it is crucial for clothing industries like Ambassador Garment to correctly predict the behavior of consumer's of its products. Failure to understand the needs and wants of consumers and develop appropriate strategy may result in losing a substantial market share. Thus, it is worthy to study the factors that influence consumers towards Ambassador Garment products.

As far as the student researcher's knowledge goes, consumer behavior related concepts in clothing industry have received little attention as a result of very few studies conducted on the area. However, there are few researches out of which the one conducted by Abdelbaset (2016)

is the one which indicated that 6 market dominated variables which include product (visual property & physical properties), purchase channel (physical actual store & online purchase), price, promotion (branding & advertisement), fashion apparel (slow/fast/luxury), & mass customization and 7 consumer dominated variables which include consumer involvement, cultural influences, psychological fields, personality, social aspects, environment & age.

In addition to this by the study conducted by Ha,Nguyen & Gizaw (2014) with the title of the factors that influences the consumers purchasing decisions of private label food products case study of ICA Basic in Sweden the results showed that more than 81% of ICA Consumers were satisfied with ICA Basic & consumer high perception of price towards the private label that is most consumer think ICA basic is low price and they can benefit the low price by saving some about of money. Out of the sample respondents (146) were responded 81%, 85%, 81%, 38%, 89%,81%,75%, 89%, & 75% brand awareness, awareness product package, brand familiarity via through advertisement & WOM & other means, not hesitate to buy, price is lower than similar products, good way to save money, similar quality with other brands, good value for what I give for, and satisfied with the products respectively. Though these are the two sample studies there are various researches in the area of consumer's behavior and some of them were included in the empirical literature review part of this study.

Empirically there was no research conducted on the behavior of Ambassador Garment consumers and which studied the effect of consumer's ethnocentrism on the Garment products independently and with other 4 factors on Ethiopian domestic products & services in general and Ambassador Garment consumers in particular which creates empirical gap and boosts the novelty of this research paper.

Theoretically to the best of the student researcher at international level there was no research which studied all the 5 factors together in a single research to see their interrelationship and level of significance on the behavior of clothing industry which creates theoretical gap to be addressed by this research on the stated major factors.

Practically if domestic manufacturing companies like Ambassador Trade & Garment PLC do not get the right type of policy support, they will not be competitive against global competitors

which make the Country to invest foreign currency for imports which this study will fill the gap created in this regard.

In general empirically, to the best of the knowledge of the student; virtually no research was conducted on the buying behavior of Ambassador Garment consumers which creates gaps of empirical evidences.

In order to identify the 5 major variables, the student researcher conducted a pilot study on the five major categories of the factors affecting the consumer's behavior to know the behavior of Ambassador consumers were considered and they were marketing mix elements (perceived quality, price, promotion & distribution (store image)), personal , social, brand related, & cultural related factors. The pilot questionnaire on the stated factors were prepared and distributed for 42 sample respondents which is 10% of the expected sample size of the study and it was found that most of them which is 88%, 86%, 71%, 64%, & 57% of the pilot respondents were strongly agreed that the marketing mix element, purchasing power of consumers, social role & status, brand familiarity through advertisement, & consumer ethnocentrism are the most important factors which affects their behavior towards Ambassador Garment so that which were considered as the independent variables of the study.

1.3 Research Questions

This study has tried to answer the following basic research questions:

✓ **Main research question**

What are the major factors influencing the consumers buying behavior of Ambassador Garment consumers?

✓ **Specific research questions**

The specific research questions of this study are:

1. To what extent does perceived value of the product influence consumer's buying behavior of Ambassador Garment?
2. How consumer's purchasing power affect consumer buying behavior of Ambassador Garment?

3. To what extent does social role & status affect consumer's buying behavior of Ambassador Garment consumers?
4. How does the brand advertisement of consumers influence their buying behavior of Ambassador Garment consumers?
5. To what extent does consumer ethnocentrism have an effect on the consumer's buying behavior of Ambassador Garment?

1.4. Objectives of the Study

1.4.1 General objectives of the study

The general objective of the study is:

To examine factors influencing consumer's buying behavior of Ambassador Garment consumers

1.4.2 Specific Objectives of the study

The specific objectives of the study are:

- a) To examine the effect of the perceived value of the product on consumers' buying behavior of Ambassador Garment?
- b) To test the effect of purchasing power on consumers' buying behavior of Ambassador Garment.
- c) To evaluate the effect social role & status on consumers' buying behavior of Ambassador Garment.
- d) To explain the effect of brand advertisement of consumers influence their buying behavior of Ambassador Garment.
- e) To examine the effect of consumers ethnocentrism on the consumers' buying behavior of Ambassador Garment

1.5 Significance of the Study

- Textile & apparel institute: can know the contribution they can make to improve the usage of domestic products.
- Ambassador & similar industry: can identify the areas of factors affecting consumer behavior & know the benefits of domestic consumption for them and for their country and the role to play in return.
- Academic contribution: clarifying the major factors which affect the consumer's behavior.

1.6 Delimitation of the Study

- Conceptual scope: delimited to the five major factors selected.
- Population and sample of the study: delimited to consumers of Ambassador Garment products in A.A City.
- Multi-stage sampling technique: lack of representativeness and accuracy problem.

1.7. Organization of the Study

The research has five major parts. The first part deals with an overall introduction and provides an over view of the entire study, the second one focuses on review of related literatures, the third part is about the study design and methods (methodologies) to be employed, the fourth part is analysis part and the fifth part is the conclusion & recommendation part.

1.8 Definition of Terms

Consumer is the one that consumes economic goods in our case Ambassador Garment products.

Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by decision-making units over time (Hoyer & McInnis, 2010).

Garment: is any article of clothing: dresses, suits, & other garments

Clothing: Anybody covering and appearance modification made on the human body.

Clothing selection: The decisions one makes about his or her clothing choice.

Clothing practices: Habitual way of dressing

Fashion: Refers to the kind of clothing that are in a desirable style at a particular time

Clothing Fashion: A style of dressing that is temporarily adopted by discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation. (Sproles, 1979)

WOM is important information being transmitted from individuals to individuals through verbal means.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presented the literature review as presented by other authors and researchers in the same field of consumer. The various sections presented here are: definition of consumer, definition & concept on consumer buying behavior, and factors influencing consumer behavior of clothing specifically Garment Industry. The major part of this includes theoretical review of literatures, empirical review of literatures and conceptual framework of the study. To add, this chapter presents theories pertaining to the subject matter of discussion (specific objectives and research questions) as presented in chapter one.

2.2 Theoretical Literature Review

Consumer is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their existing and potential needs and desires”(Solomon 1995).

2.2.1 Definition and Concepts of Consumer Behavior

The consumers usually have their own buying patterns through time within a market where multiple brands exist (Lawrence, 1966: 216). Many studies related to the consumer behavior had attempted to find the understanding of the reasons a consumer purchase a particular product and the factors that influence consumer’s decision in purchasing. The term ‘consumer behavior’ refers to the behavior of both the personal consumer and the organizational consumer. Studying consumer behavior includes the study of what to buy, how to buy, where to buy and why people are buying (Dadfor. 2009, Chen, 2013).

The study of consumer purchase behavior, which is briefly called consumer behavior, provides information about consumer and his/her consumption patterns. An organization can continue to survive if it can supply consumer needs and demands with a comprehensive understanding of this demand. This shows that the importance of studying consumer behavior. This requires

understanding consumer behavior which is not so simple. Customers may not know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. However, marketers should consider their customers' requests, intakes and buying behaviors (Kotler, 2009).

The concept of the purchase behaviors have been examined by researchers since 1970s (Sheth, 1996). The conception of purchase behaviors, Kotler and Keller (2006; p173) defined it as “a process which enables an organization to understand how consumers select, buy, and dispose of goods, services, ideas, or experiences in order to satisfy their needs and wants”. It means that purchase behaviors refer to how the consumer selects, buys, and uses the products or services. Besides, Wani (2013; p10) defined purchase behaviors as “a decision-making process and physical activities that involved acquiring, evaluating, using, and disposing of goods and services”. It means that purchase behavior is the process in which consumer thinks, gets and uses the product. Both definitions aim at emphasizing the process of selecting, buying, and using the products or services.

The importance of consumers' purchase behaviors has been studied by many researchers. For example, Edu, Negricea & Ionescu (2013) pointed out that purchase behaviors play an important role in letting organizations know more about consumers' needs and wants. Besides, Webster and Wind (1996) pointed out that understanding the consumers' purchase behaviors can help marketers obtain useful information about consumers and to identify their needs and respond accordingly.

2.2.2 Models of Consumer Buying Behavior

Several models were developed with a view to provide explanations for the consumer buying behaviors so that to accordingly develop the right strategy for each target group. Although they vary in form of presentation, most of them are composed of various stages such as pre-purchase, purchase and post-purchase (Hoyer and MacInnis. 2001; Rayport and Jaworski. 2003).

The successful implementation of a marketing strategy depends on understanding the buying process of consumers. Purchasing is just a step towards meeting the consumer's needs. Buying

decision process depends on the amount of available information. When the choice of a product requires a big amount of information, the consumer needs more time to make a decision, and most often the number of purchases is lower (Lurie, 2004).

According to the study of Edu, Negricea & Ionescu (2013) marketers seek to identify the consumer's needs and develop ways to meet them. In general, the buying decision may involve several target groups that may play various roles which are mainly 5 in numbers. The first is the initiator, the person who wants a product to purchase for instance, the child of a family wants a product. The second is the influencer, the person who could determine the purchase decision by his comments. The third one is the decider, the person who makes the decision of buying the product. The fourth one is the buyer, the person who performs the purchase of the product, and the fifth and final one is the user, the person who will use the product.

Knowing these roles is important for understanding the organization promotion process; we need to know whom to address and how, in order to increase the campaigns efficiency. There may be switch of roles within the purchase process; in case of solitary consumers, one person may play all five roles.

The consumer buying decision process includes five major stages. The first stage is the need recognition which deals with recognizing the difference between a desired state and an actual condition. The second stage is the information search and the third one is the evaluation of alternatives which is to identify a set of brands that could possibly meet the initially identified need based on its attributes. The fourth stage is the purchase decision which deals with buying the product. The fifth and last stage is the post purchase behavior which results with the post-purchase dissonance or post-purchase consonance. The buying decision process does not always follow all the five stages. Depending on the nature of the buyer, the product and the buying situation, the consumer may follow only part of above mentioned stages. Also, there is no guarantee that, once initiated, the buying process will reach finality. The marketer should understand the needs and wants of the consumers at each stage and develop the right strategy.

2.2.3 Types of Consumers Behavior

In the evaluation stage, the customer must choose between alternative brands, products and services as per their interests and expectations. An important determinant of the extent of the evaluation is whether the customer feels “involved” in the product. A buyer’s level of involvement determines why s/he is motivated to seek information about a particular product or brand while virtually ignoring others. The involvement level, as well as other factors, affects an individual’s choice of one of three types of consumer buying behavior: routine response behavior, limited decision making, and extended decision making (Pride & Ferrell, 2007, pp. 177-179).

2.2.3.1. Routine Response Behavior

A consumer uses routine response behavior when buying frequently purchased, low-cost items that demand very little search-and-decision efforts (e.g., milk, eggs, bread or socks) and which we use them in our daily routine life. Customers spend very little time deciding whether to purchase these items and do not typically need to read reviews or consult with friends for their opinions before making routine purchases.

2.2.3.2 Limited Decision Making

Limited decision making is a combination of an extensive purchase decision and a routine one. Consumers who participate in this type of buyer behavior typically know what type of product they want but are attempting to select a brand from the available alternatives. This type of buying behavior requires a moderate amount of time and energy for information gathering and deliberation. Purchasing clothing is a typical example of how limited decision making works.

2.2.3.3 Extended Decision Making

The most complex type of buying behavior, extended decision making, occurs when purchasing unfamiliar, expensive, or infrequently purchased products (e.g., a computer, television, car or house). Consumers spend substantial amounts of time researching a large number of potential options before they buy. Extended decision making is frequently used for purchasing high-involvement products.

2.2.4. Factors Influencing Consumers Behavior

Individual is interested in clothing depends upon his/her beliefs, attitudes, knowledge, attention, interests, and curiosity about clothing. Furthermore, clothing serves as a communication tool to project an individual's image that is socially desirable (Kamenidou, Mylonakis, and Nikolouli 2007; Kumar et al. 2009). Consumers' clothing interest is of great interest to the producers and retailers in the fashion industry. These industry players are eager to know what would create interest among the consumers in buying certain type of clothing (Zeb, Rashid, and Javeed 2011).

2.2.4.1 Market Dominated Factors (Perception Related)

In this section variables related to perceived product quality, perceived price, perceived value, & perceived Risk are pointed out.

2.2.4.1.1 Perceived Quality

Perceived quality refers to the consumer's judgment on a product's overall performance or superiority rather than the actual quality of the product itself Zeithaml (1988) which is mainly mind judgment of consumers. Consumers judge the quality of the product based on some informational cues and then form a set of belief towards the product. The informational cues involve both extrinsic and intrinsic features in relation to the product (Zeithaml, 1988). The extrinsic attributes include company's reputation, brand image, and pricing; while intrinsic attributes refer to the physical characteristics of the product such as product features, specifications, design, size, shape, materials used, and perceived durability. Studies from the apparel industry have found a significant relationship between customers' perceived quality and their clothing interest (Kawabata and Rabolt, 1999; Lee and Burns 1993).

2.2.4.1.2. Perceived Price

Price is undoubtedly one of the most important market variables (Bauer, Klieger & Koper, 2004). It becomes easily understood that from the literature that there are numerous ways of price framing. Consumer perception with respect to price is different and has a positive and a negative influence on the buying behavior (Ha; Nguyen & Gizaw, 2014).

Specifically, price framing is defined as how the offered price is communicated to the consumer (Briesch, Krishna, Lehman & Yuan, 2002). Framing the same information in different ways can have a great impact on consumer decision making and choice behavior.

2.2.4.1.3. Perceived Value

As per various literatures perceived value defined in terms of four major attributes. That is value is low price, value is whatever I want in the product, value is quality I get from the product and value is what I get when I give. These attributes were summarized and eventually the concept of perceived value is defined as the consumer's overall assessment of the utility of the product based on "what is given" and "what is received". However these two factors are different among each individual consumer (Zeithaml, 1988, p. 14). There is a relationship between perceived value, price, quality and risk.

2.2.4.1.4. Perceived Risk

Perceived risk can be explained as consumers' doubt about the result of their buying decisions. Hence, the degree of consumers' risk perception is one of the important factors influencing buying behavior and decision of consumers. In the previous studies by Aaker (1996 & 2000), & Chaudhuri (2002) showed that customers benefits of purchasing familiar brands which reduces their purchasing risk. When purchasing and consuming any types of products, consumers expose themselves to different types of risk which include financial, functional, physical, & social risks.

2.2.4.1.5. Brand Familiarity through Advertisement

A brand is difficult and takes times; companies make use of advertisement as a technique to enter other branded products (Parker, 1997). On the consumer side, advertising increases buying

behavior for those who have a positive attitude and or trust towards advertised products and vice versa (Mehta, 2000). Behavioral learning says individual acquire response through association, reinforcing and motivation. People learn about the product from advertisement. Through advertisement customer associate the product logo with the product (taste, price, value).

2.2.4.1.6. Brand Familiarity through WOM

Word of mouth (WOM) can be defined as “any informal, person-to-person communication process between a perceived non-commercial communicator and a receiver regarding a service, an organization, a brand, or a product” (Harrison-Walker 2001, 63). Although the sender of information has no commercial intention (Arndt 1967), the transmitted information may influence another individual to purchase a certain product or service (Harrison-Walker 2001; Hung and Li 2007). WOM has been considered as one of the most powerful forces in business as it plays a very influential role in consumers’ behavior and their decision making (Martin and Jacob, 2010). Companies like Nestle, Loreal, and Johnson have recognized the credibility of WOM as a highly informal persuasive tool in creating an engagement between the product and the customer (Nielsen, 2009). Various studies have found a significant positive relationship between WOM and clothing interest and preference (Kiecker and Cowles, 2002; McKinney et al. 2004).

2.2.4.2 Consumer Dominated Variables

In this section factors related to consumer are discussed. These factors include cultural, social, psychological, & economic factors like age & income, and social aspects like social role & status.

2.2.4.2.1 Cultural factors

Culture is crucial when it comes to understanding the needs and behaviors of an individual consumer. Basically, culture is the part of every society and is the important cause of person wants, need, and behavior. The influence of culture on buying behavior varies from country to country and from place to place therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. For a brand, it is important to understand

and take into account the cultural factors inherent to each target market or to each situation in order to adapt its product and its marketing strategy. Cultural factors comprises of a) Culture, b) Sub culture and c) Social class d) Cultural trends

2.2.4.2.1.1. Culture

Culture is a set of beliefs and values that are shared by most people within a group of people. The groupings considered of culture are usually relatively large, but at least in theory a culture can be shared by a few people. Culture is passed on from one group member to another, and in particular is usually passed down from one generation to the next; it is learned, and is therefore both subjective and arbitrary. Culture can change over a period of time, although such changes tend to be slow, since culture is deeply built into people's behavior. From a marketing viewpoint, therefore, it is probably much easier to work within a given culture than to try to change it.

2.2.4.2.1.2. Sub –Cultures

A society is composed of several subcultures in which people can identify themselves. Sub-cultures deals with a groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions of it.

2.2.4.2.1.3. Social Classes

Social classes can be defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it s very large groups, we usually find similar values, lifestyles, interests, expectations, and behaviors in individuals belonging to the same social class. Every society possesses some form of social class which is crucial to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes.

2.2.4.2.1.4. Cultural Trends

Cultural trends are defined as trends widely followed by some people and which are amplified by their mere popularity and by conformity or compliance with social pressure. The more people follow a trend, the more others will want to follow it.

2.2.4.2.2. Social Factors

It includes the groups (reference groups, aspiration groups and member groups), families, and roles and status. Social factors can affect consumer behavior significantly. Every individual has someone around influencing their buying behavior and decisions. The essential social factors are: reference groups, family, role and status. (Perreau, 2014). Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

2.2.4.2.2.1. Reference Groups

Reference groups can be defined as a group that provides to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior and decisions. Whether it is a membership group or a non-membership group, it will have an effect on him or her behavior. Because the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of it and which is called an aspiration group.

2.2.4.2.2.2. Family

Family is one of the most influencing factors for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values. Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children in a family.

2.2.4.2.2.3. Social Roles & Status

Individuals play many different roles in their lives like work places, families, & social events. Each role consists of activities and attitudes that are expected from an individual to perform according to the expectation from persons around him. (Kotler & Armstrong, 2010, p. 170.). Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation, and other factors. In many societies status is important and people want the admiration and recognition of others. Social status can also be acquired by being successful in life or being born into money.

2.2.4.2.3. Personal Factors

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

2.2.4.2.3.1. Age & Way of Life

Consumers' change during their life and buying behavior of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation, furniture, and other aspects. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children but marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples, same sex couples, single parents and singles marrying later in life. (Kotler & Armstrong 2010, p. 170.).

2.2.4.2.3.2. Occupation

People, who share similar occupations, tend to have similar taste in music, clothing, leisure, & other activities. They usually socialize with each other, and share the same kind of values and ideas in common. The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

2.2.4.2.3.3 Economic Situation

Income level affects on what consumer can afford and their perspective towards money. (Solomon 2004, p. 12). Individuals from lower income groups are probably more interested in buying products that are necessary for survival than spending on luxury brands or designer clothes due to their income limitation. Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products and vice versa.

2.2.4.2.3.4 Life Style

Lifestyle of customers is another important factor influencing the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. An individual's lifestyle consists of different life style dimensions. (Khan 2006, p. 18.) These dimensions include: activities which describes how consumers spend their time, e.g. work, hobbies or vacations, interests which are consumers' preferences and priorities e.g. family, home or food, and opinions which tell how consumers feel about different issues, e.g. themselves, politics or products. (Plummer 1974, p. 34).

2.2.4.2.3.5 Personality

Personality recognizes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance (Kotler & Armstrong 2010, p. 172.). Personality decides how we see ourselves and the world around us as well as how other people see us. There are five major dimensions of brand personality: sincerity, excitement, competence, sophistication and ruggedness.

2.2.4.2.4. Psychological Factors

A consumer is an individual who has different kind of needs and wants. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it changes a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most known psychologist who has examined in detailed ways of these human needs. He sought to explain

why humans are driven by different needs at different times. (Kotler & Armstrong, 2010, p. 173.). It influences our purchase decision includes motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed to meet the needs of these people. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.

2.2.4.2.4.1. Motivation

Motivation is what will drive consumers to develop a purchasing behavior and decision. It is the expression of a need is which became pressing enough to lead the consumer to want to satisfy their needs. It is usually working at a subconscious level and is often difficult to measure. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer s mind so that he develops a purchase motivation. He/she will be much more interested in considering and buy their products.

2.2.4.2.4.2 Perception

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense for himself or herself or it is a mental judgment aspect. There are three major perceptual processes which are selective attention, selective distortion and selective retention. Perception is a process of how individual see and make sense of their environment. It is about the selection, organization and interpretation of stimuli by individual (Fill, 2002).

2.2.4.2.4.2.1 Selective Attention

At the selective attention process an individual will focuses only on a few stimuli that he is exposed to. Consumers might neglect many stimuli in the environment and only focus on those related to their current need.

2.2.4.2.4.2.2. Selective Distortion

Selective distortion outlines how people will interpret information in the way that it supports what they already believe. Every individual have different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values.

2.2.4.2.4.2.3 Selective Retention

Selective retention means what person will retain from a particular stimuli or situation. This can be seen when consumers remember good points about brand they favor to stick with and forget everything good about rival brand. (Kotler & Armstrong, 2010, p. 174.).

2.2.4.2.4.3 Learning

When people are motivated, they will be ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously.

2.2.4.2.4.4 Beliefs & Attitudes

Through learning and experiencing, consumers can acquire beliefs and attitudes. A belief is a vision that consumer has on something. External influence like family or neighbors combined with learning produces beliefs that will influence consumers' buying behavior and decisions. Different kind of people has different attitudes concerning religion, politics, food, music and many more issues. The attitude describes consumers 'feelings or evaluations toward an object or idea. Both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's personality (Kotler & Armstrong, 2010, p. 175.).

2.2.4.2.5 Consumers Ethnocentrism

Consumer Ethnocentrism has emerged from the sociological phenomenon called "ethnocentrism" introduced by William G. Summer in 1906. According to Summer (1906),

ethnocentrism which is “the technical name for the view of things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it”. In the other words, ethnocentrism is a tendency of people to believe that their cultural or ethnic group is important and the other groups are evaluated primarily from the perspective of one’s own culture.

Ethnocentric consumers will tend to reject people, symbols and values that are culturally dissimilar, while intra-cultural objects will become recipients of pride and attachment (Herche, 1994: 6). Generally this factor is majorly related and can be categorized under the cultural factors category which affects the behavior of consumers but mentioned in such a way that to give emphasis and considered as a new additional variable to assess from the Ambassador Garment perspective which will highly boosts the novelty of the study.

2.3 Empirical Review of Related Literature

2.3.1 Factors affecting Customer Buying Behavior towards Apparel & Clothing Products in Bangladesh

Studies emphasize on different factors that influence consumer’s behavior towards apparel & clothing products. Academic research, suggests that there were five factors that affecting the customer buying behavior in relation with readymade Garments in Bangladesh. The factors were: quality, style, comfort, availability, & price (Rayhan; Bangla & Saha, 2015). Customer satisfaction is a key and valued outcome of good marketing practice. According to Drucker (1954), the principle purpose of a business is to create satisfied customers. Readymade garment (RMG) is moderately low price has statistically significant effect on Overall customer buying behavior.

2.3.2 The Factors that Influence Customer Buying Behavior of the Automotive Products at the General Motors East Africa Limited in Kenya

Musyoki (2012), study the factors that influence customer buying behavior of the automotive products at the General Motors East Africa Limited in Kenya and he was found out that price, product quality, socio-cultural factors, product image, and level of income has an effect on the

consumers buying behavior. As depicted very well in this study, price of a product is a key factor in determining consumer buying behavior since majority of the respondents sampled by the study considered it when purchasing their automotive saloon cars from GM. The study also established that majority of the respondents as shown by 56.3%,71%,96%,89%, 92%, & 94% indicated that they consider price as a factor when purchasing automotive products to a great extent, customers always switch to other automotive brands with other dealers/ manufacturers, consider quality of automotive when doing motor of choice purchase from GM, influence of socio cultural factors on consumer buying behavior, product image influence the attitude and commitment in repurchasing the automotive of choice, & level of income influence buying behavior/repurchasing the automotive of choice respectively.

2.3.3 The Factors that Influencing Apparel Buying Behavior in India

A study on the factors that influencing apparel buying behavior in India by (Gurunathan & Krishnakumar, 2013), the results showed that out of five apparel buying behavior dimensions (consumer characteristics, reference groups, store attributes, the promotion, and product attributes) the promotion, store attributes and reference groups dimensions are the main dimensions of apparel buying behavior. Furthermore, the socio-cultural factors made up of cultural, economic, and instrumental variables are key factors affecting consumer buying behavior, by having significant influences at each stage of the consumer clothes buying decision making process (Lawan & Zanna, 2013).

2.3.4 The Factors that Influence the Consumers Purchasing Decisions of Private Label Food Products a case study of ICA Basic in Sweden

The other study is on the factors that influence the consumers purchasing decisions of private label food products a case study of ICA Basic in Sweden by (Ha; Nguyen & Gizaw, 2014), the results showed that more than 80% of ICA Consumers are satisfied with ICA Basic & consumer high perception of price towards the private label that is most consumer think ICA basic is low price and they can benefit the low price by saving some about of money. The major findings were 38%, 81%, 75%,76%, & 89% of the respondents were agreed with the statements of felt not at all hesitate to buy ICA Basic and moderately hesitate, buying ICA Basic food products are a

good way to save money, ICA basic products have similar quality with other brands, how do you perceive ICA Basic food products quality, and ICA Basic is good value for what I give for Brand familiarity with advertisement & WOM, majority of them were agreed with the statement.

2.3.5 The role of Consumer Ethnocentrism Propensity and Brand Personality in Purchasing Domestic Products in Case of Pakistan

Out of various studies one of the study to use it as a sample empirical evidence for this study was the research with the title of the role of consumer ethnocentrism propensity and brand personality in purchasing domestic products in case of Pakistan by (Ahmad, 2018). This research was selected to be used as additional empirical evidence for this study due to the recency of the study and the detailed evaluation of consumer's ethnocentrism beside of which Pakistan is one of the developing countries out of Africa region. The major finding of the study was that Pakistani consumers are highly ethnocentric and this ethnocentrism positively affects purchase intentions of Pakistani customers.

2.3.6 Analysis of Factors Affecting Consumers Purchasing Decision for Domestically Produced Garments: The case of Some Selected Producers

To the best of the student researcher out of few studies conducted on the behavior of Ethiopian consumers from the perspective of garment business, the study conducted by Demessew (2019) with the major finding of consumers responded that their purchasing decision for domestic cloths affected by the quality, fashion, price, brand, and the presence of imported cloths on market factors, and most of them thought that domestic cloths were weak in their fashion, and brand, but moderate for not good for their price, and quality. In addition to this producers on the other side thought their product have good fashion, quality, and the price but different responses for their popularity of their brand. The study was also indicated that producers didn't know consumer's perception and attitude consumers have for their cloths, and didn't know how much they are affected by the factors especially by fashion, and quality. This study was selected as empirical evidence for this study due to the sector of the study is similar with this study though the focus areas (independent variables) were differ and the recency of the study.

2.3.7 Factors Influencing Consumer Buying Behavior of Fast Moving Consumer Goods (FMCG) in Addis Ababa

The other major study considered as empirical evidence for this study was the one conducted by Mahlet (2019) with the major finding of the influencing variables of buying behavior all of the variables were significant but, brand equity, product quality and advertisement were the most significant and the demographic profile of shoppers were indicated that the market was highly dominated by the purchasing decisions of females within the households in Addis Ababa plus Tv and Radio advertising. Retailers were recommended, that exposure to brands in shops was identified as the most important sources of information. This study was considered as empirical evidence due the need to see the behavior of Ethiopian consumers from other product category perspective and the recency of the study.

2.3.8 Determinants of Consumer Ethnocentrism in the Furniture Market in Ethiopia: The case of Finfine Furniture Factory PLC (3F)

To the best of the researcher knowledge there were four researches which tried to evaluate the Ethiopian consumer's ethnocentric tendencies from all products and services as well as from single market/industry perspective. Accordingly one of the study was on ethnocentric tendencies of Ethiopian consumers by Mangnale, V.S., Potluri, R.M. and Degufu, H., (2011) with the major finding of Ethiopians exhibit moderate ethnocentrism. The second study was the one made by Aschale (2018) with the title of consumers' attitudes towards imported Shoe products in Ethiopia and the major finding was that Ethiopian consumers considered the imported products as of high value and they feel a pride when having the products of the developed countries, and also indicated that Country of Origin, consumers' ethnocentrism, brand name, quality of the products, style, and price, as the major factors influenced the consumers' attitudes towards non local shoe products. The third reference was the study made by Aynadis (2012) with the title of assessment of ethnocentric behavior of customers and their preference among domestic or international products with the major finding of customers have positive attitude towards international brand footwear products. The fourth and the last empirical evidence is the one made by Eshetu (2017) with the title of determinants of consumer ethnocentrism in the furniture market in Ethiopia in the case of Finfine Furniture Factory PLC (3F) with the major finding of

Ethiopian consumers were moderately ethnocentric and companies interested in operating in the local furniture market in Ethiopia can segment the market according to the level of ethnocentric tendency of consumers which helps in deciding the target market and in developing the appropriate positioning and marketing mix strategies.

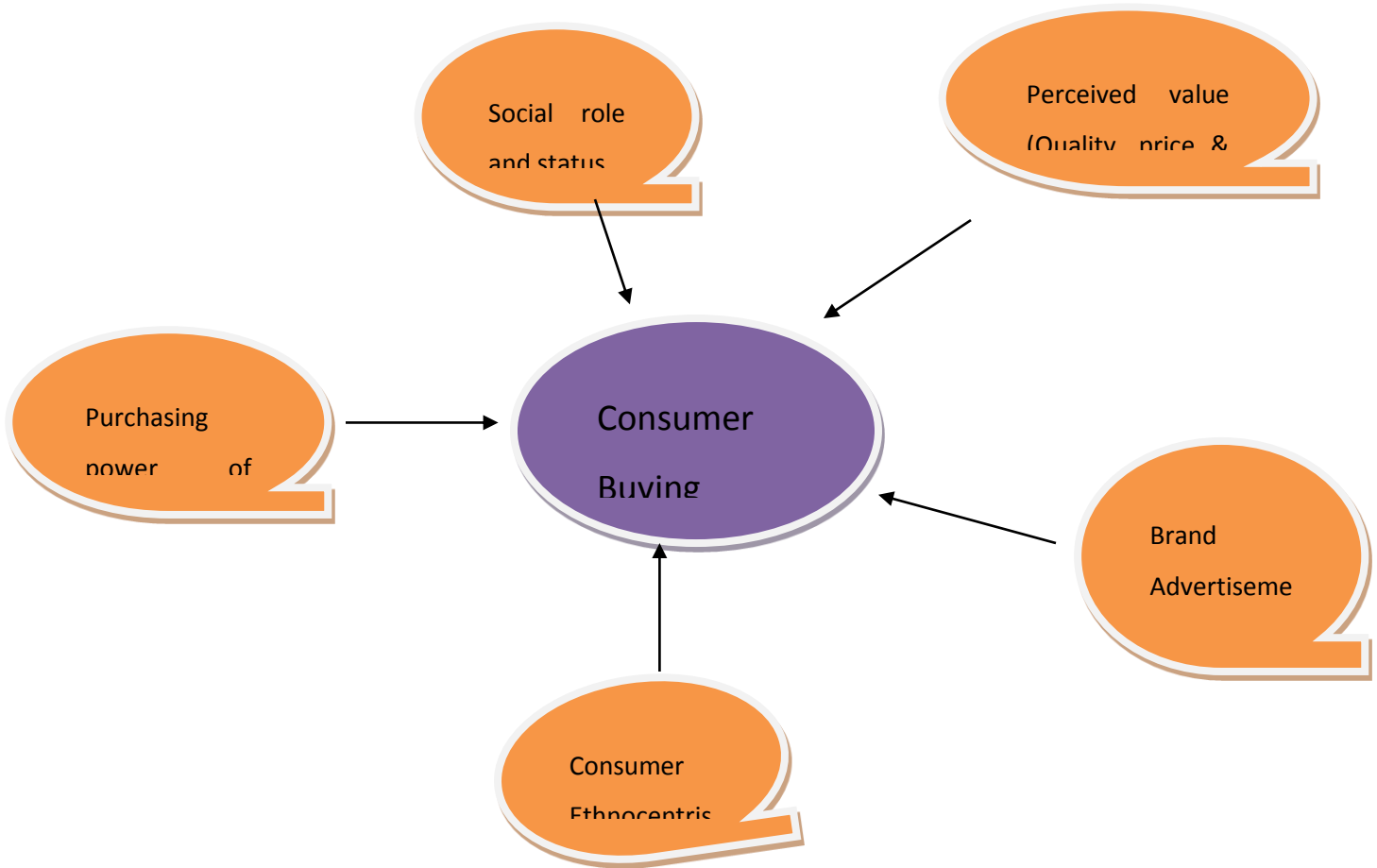
Out of these empirical studies, the study made by Eshetu (2017) with the title of determinants of consumer ethnocentrism in the furniture market in Ethiopia in the case of Finfine Furniture Factory PLC (3F) was selected that due to the finding of Ethiopian consumers are moderately ethnocentric which comply with most studies done in the case of developing countries. Since it was stated its major finding more specifically in the study the ethnocentric tendency of respondents in the furniture market as measured by the 10 items CETSCALE, the results were that the highest mean scores were for the items namely only those furniture products that are unavailable in Ethiopia should be imported, we should buy from foreign countries only those furniture products that we cannot obtain within our own country, and it may cost me in the long-run but I prefer to support Ethiopian furniture products with the mean score of 3.88, 3.73 and 3.63 respectively.

2.4. Conceptual Framework & Hypothesis

2.4.1 Conceptual Framework

In this research, the conceptual framework of factors influencing consumer's behavior is established based on the above literature review. Determinants like marketing mix element related which is perceived value (representing product quality, perceived price, & perceived risk), personal related (purchasing power of consumers), social factor related (social role & status), brand familiarity through brand advertisement, and consumer ethnocentrism which influences the consumers behavior in the case of Ambassador Garment. The conceptual framework that shows the variables influencing consumers' behavior is illustrated below:

Fig 2.1:- Conceptual framework



Source: Model of the conceptual framework of the researcher, 2020

2.4.2 Research Hypotheses

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were formulated.

Furaiji; Łatuszyńska, & Wawrzyniak (2012) has found in his study on the assessment on the factors that influence the consumers behavior in the electric appliances market in Iraq, the cultural, social, personal, & psychological factors, product, price, promotion, & place (marketing mix elements) were the common factors which affects the behavior of consumers. To the researcher's best knowledge from these factors in our country context especially Ambassador Garment perspective, the perception related marketing mix element which is

perceived value (perceived quality, price, & risk), the brand familiarity with advertisement, brand familiarity with WOM, from personal factors (age & income of consumers), & from social factors (social roles & status) were considered as the common factors considered as the factors influencing consumers behavior of Ambassador Garment.

Based on above explanation, the H1 is drawn as follows:

H1: Perceived value has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

Income (purchasing power) plays a significant role in one's clothing selection patterns. The higher the income, the more the expenditure on personal clothing by teachers than their unemployed counter parts (Tweten, 1980). Individuals with high income levels may for instance be able to spare more money for clothing as opposed to those with low income. Based on the above discussion, the hypothesis is drawn as follows:

H2: Purchasing power has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

Rani, (2014), study the social role as it is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. and expectations of the people around him. And the feeling of consumers to have a quality product or external signs of social success behaviors and influences can be found at every level and for every role and social status. Based on this justification, the hypothesis 3 is drawn as follow:

H3: Social role & status of the consumer has a positive and significant effect on consumers' buying behavior of Ambassador Garment

Consumers view advertising in different dimensions. National brand prone are consumers influenced by advertisements while PLBs prone are not persuaded by advertisement because they are price seeker (Parker, 1997). Sometimes the consumer might switch to other brand because of

the repeated advertisements of the other brands Fill, (2002) as cited by Ha; Nguyen & Gizaw, (2014). Based on above explanation, the hypothesis 4 is drawn as follow:

H4: Brand advertisement has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

As per the study made by Potluri (2011) Ethiopians exhibit moderate ethnocentrism from domestic products and services perspective. More specifically the results of the ethnocentrism were indicated as the highest scoring factor were item 2 (4.29) namely, "only those products that are unavailable in Ethiopia should be imported" and item 1 (4.26) namely "Ethiopian people should always buy Ethiopian products instead of imports". These scores were indicated that Ethiopians favor domestic products available in the market and support importers of scarce products. Based on this justification H5 is formulated:

H5: Consumer Ethnocentrism of the consumer has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

From both the theoretical & empirical literature review parts, to the best of the researcher knowledge there is no single study on the consumer behavior indicating the identified five variables in one which is a theoretical gap to be addressed to see the nature and significance of the relationship among the variables of the study since the variables were tried to be analyzed with different other variables and also from the practical perspective there is no empirical study on the behavior of Ambassador Garment consumers which can be seen as an empirical gap to be covered by this study. In addition to this Consumer ethnocentrism was studied independently at various time not in relation with other factors identified here even at international level which this study will have a theoretical knowledge perspective contribution to the academicians which boosts the novelty of this study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter presents a detail discussion about the type of research design employed in the study. Topics related to research procedure, research paradigm, approach and method, research design, population and sampling/sample size and sampling techniques/, type of data source used, data collection method, data analysis techniques and subjects of the study are included. Explanation about the reliability and validity of study and ethical consideration are also part of this chapter.

3.1 Study Area

This study focused on Addis Ababa City, specifically on identifying factors influencing consumers behavior within clothing Industry case of Ambassador Garment selected outlets in Addis Ababa. The major factors which was studied as if they influences consumers behavior include the perception related marketing mix element perceived value (perceived quality, price, & risk), personal related (purchasing power of consumers), social factor related (social role & status), Brand related factor (Brand familiarity through advertisement), & culture related (consumers ethnocentrism).

3.2 Research Design

This study used to identify or explain factors that influence consumer's behavior. Therefore for this purpose this research used explanatory research design. Explanatory research attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon. On the other hand, this design was used to identify the most significant variables that respondents consider in their consumer behavior. Moreover, this research design was believed a suitable design to explain and describe the consumer behavior of respondents.

3.3 Research Paradigm, Approach and Method

3.3.1 Research Paradigm

Research paradigm can be classified into two major categories; positivist and interpretive depending how their goal in scientific research (Bhattacharjee, 2012). Interpretive research paradigm used in this study which is a framework of research in which the researcher starts with data and tries to derive a theory about the phenomenon of interest from the observed. It is a well-suited for exploring hidden reasons behind complex, interrelated, or multifaceted social processes. It can also be helpful to uncover interesting and relevant research questions and issues for follow-up research.

Opposite to positivist, the interpretive research paradigm employs a theoretical sampling strategy, where study sites, respondents, or cases are selected based on theoretical considerations such as whether they fit the phenomenon being studied. Though this research paradigm has its own limitations and also quantitative analysis was used in this study which is not the nature of such paradigm, it was considered as a research paradigm in this study due to the nature of the outcome variable which is to study the behavior of consumers fits with it. The other main reason to use this paradigm in this research was due to the usage of convenience sampling method. In this convenience sampling method, the respondents selected based on the checkup on their fitness with subject of the study. From this research perspective, the effects of factors which influence the consumer's behavior assessed by the student researcher direct observation or measurement of the direction and significance of the effect of the factors which influences the consumer's behavior of Ambassador Garment.

3.3.2 Research Approach

Research approach, is a strategy or philosophy utilized in research work (Saunders, 2009). Deductive approach was used to scrutinize phenomena based on generic theory. With a deductive strategy, the researcher deduces a hypothesis on the basis of what is known about a particular domain and of theoretical considerations in relation to that domain (Bryman & Bell, 2007). This approach applied to develop hypothesis based on what is theoretically known about

the research constructs and collect observations to address/test the hypothesis with a data collected- a conformation /or not/ of the original theories.

Research method is a method employed for collecting data to address the research questions of interest. One of the most common ways to classify research method is to make a distinction between quantitative and qualitative research (Myers, 2009). The Research method used in this study was quantitative which is related to objective measurement and statistical analysis of numeric data to understand and explain phenomena (Ary, et al., 2002). In this research method, data quantified and statistical methods used in the data analysis that aims to give a result that are representative to the whole population. The primary goal of this research method was to seek evidence about a characteristic or a relationship and to use statistical inference to generalize obtained results from a sample to a population (Dattalo, 2008).

3.4 Target Population

The target population (unit of analysis) of this study was comprised of the individual consumers of clothing Industry case of Ambassador Garment in selected outlets in Addis Ababa city. Accordingly as per the best knowledge of the researcher the total consumers of Ambassador Garment was difficult to estimate and determine the total population size of the study since it varies from the time to time. The common target population of this study was the consumers of Ambassador Garment which have mostly common characteristics like similar occupation (government officials, Bank or insurance staff's, & others), occasional users like wedding ceremony participants & others which was helped the researcher to understand the dominant factors affecting their behavior towards Ambassador Garment and able to generalize the findings of this research..

3.5 Sample Size and Sampling Techniques

Sampling Method and Sampling Procedures

The target population for this research was the consumers of Ambassador Garment located in Addis Ababa city. The student researcher believed from those ten sub cities where sales outlets available, seven sales outlets was sufficient and selected from the target population of 7 own &

6 agent based in total 13 sales outlets of Ambassador Garment in A.A and because of the large number of the sample unit, time and cost constraint. Beside this these seven outlets selected because of giving equal chance for all outlets and avoid biasness of the sample. After selecting seven sales outlets, by using simple random probabilistic sampling technique, then consumers of Ambassador Garment included and selected by using convenience non- probabilistic sampling technique. As per the convenience of the researcher the samples of the study determined so in general the sampling technique which was used in this study was the Multistage sampling technique. The simple random probabilistic sampling technique is used in this study due to the advantages it gives to each and every item of the population an equal chance of being included in the sample, and gives on the selection free from personal bias because the student researcher does not exercise his discretion of preference in choice of items. It also ensures the representativeness of sampling since the size of the sample was sufficiently large which can represent all groups of the population. The other benefit of simple random selection was the student researcher easily assessed the accuracy of his estimate because sampling errors follow the principle of chance which can be further developed which enables to get the most reliable information at the least cost.

Sample Size

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results. Knowing the exact number of Garment consumers was hardly impossible. This was because consumers move in and out of the market and they are very large in number. Determining sample size was very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept (Corbetta, 2003). Since the size of population was unknown and previous researches were unavailable to determine the variability of an estimate over all possible samples, thus the sample size calculated for the list favorable case $p = q = 0.5$ (Corbetta, 2003). Indeed, as the variability measured by

\sqrt{pq} , it was easy to see that this index assumes its highest value when $p = q = 0.50$ (Corbetta, 2003).

Since the total population was unknown, to determine the estimate of p and q . The student researcher used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size. The resulting sample in this study was determined as follows:

$$n = Z^2 P*Q/e^2$$

Where: n = required sample size

Z = Degree of confidence (i.e. 1.96)²

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)²

$$n = (1.96)^2 * 0.5 * 0.5 / (0.05)^2$$

$$n = 3.8416 * 0.5 * 0.5 / 0.0025$$

$$n = 384.16 \approx 384 \text{ respondents and adding } 10\% = 422$$

Based on the sample size each 61 samples was given to each selected seven outlets at all sub-cities randomly and sample consumers from seven outlets are selected by using convenience sampling technique. In relation with this in order to identify the dominant independent variables the student researcher is considered 42 sample respondents which was 10% of the total sample size of the study for pilot study purpose.

3.6. Data Source and Method of Data Collection

Both primary and secondary data sources were used in this research as a source of data. Primary data which was the first hand materials and where the study was highly rely on; is obtained through questionnaire, in-depth interview and observation. The reason why the in-depth interview, questionnaire and observation are taken as methods of data collection were because of the coordinated effects of their strength was helps the data validity.

Secondary data collected from marketing journals, company publication and annual reports, sector research report and governmental agencies. The secondary data was helps the student researcher as specific reference and explore different construct important to this study. The primary instrument for data collection in this research was self-reported & semi-structured questionnaire, which contained a mixture of closed ended and open-ended questions by approaching respondents in Ambassador Garment. The questionnaire has three parts. The first section was about personal detail which includes Age, gender, marital status, education and monthly income. Part two was related frequency of consumption & consumers Ambassador Consumption experience. Part three was related the factors or variables which influences the consumers behavior. In addition to this to assess the consumer ethnocentrism independent variable the reduced CETSCALE questions having ten statements of which the original version had seventeen statements (Shimp and Sharma 1987) were used in this study. The variables considered to see the factors that influence consumer's behavior of Ambassador Garment. The measurement used for these variables was likert scale (5 point likert scale).

The items generated from different literature were presented as follows:

Table 3.1 source of items from different literatures

No	Dimension	No. Item	Source
1	Perceived Value	4 & 3 total 7	Dodds et al. (1991) & Jitti and Chakrit (2013) & Jaafar; Lalp & Naba (2012) respectively
2	Purchasing power of consumers	3	Jaafar; Lalp & Naba (2012)
3	Social role & status	1	MUSYOKI (2012)
4	Brand advertisement	4	Jaafar; Lalp & Naba (2012)
5	Consumer ethnocentrism	10	Shimp and Sharma (1987)

Sources: various literatures

3.7 Reliability and Validity

Reliability and validity are the crucial criteria for checking the accuracy, consistency and precision of the data collection instrument of any study.

3.7.1. Reliability

Reliability in a research is basically required to ensure for dependability, consistency and repeatability over time, over instruments and over groups of respondents. Joppe (2000) was defined reliability as: the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. It is a measure of consistency over time and over similar samples. A reliable instrument for a piece of research will yield similar data from similar respondents over time. Calculation of reliability as internal consistency can be found in Cronbach's alpha, frequently referred to simply as the alpha coefficient of reliability (Louis C, Lawrence M and Keith M. 2007). According to the various authors Alpha coefficients greater than 0.90 are very highly reliable, 0.80 to 0.90 highly reliable, 0.7 to 0.79 reliable, and 0.60 to 0.69 marginally / minimally reliable and less than 0.60 unacceptable or low reliability. As a result of this, the Cronbach's Coefficient Alpha value of each of independent variables and dependent variable of this study listed below in table 4.2, were between 0.7 and 0.79, which depicts that the instruments were reliable and able to support collection of data and for further analysis.

Table 3.2: Cronbach's Coefficient Alpha

No.	Variables	Value of Cronbach's Coefficient Alpha	Items in Cronbach's Alpha
1	Perceived Value (PV)	0.786	7
2	Purchasing power of consumers (PP)	0.721	3
3	Brand Advertisement (BA)	0.732	4
4	Consumer ethnocentrism (CE)	0.754	10
5	Consumer Behavior (CB)	0.782	5

Source: Researcher Computation Using SPSS, 2020

3.7.2. Validity

Validity defined as the extent to which data collection method or methods accurately measure what they were intended to measure (Saunders, M., Lewis, P. and Thornhill, A). To ensure face validity of measurement procedure the pilot study and final research was conducted to examine

the face validity of questionnaire items and to make sure the instructions in the questionnaire are adequate. The content validity was verified by the advisor of this research, who looks into the appropriateness of questions and the scales of measurement. The researcher has also carefully developed the questionnaires based on the general & specific objectives of the study and submitted for comment to advisor and before going to data collection. Comments were taken and some amendments were considered. The questionnaires and interview made originally written in English and then translated into Amharic to make understandable and easy to replay by the respondents. Moreover, the pilot test was conducted prior to the actual data collection to check whether the questionnaire was complete, free from any biased and confusion word or not and also to see the dominant factors which affects the behavior of Ambassador Garment consumers. In addition to these tests, the construct validity of the study which was made to determine whether the inferences made about the results of the assessment were meaningful & serve the purpose of the assessment ensured by the items generated for each independent variables from different studies conducted before. Additionally, the instruments were distributed for comment to those experts who have better knowledge concerning the subject matter of this study. This makes the data collection instruments valid and reliable to collect data from the sample of the study.

The reliability and validity of the CETSCALE measurement instrument for consumer's ethnocentrism have been extensively tested in various countries; it was found to possess a high degree of validity and reliability (Orth & Firbasovā, 2003). Some of the examples of these studies which were used this instrument include studies conducted with samples from Japan and West Germany, Netemeyer et al., (1991); Turkey, Kavak & Gumusluoglu, (2007), & others. Over time, shorter versions of the CETSCALE, based on the original 17-item scale, were developed. Shimp and Sharma (1987) introduced a 10-item version of the CETSCALE, also used by authors such as Nielsen and Spence (1997); Steenkamp and Baumgartner (1998); Lindquist, Vida, Plank and Fairhurst (2001); Douglas and Nijssen (2003); Pentz et al., (2014); Garg & Jain (2016); & others who were made research on the consumers ethnocentrism tendency area. The interchangeability of the CETSCALE indicators Nijssen and Douglas, (2004) & Luque-Martinez *et al.*, (2000) allows researchers to employ fewer indicators to measure this variable (Ettenson and Klein, 2005 & Reardon *et al.*, 2005).

3.8 Data Analysis Techniques

Data analysis is the computation of certain indices or measures along with searching for patterns of relationship that exist among the data groups. The data analysis for this research was made by using both descriptive and inferential statistics. Descriptive statistics was used to describe the data collected in research studies and to accurately characterize the variables under observation within a specific sample and frequently used to summarize a study sample. In addition to this, Spearman correlation coefficient was used to show the correlation between the independent and dependent variables since the data of this research was linear in nature. The main inferential statistics, multiple logistic regression analysis was used to test the significance contribution of each independent variable to the dependent variable consumer behavior. Moreover, the Nagelkerke R Square, classification table and Hosmer & Lemeshow tests were used to see the adequacy of the model whether it fit the data of the study or not. In order to measure one of the independent variable which was consumer ethnocentrism was used with the adoption of the CETSCALE (Consumer Ethnocentric Tendencies Scale) developed by Shimp and Sharma (1987). The CETSCALE consists of seventeen items which measure the tendency of consumers to act consistently towards international and domestic products. In this research the CETSCALE was adopted to measure the ethnocentrism behavior of Ethiopian customers. Some items of the standardized item of CETSCALE were dropped and some others were merged with each other so as to contextualize with the Ethiopian Clothing market context. Accordingly the CETSCALE was modified to have ten questions. The items for the questions which were developed to collect data to achieve the research objectives were designed based on empirical researches findings with compiling very related items together or leaving very related and those having similar meaning items.

3.9 Ethical Considerations

In the context of research, according to Saunders, Lewis and Thornhill, (2001:130), "... ethics deals with the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it". For this research the respondents was briefed about the research topic and were identified the authors of this research. The study was considered the voluntary consent of the respondents while collecting data was performed. Moreover, data to be

collected from the respondents was used for academic research purpose and cannot be revealed to the other third party. This study was avoided plagiarism practices and respected the previous studies. The complete information about the previous writers was mentioned both in the text and reference list, according to Harvard reference system.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 22). The demographic profile of the study sample, consumer's behavior ranking and respondents buying behavior has been described using descriptive statistics. Furthermore, descriptive statistics were used to analyze variables of consumer's behavior. To test hypothesis and achieve the study objectives, different inferential statistics were employed. By using the Negelkerke R Square, classification table and Hosmer & Lemeshow tests, the adequacy of the model whether it fit the data of the study or not were analyzed. Multiple logistic regressions were also employed to test hypothesis and achieve the study objective that focuses on identifying the most important influencing factors of consumers buying behavior. Spearman correlation coefficient was used to see the strength and direction of the dependent and independent variables.

To make the collected data suitable for the analysis, all questionnaires were screened to be complete. Out of the 440 distributed questionnaire 96% (422) response rate has been obtained. During data editing, the collected questionnaires was checked for errors and to identify and discard the incomplete questionnaires. Therefore, all the collected 422 questionnaires were found to be valid and used for the final analysis.

4.2. Descriptive Analysis

4.2.1. Demographic Profile of Respondents

This section summarizes the demographic characteristics of the sample, which includes gender of the respondent, age, marital status, education level, income level, occupation, and purchase frequency of consumers. The purpose of the demographic analysis in this research was to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, income, education level, occupation, and purchase frequency of consumers so that the analysis could be more meaningful for readers.

Table 4.1: Demographic Profile of Respondents

Respondents profile gender, age, marital status, educational level, monthly income, and occupation & purchase frequency here under;

Frequency Tables

Table 4.1 Age of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	From 21-30	175	41.5	41.5
	From 31-40	208	49.3	90.8
	From 41-50	29	6.9	97.6
	From 51-60	10	2.4	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.2 Gender of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	Male	338	80.1	80.1
	Female	84	19.9	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.3 Marital status of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	Single	258	61.1	61.1
	Married	158	37.4	98.6
	Divorced	6	1.4	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.4 Educational qualification of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	College Diploma	21	5.0	5.0
	BA/BSC Degree	285	67.5	72.5
	Masters Degree	107	25.4	97.9
	PHD	9	2.1	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.5 Monthly average incomes of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	Below ETB 5,000	30	7.1	7.1
	ETB 5,001-10,000	193	45.7	52.8
	ETB 10,0001-15,000	157	37.2	90.0
	ETB 15,001-20,000	38	9.0	99.1
	Above ETB 20,0001	4	.9	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.6 Occupation of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	Government employed	74	17.5	17.5
	Private (Financial Institutions) employed	228	54.0	71.6
	Other private employed	72	17.1	88.6
	Entrepreneur	34	8.1	96.7
	Housewife	9	2.1	98.8
	Student	5	1.2	100.0
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

Table 4.7 Buying frequency of the respondents

		Frequency	Valid Percent	Cumulative Percent
Valid	Once in a year	131	31.0	31.0
	Twice in a year	101	23.9	55.0
	Once in two years	116	27.5	82.5
	Any other time	72	17.1	99.5
	Total	422	100.0	

Source: Researcher Computation Using SPSS, 2020

As indicated in the above tables from the total respondents, 422, 208 (49.3%) were within age gap of 31-40, 175(41.5%), 29(6.9%), and the remaining 10 (2.4%) was between age of 21-30, 41-50 & 51-60 respectively.

The gender character of the respondents of 338 which constitutes (80.1%) was male and the remaining 84 (19.9%) were females. Of all the respondents 258 (61.1%) were single, 156 (37.4%) of them were married and the rest of the respondents 6 (1.4%) were divorced.

The educational qualification of the sample respondents out of the total respondents of 422, 285(67.5%), 107(25.4%), 21(5%), & 9(2.1%) were BA/BSC Degree, Masters Degree, college diploma, & PHD holders.

Coming to the average monthly income of all the sample respondents 193 (45.7%) were getting monthly income between the range of ETB 5,001-10,000, while 157(37.2%), 38(9%), 30(7.1%), and 4(.9%) of the respondents get a monthly average income between the range of ETB 10,001-15,000, ETB 15,001-20,000, below 5,000 & above 20,001 respectively.

The occupation character of our respondents 228 (54%) of them are working in private financial institutions, while 74 (17.5%), 72(17.1%), 34(8.1%), 9(2.1%) & 5(1.2%) of the total sample respondents are working in government office, other private companies, entrepreneurs, housewife's, & students respectively.

The frequency of buying Ambassador Garment out of 422 total respondents 131(31%) were purchasing once in a year while the remaining 116(27.5%), 101(23.9%), & 72(17.1%) were purchasing for once in two years, twice in a year, & any other time respectively.

4.3. Results and Discussions

The results and discussion of this study has two major parts: descriptive and inferential analysis. Both the descriptive and inferential analysis was based on the research objectives and hypotheses. The descriptive analysis conducted using percentage and frequencies and presented using tables. On the other hand, inferential analysis conducted using Spearman's Correlation Coefficients and Multiple Logistic Regression Model.

4.3.1. Descriptive Analysis

The data presentation, analysis and interpretation of the study were based on data collected using questionnaires and interview. The results were presented according to the research objectives specified in chapter one i.e. perceived value, purchasing power of consumers, social role & status, brand advertisement, and consumer's ethnocentrism. Thus, the results of the study presented, analyzed and interpreted on the basis of the specific objectives as follows.

Five factors which influence consumer's behavior were considered for the study. These five broad factors were perceived value, purchasing power of consumers, social role & status, brand advertisement, and consumer's ethnocentrism. Each factor has incorporated their sub statements. These statements have the ability to explain the broad dimension.

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of the study for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the various statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample. The mean values are presented in appendix 2 attached herewith, together with standard deviation of values for each variable. The mean score for perceived value is relatively high (4.4137). This indicates that respondents have a positive perceived value for Ambassador Garment products. Consumers on perceived Ambassador Garment products getting that they have got that Ambassador Garment products has worth the money's they have paid, the price is economical, & the quality of the products is good. Out of the seven items that measure perceived value the two most contributors with a higher mean score are, it is important for me to buy high quality products in Ambassador Garment (4.61) & Ambassador Garment product is economical with the price shown (4.52).

The second variable with the second higher mean score is social role & status (4.1540). This indicates that the factor highly affects the behavior and decision of Ambassador Garment consumers. The result also indicates that Ambassador Consumers give more value to their class/

group that the customer relates with like the nature of work (profession), family & etc which shapes their behavior and decisions towards Ambassador Garment products.

The third variable with the third higher mean score is purchasing power of consumers with a mean score of (3.9031). This result indicates that respondents can be willing to buy Ambassador Garment products, when the economy and their income is good. Out of the three items, i change Ambassador Garment products in order to save money when the economic condition is serious & i buy Ambassador Garment product when the economic condition is weak items with a mean score of 4.46 & 4.45 respectively, were the significant contributors for the mean score of this variable.

The fourth variable with higher mean is brand advertisement (3.7387). The higher mean score indicates that, respondents consider brand familiarity through advertisement affects their behavior towards Ambassador Garment products. The statements which says — the message on advertisement attempts to persuade me to buy Ambassador Garment products (4.02) and my decision to purchase is influenced by advertisement (3.92), were contributed the higher mean value to the overall measure. This also indicates that the persuasion power of Ambassador advertising through various mechanisms is very good and the consumers reflected that their decision is affected by Ambassador Garment.

The other variable that scores higher mean (3.5211) is consumer ethnocentrism. This implies that most respondents are influenced by their ethnocentric tendencies on their behavior towards Ambassador Garment products. Specifically, for the statements which says i believe that we should import from international countries only those Garment products that we cannot obtain within our own Country like Ambassador (3.87) and i like buying Ethiopian-made Garment Products like Ambassador; because i believe that doing so will help to keep Ethiopians working (3.74) which were the two higher contributors for the variable mean, indicates that the consumers of Ambassador Garment prefer domestic garment products from the foreign one and also they think that buying foreign Garment products will make Ethiopians lost their work.

4.3.2 Inferential Analysis

The descriptive analysis of the study reveals that Ambassador Garment consumers has indicated that the perceived value (PV), consumers purchasing power (CPP), social role & status (SRS), brand advertisement (BA), and consumers ethnocentrism (CE) tendencies has an influence the consumers behavior (CB) towards Ambassador Garment products. This indicates the place in the consumers mind, good economic situation, the role & status on their work place and family, better brand advertisement, and higher ethnocentric thinking will have an influence on the behavior and intention of Ambassador Garment consumers. Thus, the inferential analysis of this study based on the results of descriptive statistics tries to test statistically the significance of the predictor variables (PV, PP, SRS, BA and CE) on the outcome variable (CB).

Therefore, to determine the validity of the research data, the study was used that the Spearman Coefficient of Correlation and multiple logistic regressions model. Generally speaking, Spearman Coefficient of Correlation and multiple logistic regressions model were used to describe the relationship of the variables, the model adequacy and individual tests of significance. Thus, the study includes the tests of correlation, model identification & adequacy, tests of hypothesis, and interpretation of the model.

4.3.2.1 Correlation Analysis

Correlation analysis is a prerequisite to a regression model analysis. Correlation analysis, measures the strength of association and direction of their association between the variables of the study. There are two types of correlation analysis techniques which are bivariate and partial correlation analysis techniques. In addition to this there are two methods of correlation which are Spearman's and Pearson Correlation Coefficient. A bivariate correlation is a correlation between two variables whereas a partial correlation looks at the relationship between two variables while controlling the effect of one or more additional variables. Pearson's and Spearman correlation coefficient are an example of methods of bivariate correlation. Pearson's Correlation Coefficient is parametric and Spearman's Correlation coefficient is non-parametric method of correlation (Field, 2009).

Therefore, to determine the relationship between the outcome and predictor variables this study was used the non-parametric method of correlation coefficient. Thus, the study was used the Spearman's Correlation Coefficient to determine the relationship of the behavior of Ambassador Garment consumers between the predictor variables of (perceived value, consumers purchasing power, social role & status, brand advertisement, and consumer ethnocentrism).

According to Field (2009), Spearman's correlation coefficient shows that the relationship and direction between the predictor variables and outcome variables of the study. The value of coefficient of correlation has to lie between + 1 & - 1. A value lies ± 1 shows a perfect relationship between variables. In addition, if the relationship measure of the size of an effect and those values of ± 0.1 represent weak effect, ± 0.3 is strong effect and ± 0.5 is a very strong effect; of which the sign tells us the direction of their relationship.

The result in table 4.8 below indicated the Spearman's Correlation Coefficients of two tailed (2-tailed) test between the predictor variables and outcome variable. The relationship between the dependent variable which was the behavior of Ambassador Garment consumer's and the independent variables perceived value, consumers purchasing power, social role & status, brand advertisement, and consumer ethnocentrism was interpreted based on the coefficient value (r) and P-value (Sig).

This shows that, there is a relationship between behavior of Ambassador Garment consumer's and perceived value with a coefficient value of 0.154 and a P-value of 0.000, with the purchasing power of consumers has also a relationship with a coefficient value of 0.201 and a P-value of 0.000, with social role & status has a relationship with a coefficient value of 0.214 and a P-value of 0.000, brand advertisement with a coefficient value of 0.248 and a P-value of 0.000, and consumers ethnocentrism with a coefficient value of 0.289 and a P-value of 0.000. Thus as per the above recommended correlation coefficient, the correlation of 3 independent variables (PV,PP & SRS) has moderate effect while the other two variables has strong effect on the dependent variable(CB).

Table 4.8 Spearman Correlation

			Correlations					
			CB	PV	PP	BA	SRS	CE
Spearman's rho	CB	Correlation Coefficient	1.000	.154**	.201**	.248**	.214**	.289**
		Sig. (2-tailed)	.	.001	.000	.000	.000	.000
		N	422	422	422	422	422	422
	PV	Correlation Coefficient	.154**	1.000	.617**	.355**	.458**	.274**
		Sig. (2-tailed)	.001	.	.000	.000	.000	.000
		N	422	422	422	422	422	422
	PP	Correlation Coefficient	.201**	.617**	1.000	.430**	.459**	.297**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	422	422	423	422	422	422
	BA	Correlation Coefficient	.248**	.355**	.430**	1.000	.343**	.169**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	422	422	422	422	422	422
	SRS	Correlation Coefficient	.214**	.458**	.459**	.343**	1.000	.194**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	422	422	422	422	422	422
	CE	Correlation Coefficient	.289**	.274**	.297**	.169**	.194**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	422	422	422	422	422	422

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

Source: Researcher Computation Using SPSS, 2020

In general, predictor variables (PV, PP, SRS, BA and CE) have a relationship between the outcome variable (CB) with a P-value of less than 0.05 and spearman coefficient value of 0.154, 0.201, 0.214, 0.248 and 0.289 respectively.

4.3.2.2 Logistic Regression Analysis

Logistic regression has become an integral component of any type of data analysis concerned with describing the relationship between outcome variable or dependent variable and one or more independent variable or predictor variable where the response variable must be categorical or binary (Hosmer and Lemeshow, 2000). Logistic regression is an extension of regression that allows us to predict categorical outcomes based on the independent variables. It is a type of multiple regressions but with an outcome variable which is a categorical variable and predictor variable that are continuous or binary. It will help to predict the probability of an event occurring for the outcome variable based on the observations (Field, 2009).

According Hosmer and Lemeshow (2000), the major difference between linear and logistic regression is that the dependent variable can be binary or dichotomous and the logistic regression model do not assume the normality distribution. There are two major types of logistic regression

models which are univariate and multivariate logistic regression models. The Univariate logistic regression model is a model that has one independent variable while the multivariate logistic regression model has more than one independent variable. Therefore, this study was used the multivariate logistic regression model, which allows two or more predictor variables.

Field (2009), suggested conducting the binary logistic regression analysis to predict the membership of only two categorical or binary outcomes, but to predict the membership of more than two categorical outcomes to use multinomial logistic regression. Thus, the study was employed the analysis of binary logistic regression, which allows binary/ categorical dependent/outcome variable. Therefore, this study implements analysis of binary logistic regressions of multiple logistic regression models.

In linear relationship mode to ensure the validity of the model, the observed data should contain a linear relationship, when the outcome variable categorical of which this assumption was violated. Thus, transforming the data to express non-linear relationship in linear way is critical. The logistic regression that expresses the multiple linear regressions can overcomes the problem of violating the assumption of linearity (Berry, 1993). Therefore, the major reason for implementing multiple logistic regressions model than other regression models; it gives a chance for the outcome variable to be continuous or binary. Since the outcome variable of this study is binary so the appropriate method to implement this model is due to the data that outcome variable is binary. Consequently, due to the fact that the study was used the multiple logistic regression model to predict the outcome/binary variable. Since the response of the respondents agreed or disagreed with the effect of independent variables (PV,PP,SRS,BA & CE) and the necessary recoding of the dependent variable made on SPSS the multiple logistic regression model was used in this study.

4.3.2.3 Multiple Logistic Regressions

Multiple logistic regressions are a logistic regression, which has two or more independent/predictor variables. Standard multiple linear regression model are applied when the dependent variable is continuous. However, there are many situations where dependent variable represents categorical (limited, discrete or qualitative) data. In such scenario, the values of

dependent variable may take certain figures (e.g. 1, 2, 3, 4, and 5) or (0 and 1). In this case, the standard linear regression model is not working to analyze. The other major use of multiple logistic regressions is to predict the probability of occurrence of the dependent variables based on the independent variables (Hosmer & Lemeshow, 2000). According to Field (2009), the major assumptions in order to implement the multiple logistics regressions are the scale of measurement (nominal or ordinal) of the dependent variable, the non normality of distribution and the non-linearity.

In standard regression, it is assumed that the outcome has a linear and normally distributed with the predictors. In logistic regression, these assumptions violated because the outcome variable can be binary.

Therefore, this study implements multiple logistic regressions model due to the scale of measurement of the dependent variable of this study and to predict the probability of occurrence of the dependent variable of the study. As a result of this, the study predicts the likelihood of CB (dependent variable) based on the independent variables (PV, PP, SRS, BA and CE).

4.3.2.4 Model Summary

In Standard linear regression R Square tells us approximately how much variation in the outcome variables is explained by the model. Like in linear regression, *Negelkerke R Square* indicate us how much of the outcome variable is approximately explained by the model in multiple logistics regressions (Field, 2009). As indicated from table 4.9 below, the value of *Negelkerke R Square* is 0.556, which is 55.6% of the variation in the dependent variable explained. This shows that the dependent variable (CB) is explained the variation in the independent variables (PV, PP, SRS, BA and CE). Therefore, the model explained 55.6% of the variation in the dependent variable (CB).

Table 4.9 Model Summary

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	148.814 ^a	.271	.556
a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.			

Source: Researcher Computation Using SPSS, 2020

4.3.2.5 Test of Model Adequacy

Testing the adequacy of the model in regression model is key step to accept or reject the model and it also helps to interpret the individual results of significance. Tests of model adequacy result in multiple logistic regressions obtained from table of Hosmer & Lemeshow tests. In addition to this, the classification table is also important in tests of model adequacy to understand how the explanatory variables predicted to fit the model (Field, 2009, Hosmer & Lemeshow, 2000).

4.3.2.5.1 Classification Table

According to Hosmer and Lemeshow (2000), classification table is an inherent appealing way of summarizing the results of a fitted logistic regression model. It is the result of cross- classifying the dependent variable with the dependent variables whose values are derived from the estimated logistic probabilities. The estimated probabilities used to predict group membership of the variables. If the model predicts group membership accurately based on some criterion, then it insights evidence that the model fits. The classification table can tell us how good the fitted model is for prediction purpose.

Table 4.10 Result of Classification Table

Classification Table ^a					
	Observed	Predicted			
		Consumer behavior		Percentage Correct	
		.00	1.00		
Step 1	Consumer behavior	.00	27	17	61.4
		1.00	6	372	98.4
	Overall Percentage				94.5
a. The cut value is .500					

Source: Researcher Computation Using SPSS, 2020

Therefore, according to the above classification table this study obtained the following results of classification. From 422 sample respondents included in the analysis, 94.5 % (or $27 + 372 = 399/422 = 94.5\%$) of them were correctly classified based on responses. This means that 95% of total cases were included in the analysis to predict how fitted the model.

4.3.2.5.2 Hosmer and Lemeshow Test

As it is known the classification table is not a method to conclude about the model fitness or not but Hosmer and Lemeshow Test of model adequacy can tell us about its adequacy. According to Hosmer & Lemeshow (2000), likewise the linear regression ANOVA test of model adequacy for logistic regression obtained from output of Hosmer and Lemeshow test result. It describes the model fitness of the study by comparing the result of P-value with alpha (α). Contrary to the standard linear regression logistic regression model when P-value is greater than alpha (α) the data fits the model or do not reject the null hypothesis to decide the model fitness. Accordingly, to test the adequacy of the model this study defines the null and alternative hypothesis primarily as follows;

Ho: The model fit the data well;

H1: The model not fit the data well;

Table 4.11 Result of Model Adequacy

Hosmer and Lemeshow Test			
Step	Chi-square	Df	Sig.
1	7.719	8	.461

Source: Researcher Computation Using SPSS, 2020

Therefore, as we know in multiple logistics regressions when the P-value greater than α (alpha) the decision is do not reject Ho. As indicated on table 4.11 the result of P-value (Sig) is 0.461, which is greater than 0.05, alpha (α) or level of significance. Therefore, the decision will be do not reject Ho at 5% level of significance and conclude that the model fits the data well/ the

model is adequate at 5% level of significance. Therefore, as the result indicates the model of the study is adequate and helps to interpret the results of predictor variables based on the coefficient value, P-value and odds ratio or Exp (B).

4.3.2.6 Results of the Regression of the Independent Variables

The tests of significance of the independent variables were interpreted based on variables in the equation table of the SPSS output. The model adequacy tells that the model is adequate to interpret regression coefficients of the independent variables. Once the model satisfied the adequacy requirement, the variables in the model were interpreted to address the inferential goal of the study. Therefore, based on the results of coefficients and odds ratio or Exp (B) and categorical variables coding the student researcher interprets the results on the table 4.13 below as follows:

Table 4.12 Summary Results of Individual Significance

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	PV	.227	.439	.269	1	.028	1.255
	PP	.428	.363	1.384	1	.000	1.534
	SRS	4.650	2.214	4.410	1	.001	104.553
	BA	1.683	.470	12.798	1	.000	5.381
	CE	2.907	.670	18.795	1	.000	18.294
	Constant	-16.252	2.645	37.744	1	.000	.000

a. Variable(s) entered on step 1: PV, PP, BA, SRS, CE.

Source: Researcher Computation Using SPSS, 2020

The multiple logistic regression model of the study is;

$$Y_i = 1 \text{ ICB}$$

$$0 = \text{NICB}$$

Where: $Y_i = a = \text{Affecting Consumers Behavior (ACB)}$

$\beta_0 = \text{Constant}$

$\beta_1 = \text{Perceived value (PV)}$

$\beta_2 = \text{purchasing power of consumers (PP)}$

β_3 = Social Role & Status (SRS)

β_4 = Brand Advertisement (BA)

β_5 = Consumers Ethnocentrism (CE)

According to Field (2009), the formula for multiple logistics regressions is looks like:

$$P(Y) = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon_i$$

Thus, the equation for the fitted model of the study is as follows:

$$P(Y) = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon_i$$

$$P(ACB) = -16.252 + .227(PV) + .428(PP) + 4.650(SRS) + 1.683(BA) + 2.907(CE) + \epsilon_i$$

Based the above table 4.12, P-value (*Sig*) result of the independent variables which includes; the perceived value (PV), purchasing power of consumers (PP), social role & status (SRS), brand advertisement (BA), and consumers ethnocentrism (CE) shows a significant influence in the dependent variable (CB). Therefore, there is an influence of the independent variables in the dependent variable (CB) at *Sig* value of 0.028, 0.000, 0.001, 0.000, and 0.000 at 0.5% level of significance respective of PV, PP, SRS and CE.

4.3.2.6.1 Hypothesis of the Study

There are two types of hypothesis which are the Null and Alternative hypothesis and usually denoted by H_0 for null and H_1 for alternative hypothesis. Generally the null hypothesis always describes the absence but the alternative describes the presence (Kothari, 2004). According to the above table 4.12 results of individual significance the hypothesis of the study are considered. The hypothesis of the study designed based on this research objectives and the hypothesis are summarized as follows:

1. **H_0** : Perceived value has no positive and significant effect on consumers' buying behavior of Ambassador Garment.

H_1 : Perceived value has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

1. As the result from the above table 4.12 the coefficient (β_1) value for PV is 0.227 and P-value (*Sig*) of 0.028. Based on this result we reject the null hypothesis ($0.028 < 0.05$ level of

significance) and enable us to conclude that perceived value has a significant effect on the behavior of Ambassador Garment consumers at 5% level of significance.

2. **Ho:** Purchasing power has no positive and significant effect on consumers' buying behavior of Ambassador Garment

HI: Purchasing power has a positive and significant effect on consumers' buying behavior of Ambassador Garment

As per the result from the above table 4.12 the coefficient (β_2) value for PP is 0.428 and P-value (Sig) of 0.000. Based on this result we reject the null hypothesis ($0.000 < 0.05$ level of *significance*) and able to conclude that purchasing power of consumers has a significant effect on the behavior of Ambassador Garment consumers at 5% level of significance.

3. **Ho:** Social role & status of the consumer has no positive and significant effect on consumers' buying behavior of Ambassador Garment

HI: Social role & status of the consumer has a positive and significant effect on consumers' buying behavior of Ambassador Garment

The social role & status of consumers has a significant influence on the behavior of Ambassador Garment consumers. As per the result from the above table 4.12 the coefficient (β_1) value for SRS is 4.650 and P-value (Sig) of 0.001. Based on this result we reject the null hypothesis ($0.001 < 0.05$ level of *significance*) and able to conclude that the social role & status has a significant effect on the behavior of Ambassador Garment consumers at 5% level of significance.

4. **Ho:** Brand advertisement has no positive and significant effect on consumers' buying behavior of Ambassador Garment.

HI: Brand advertisement has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

As per the result from the above table 4.12, the coefficient (β_1) value for BA is 1.683 and P-value (Sig) of 0.000. Based on this result we reject the null hypothesis ($0.000 < 0.05$ level of *significance*) and able to conclude that the brand advertisement has a significant effect on the behavior of Ambassador Garment consumers at 5% level of significance.

5. H0: Consumer ethnocentrism of the consumer has no positive and significant effect on consumers' buying behavior of Ambassador Garment.

H1: Consumer ethnocentrism of the consumer has a positive and significant effect on consumers' buying behavior of Ambassador Garment.

As per the result from the above table 4.12, the coefficient (β_1) value for CE is 2.907 and P-value (Sig) of 0.000. Based on this result we reject the null hypothesis ($0.000 < 0.05$ level of *significance*) and able to conclude that consumer ethnocentrism has a significant effect on the behavior of Ambassador Garment consumers at 5% level of significance.

According to the above hypothesis testing analysis we can understand that, all the null hypotheses are rejected at 5% level of significance. This indicates that the alternative hypothesis of all predicted variables of the study accepted at 5% level of significance. This implies all independent variables; perceived value, purchasing power of consumers, social role & status, brand advertisement, and consumer ethnocentrism were influenced the dependent variable (CB) at 5% level of significance with a P-value of 0.028, 0.000, 0.001, 0.000 and 0.000 respectively.

CHAPTER FIVE

Summary of Major Findings, Conclusion and Recommendations

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

5.1 Summary of Major Findings

Based on the data analysis in this chapter of the study it was found that perceived value is the most important factor which most and higher number of respondents averagely agreed that has an effect on the behavior of Ambassador Garment consumers. The descriptive mean score also reveals perceived value show the highest (i.e 4.4137) with the dependent variable which is the behavior of Ambassador Garment consumers. The correlation with the independent variable result was .154 which was the least of all the independent variables. The statistical multiple regression test on perceived value also showed that perceived value is a significant ($\beta=0.227$ $p=0.028$) predictor of the behavior of Ambassador Garment consumers. Therefore, the correlation and regression coefficient result of the perceived value which is one of the independent variable was the least one beside the 1st highest mean score.

Moreover, purchasing power of consumers was also important aspect in measuring of the behavior of Ambassador Garment consumers. The mean score result of this independent variable was found to be 3.9031 which is third in rank as compare to the other variables. The correlation value result indicated that the variable is correlated with the behavior of Ambassador Garment consumers (dependent variable) by 0.201 correlation value which is the fourth result in terms of rank.

According to regression analysis the coefficient table shows that the value of Beta coefficient of purchasing power of consumers shows the fourth and one of the least from other influencing factors of the behavior of Ambassador Garment consumers with a Beta value of 0.428 and a

significance level of 0.000 which proves the weak independent predictor influencing the criterion (dependent variable) as compare to other variables independent.

The descriptive analysis shows that social role & status factor was the highest frequency value (4.1540) next to perceived value compared to the other determinants which influences Ambassador Garment consumers. The correlation analysis also reveals social role & status show the highest positive relation (i.e .214) with the dependent variable which is the behavior of Ambassador Garment consumers which was the third most correlated (moderately correlated) independent variable. According to regression analysis the coefficient table shows that the value of Beta coefficient of social role & status shows that it was the most significant factors of behavior of Ambassador Garment consumers 4.650, the most significant independent predictor influencing the criterion (dependent variable) which makes it the first most significant variable of the study.

The fourth variable which is brand advertisement resulted with mean score of 3.7387 while its correlation and Beta value were found to be .248 & 1.683 with a significance level of 0.000 which makes the independent variable the fourth and relatively the least proves that the variable is weakly correlated with the behavior of Ambassador Garment consumers (dependent variable).

The last independent variable which is consumers ethnocentrism was found to be with a mean, correlation, & beta value with significance of 3.5211 (fifth), .289(1st), & 2.907 & 0.000 (2nd) respectively. This makes it the second most significant variable of the study.

To sum up the discussion, it could be concluded that perceived value, purchasing power of consumers, social role & status, brand advertisement, and consumers ethnocentrism were identified as critical factors which influences the behavior and decision of Ambassador Garment consumers and are major antecedents of consumer behavior towards Ambassador Garment products. The social role & status and consumer ethnocentrism were the two most important factor that highly influences the behavior of Ambassador Garment consumers as a result of the higher regression (significance) and correlation (relationship) results which are the measures which consider other detailed relationships than only observing mere numbers and their mean scores.

5.2. Conclusion

Based on the results of the study and analysis conducted on this study the following important conclusions were drawn and presented as below.

When we see the demographic factors out of the total respondent's relatively the proportion of male respondents was large as compare to the female gender. And most of the respondents are found in young and matured age group of which 48% of them are within the age range of 31-40 and 40% of them between 21-30. Almost 60% of the respondents which are the majority were single in marital status. In terms of the average income almost 83% of the respondents are paid in the range of 5,001-15,000. Regarding the level of education 66% & 25% all of the respondents are BA/BSC & Masters degree holders. Out of the total respondents 53% of them work in private financial institutions while 17% of them work in government offices. Out of the total respondents 30% & 27% of them were indicated that they purchase Ambassador Garment within once in a year and twice in a year respectively.

Attracting customers and build a positive or favorable attitude towards our company products is the goal of today's businesses. The primary purpose of this study was to examine the factors that influence the behavior of consumers towards Ambassador Garment and its products. The study empirically examines the consumer's behavior and the determinants behind their behavior. Through the review of different literature and conducted pilot study on consumer behavior a total of five dimensions that affect consumer's behavior of Ambassador Garment (Perceived Value, Purchasing Power of consumers, social role & status, brand advertisement and consumers ethnocentrism) were identified and tested to understand factors that affect consumer behavior of Ambassador Garment. These dimensions had sub elements that are provided in a likert scale and send to the selected respondents that are taken using convenience sampling technique. The gathered data is analyzed by using descriptive statistics, correlation analysis and multiple logistic regressions.

The results of regression analysis indicated that there was a significant effect of social role & status influence, consumers ethnocentrism , brand advertisement, purchasing power of

consumers, , and perceived value depending on their order of importance from most determinant factor to the least on consumer's behavior towards Ambassador Garment and its products.

From this finding, the social role & status is the major influencing factor since the role of peoples at their work place like Banks, insurances, microfinance, government institutions, & others and the role at family and social events like wedding ceremonies is the major factor to prefer and behave positively towards garment products of Ambassador.

Moreover finding of this study revealed that consumers prefers and behave positively towards Ambassador due the higher ethnocentric tendency to encourage domestic business especially for which our country has the capacity to produce than benefiting other countries from our business.

With more and more well designed advertisings which can educate and persuade consumers to respond positively towards Ambassador Garment products which will serve firms as one of the source for major competitive advantages in today's marketplace.

A further finding of the study depicted that purchasing power of consumers (economic situation) has an impact on consumer of Ambassador Garment that could enhance the consumer intention to purchase and use Ambassador Garment products.

The perceived value (price, quality & risk related factors) has still significant impact on behavior of Ambassador Consumers though it is lower as compare to other independent variables.

In terms of correlation and regression analysis, though all the five variables are positively and significantly correlated, the consumer ethnocentrism and brand advertisement were relatively highly correlated with the independent variable which is the behavior of Ambassador Garment consumers. In addition to this in descriptive analysis the perceived value and social role & status variables response of consumers are high in mean score result.

5.3. Recommendations

Based on the findings from the study, the discussion that followed and the conclusion drawn in line with the study objectives, the following points are recommended for Ambassador Garment in order to make better and informed decisions that can be used to influence the way consumers behave towards their garment products.

(1) Construct of Consumers' behavior towards Ambassador Garment

The conceptual framework of this study is based on the review of previous studies on the topic of garment products. The authors had selected five major factors consist of the, perceived value, purchasing power of consumers, social role & status influence, brand advertisement, and consumers ethnocentrism. Selections of factors were based on the most widely studied by previous researchers and were found to affect the consumer's behavior of Garment products. The factors examined in garment products can be applied in the context of Ambassador Garment. Future researchers can adapt this conceptual framework in their research study but need to look at other factors especially of those product quality, price, other social, personal, & other related attributes which may better explain consumers' behavior towards Garment products.

(2) Developing more garment products which can fit with major parties of the social system

Though the variety of consumers in the social system is too many and it comprises very complex factors like culture, core values, religions, and etc, the company has to develop a better quality product with affordable price by considering the group like financial institution, government employees, event centered like wedding and graduation ceremonies and other garment products who has the significant influence on consumer's behavior and decision.

3) Optimize the existing Consumers ethnocentrism and while properly manage the stiff competition by foreign Garment brands

Though it was found that Ambassador Garment consumers has a higher tendency of ethnocentrism but still it does mean that they are not considering other foreign brands for the best design, style & other quality features which makes not to under-value the increasing threat of

foreign competitors. Therefore, marketers of local Garment companies like Ambassador should use ethnocentric brand appeals associated with the Ethiopians garment product related choices to attract more customers in growing segments. Furthermore, they can use the findings of the study in segmentation and positioning of their garments brands in the domestic market.

(4) Enhancing the advertising tool of its communication mix

In this study, brand advertisement of the products was added in the research model. Result of multiple regression indicated that this factor emerged as one of the most dominant predictor of consumer's behavior which was only exceeded by social role & status & consumers ethnocentrism which was also second and fourth in correlation and mean score results. But still this is not it means that the means of the strategy, plan, mix & type element, communication channel, the message content, timing, and other relevant factors does need proper consideration. To improve such areas of the advertisement there should be proper assessment of the consumer's interest and expectation and properly make the necessary adjustments to really optimize from the ad communication mix element without ignoring the importance of other communication tools. In addition to this it is good if Ambassador Garment wisely enhance the brand name memorability & meaningfulness and form associations between the brand, the product and its attributes for emerging brands and links to the brand's emotional and self-expressive benefits for differentiation by using the advertising and other communication tools.

(5) Maintain the affordable price quality

Regarding the purchasing power of consumers most of the respondents responded that the price of Ambassador Garment is affordable while they were also stated that they will buy such products when the general economy and personal income is good and also they stated that they will switch to other brands if there is price change by Ambassador is good only and they switch to other Garment products if the economy is weak. Therefore, if companies are interested to attract new customers and to retain the existing customers, they should think of adjusting their price range continuously by enhancing the categorization of consumers on their purchasing power which gives consumers better choice of garment products. This will help companies to address price conscious potential consumers. It is also important for the management to ensure

that products are sold at a reasonable price to their focus group of consumers. It can give competitive advantage to them to attract more consumers to shop at on Ambassador Garment.

(6) To be is to be perceived

No matter what you perceive and feel that your company products has better value than those delivered by competitors, this is not the reality but it is the position you have in the consumers mind in terms of perception really shows the value of your products. So here whether you feel that this is right or wrong, you should seriously consider the active role of your consumers perceived towards Ambassador Garment not only to win the competition but also for your survival. In addition to this Ambassador Garment should continuously studied the quality, price, risk and related worthiness aspects of their garment products and make the proper adjustment to the consumers interest since to be a consumer centric is not an option rather is mandatory for the company existence at all.

(8) Unity is strength

The effect of all the above listed factors which affect the behavior of one of domestically produced product Ambassador Garment could properly managed by the efforts of all parties including the existing and potential consumers, owner, management , employees, dealers, suppliers, consultants, concerned government organs and all other concerned bodies.

5.4. Limitations and Direction

Consumer decision making varies depending on the product nature, specific situation of a customer and other factors. Therefore, there is scope for other researchers to study consumer's behavior in other product categories and in the context of other countries. Moreover, the study area in the Garment products can be conducted in the context of other countries, so that the findings of the study can be replicated. In addition in future research can also be carried out by using more variables. In addition to this, researchers can find a better result by applying additional statistical techniques, such as factor analysis-to reduce variables and increase the validity of the research.

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Appendix

Appendix 1.1: Questionnaire (Amharic Version)

አዲስ አበባ ዩኒቨርሲቲ የንግድ ትምህርት ቤት የግብይት አስተዳደር መምሪያ

ወድ ጌታ / እመቤት

ስሜ ማህጋታ ዘሪጋ ነው :: ይህ ጥናት ከአዲስ አበባ ዩኒቨርሲቲ ከንግድ ትምህርት ቤት ማስተር ሜጅስትራት ከፊል ፍጻሜ ጋር የማቅረብ የእኔ የጥናት ፕሮጀክት አካል ነው :: በአ.አ ከተማ ለገበያ ግብይት ማስተዳደር ከፊል ፍጻሜ ለሽማግሌት የግዥ ባህሪ ላይ ተጽዕኖ በሚያሳድሩ ምክንያቶች ላይ ምርምር አጠናቀዋል ::

ይህ የጥናት ማጠቃለያ ለጥናቱ ከተሟላበት ተሳታፊዎች መካከል የአምባሳደር ጋር መንት ሽማግሌት ላይ ያላቸው የግል ባህሪ ወይም አመለካከት ላይ ተጽዕኖ በሚያሳድሩ ምክንያቶች ላይ መረጃን ለመሰብሰብ ዓላማ ነው :: የጥናቱ ወጠኛ በአ.አ ከተማ ወስጥ የአምባሳደር ጋር መንት የግል ባህሪ ወይም አመለካከት ላይ የሚያሳድሩትን ተጽዕኖ ምክንያቶች ለመለየት አስፈላጊ ናቸው :: ይህንን ከግምት ወስጥ በማስገባት የእኔን የምርምር ጥናት ለማጠናቀቅ የእርስዎ ምላሽ በጣም ዋጋ ያለው ነው :: በዚህ ጥናት ላይ ከ 25 ደቂቃዎች በላይ የሚወስድዎት በመሆኑ ማጠቃለያ እንዲሞሉ በደግነት ተጠቅሞታል ::

አጠቃላይ መረጃ

እባክዎን ያስተውሉ እባክዎን በደግነት ምልክት ያድርጉ (✓) ወይም ተገቢ ሆኖ ሲገኝ የራስዎን መልስ ይሰጡ :: ስምዎን መጻፍ አያስፈልግዎትም :: እና አሜሪካ መልሶች በተገኙበት በማንኛውም ጊዜ እባክዎን በተገቢው ሳጥን ላይ ምልክት ያድርጉ ::

ምክጠራዊነት—ይህ ጥናት ምርምር በአ.አ ዩኒቨርሲቲ ንግድ ትምህርት ቤት እና መረጃ እና እርስዎ የሚሰጧቸው ማንኛውም አስተያየቶች በከፍተኛ ደረጃ የተከበረ እና ማስጠራዊ በሆነ መልኩ እና ሁኔታ የተጠበቀ እና ማንም ሰው ወደ መረጃው መድረስ በማይችልበት ሁኔታ የተጠበቀ መሆኑን ማረጋገጥ እፈልጋለሁ ::

ከመልካም ምኞት ጋር ማህጋታ ዘሪጋ ቴሌ.No 0920813291 ኢ-ሜይል mule2921@gmail.com

ማንነትን መደበኛ ዋስትና

በ በአ.አ ከተማ ወስጥ አምባሳደር ጋር መንት ላይ ተጽዕኖ የሚያሳድረውን የሽማግሌት የግል ባህሪ ወይም አመለካከት ላይ ተጽዕኖ የሚያሳድሩ ምክንያቶች ላይ የሚሰራው ጥናት ስም-አልባ ነው :: የቀረበው መረጃ እና የተጠየቁዎት ማንነት በጥበቅ በማስጠር እንደማይደረግ እርግጠኛ ነው :: ስለ ወድ ጊዜዎ እና መሰሪያዎን!!

ማጠቃለያ

ክፍል አንድ የጀርባ መረጃ

1. ያታ ወንድ ሴት
2. ዕድሜ 20 - 30 41 - 50 51 - 60 ከ 61 በላይ
3. የጋብቻ ሁኔታ ያላገቡ ተጋብተዋል ተፋተዋል
4. የትምህርት ብቃቱ
 - የኮሌጅ ዲፕሎማ ሌላ / በኤስሲ ዲግሪ ስነ-ምግባር ዲግሪ ኤች.ዲ.
 - ሌላ ካለ እባክዎ ይግለጹ::

5. ወርሃዊ አማካይ ገቢ

ከዚህ በታች ከ 5000 ETB 5001-10,000 ETB 10,001-15,000 ETB
 15,001-20000 ከ20000 በላይ

6. ሥራ

የመንግስት ግል-ተቀጣሪ (ፋናንስ ተቃዋሚ) ሎች የግል-ተቀጣሪ ተርጉሚያዊ
 የቤት አመኪኒት ተማሪ

7. የአምባሳደር ጋራመንት ምርቶችን በዓመት ስንት ጊዜ ይገዛሉ?

በዓመት አንድ ጊዜ በዓመት ወስጥ ሁለት ጊዜ ድ ጊዜ በሁለት ዓመት ወስጥ ሌላ ጊዜ

ክፍል ሁለት-የአምባሳደር ጋራመንት ሽያጭ ለሀገር የሚከናወኑ ምክንያቶች

አባዘዎን የሚከተሉትን መግለጫዎች የሚያመለክቱ እርስዎ ምን ያህል መስማማት ወይም አለመስማማትዎን የሚጠቁሙ (1)

በጣም የማይስማሙ (2) የማይስማሙ (3) በመካከሉ የሚስማሙ ፣ (4) የሚስማሙ (5) በጣም የሚስማሙ

ተ.ቁ		በጣም አልስማማም	አልስማማም	በመጠኑ አልስማማለሁ	አስማማለሁ	በጣም አስማማለሁ
1	አጠቃላይ ጥያቄዎች					
1.1	በተገልጋዮቹ ባህሪ ላይ ተጽዕኖ የሚያሳድሩትን ምክንያቶች ማጥናት ለአምባሳደር ጋራመንት ጠቃሚ ይሆናል					
1.2	በተገልጋዮቹ ባህሪ ላይ ተጽዕኖ የሚያሳድሩትን ምክንያቶች ማጥናት ለአምባሳደር ጋራመንት ኃ.የተ.የግ.ማ እና ለአስተዳደሩ ጠቃሚ ይሆናል					
2	የግብይት ድብልቅ አካላት (የተገንዘብው እሴት)					
	የተገንዘብው እሴት ፣ (ዋጋ ፣ ጥራት እና አደጋ) በአምባሳደር ጋራመንት ሽያጭ ላይ ያላቸዉ የግል ባህሪ ወይም አመለካከት ላይ ያላቸዉ ተጽዕኖ					
2.1	አምባሳደር ጋራመንት ምርቶችን በገዛሁ ጊዜ የእኔ ገንዘብ ዋጋ ማግኘቴን አረጋግጣለሁ					

2.2	ለገንዘብ የተሻለውን ዋጋ ማግኘትን ለማረጋገጥ ሁል ጊዜም በአምባሳደር ጋር መንት ዋጋዎችን እፈትሻለሁ					
2.3	አምባሳደር ጋር መንት ምርቱ ከሚታየው ዋጋ ጋር ኢኮኖሚያዊ ነው					
2.4	አምባሳደር ጋር መንት ምርቶች ከሚያስገኙት ጥቅም አንፃራ ሊገዙ የሚገባቸው ይመስለኛል					
2.5	በአምባሳደር ጋር መንት ምርቶችን በምገዛበት ጊዜ ዋጋው አስፈላጊ ነው ብዬ አስባለሁ					
2.6	ከፍተኛ ጥራት ያላቸውን ምርቶች በአምባሳደር ጋር መንት ውስጥ መግዛት ለእኔ አስፈላጊ ነው					
2.7	የጋር መንት ምርቶችን ሳስብ በጣም በጥንቃቄ እመርጣለሁ					
3	የሽማግሌዎች የመግዛት አቅም በአምባሳደር ጋር መንት ሽማግሌዎች ላይ ያላቸው የግል ባህሪ ወይም አመለካከት ላይ ያላቸው ተጽዕኖ					
3.1	የኢኮኖሚ ሁኔታ ከባድ በሚሆንበት ጊዜ ገንዘብ ለመቆጠብ አምባሳደር ጋር መንት ምርቶችን በሌላ ምርት እለውጣለሁ					
3.2	የኢኮኖሚው ሁኔታ ጥሩ በሚሆንበት ጊዜ የአምባሳደር ጋር መንትን ምርት እገዛለሁ					
3.3	አምባሳደር ጋር መንት ምርትን የኢኮኖሚ ሁኔታ ደካማ ነው በሚሆንበት ወቅት እገዛለሁ					
4	ማህበራዊ ጉዳይ (ማህበራዊ ሚና እና ሁኔታ) በአምባሳደር ጋር መንት ሽማግሌዎች ላይ ያላቸው የግል ባህሪ ወይም አመለካከት ላይ ያላቸው ተጽዕኖ					
4.1	አምባሳደር ጋር መንት ምርታማነት ምርጫ ደንበኛው እንደ ሥራ (ሙያዊ) ፣ ቤተሰብ እና ወዘተ ዓይነት ካለው ጋር በሚገናኝበት ክፍል / ቡድን ላይ የተመሠረተ ነው የሚል እምነት አለኝ :					
5	የምርት ስም ማስታወቂያ በአምባሳደር ጋር መንት ሽማግሌዎች ላይ ያላቸው የግል ባህሪ ወይም አመለካከት ላይ ያላቸው ተጽዕኖ					
	አምባሳደር ጋር መንት ምርቶችን ስገዛ ማስታወቂያ አስፈላጊ ነው ብዬ አስባለሁ					
	የአምባሳደር ጋር መንት ማስታወቂያ ምርቶች ያለኝን አመለካከት ላይ ተጽዕኖ ያሳድራል					
	በማስታወቂያው ላይ የተቀመጠው መልእክት አምባሳደር ግሪን ምርቶችን እንድንገዛ እኔን ለማሳመን ሞክሯል					

	በማስታወቂያው በተሰጠው መልእክት ላይ እምነት አለኝ					
6	የሽማግሌት የኢትዮጵያን የጋርመንት ምርቶችን ከሌሎች የወጭ ሃገራት ምርቶች የማስበለጥ እና የመግዛት አመለካከት (በመጠይቁ ውስጥ ጥቅም ላይ የዋሉ 10 መጠይቆች)					
6.1	ልክ እንደ አምባሳደር ጋርመንት ባሉ የራሳችን ሀገር ድርጅቶች ማግኘት የማንችላቸው ምርቶች ብቻ ከውጭ ማምጣት አለብን የሚል እምነት አለኝ					
6.2	እንደ እኔ ሌሎች አገራትን ምርቶቻቸውን በመግዛት እንዲሆኑ ሀብታም ኢንዱስትሪ ከመፍቀድ ይልቅ በኢትዮጵያ የተሠሩ ልክ እንደ አምባሳደር ጋርመንት ያሉ ምርቶችን እገዛለሁ ::					
6.3	ዓለም አቀፍ የጋርመንት ምርቶችን አልገዛም ምክንያቱም የኢትዮጵያን ንግድ ስለሚጎዳ እና ሥራ አጥነትን ስለሚያስከትል					
6.4	በአጭር ጊዜ ውስጥ ዋጋ ሊያከፍለኝ ቢችልም እኔ የኢትዮጵያን ከባንደዎች እንደ አምባሳደር ጋርመንት ያሉ ድርጅቶችን ምርቶቻቸውን በመግዛት እድገታቸውን መደገፍ ስለምመርጥ					
6.5	በሌሎች ሀገራት የተሠሩ የጋርመንት ምርቶችን የሚገዙ ኢትዮጵያውያን ሽማግሌት ኢትዮጵያውያን ወገኖቻቸውን ከሥራ ውጭ በማድረግ ሀላፊነት አለባቸው					
6.6	ዓለም አቀፍ የጋርመንት ምርቶችን የምገዛው በራሳችን ሀገር ውስጥ ልክ እንደ አምባሳደር ጋርመንት ባሉ ድርጅቶች ምርቶቹ የማይገኙ ሲሆኑ ብቻ ነው					
6.7	የዓለም አቀፍ እና የሀገር ውስጥ የጋርመንት ምርቶች ባሉበት ልክ እንደ አምባሳደር ጋርመንት ባሉ የኢትዮጵያን ከባንደዎች ምርቶቹን መግዛት እመርጣለሁ ፣ ምክንያቱም ለኢትዮጵያ ስትራቴጂካዊ ጠቀሜታ ስላለው					
6.8	በኢትዮጵያ የተሠራውን ልክ እንደ አምባሳደር ጋርመንት ያሉ ምርቶች መግዛት እወዳለሁ ; ምክንያቱም ይህን ማድረግ ኢትዮጵያውያን በስራቸው ላይ እንዲሆኑ ለማድረግ ይረዳል					
6.9	ከሌሎች አገሮች የምንገዛቸው የጋርመንት ምርቶች በጣም ትንሽ መሆን አለበት የሚል እምነት አለኝ					
6.10	እንደ አምባሳደር ያሉ የሃገራችን ከባንደዎችን ለማበረታታት ከውጭ ከመጡ የጋርመንት ምርቶች ፋንታ ልክ አምባሳደር ያሉ ካሉ የኢትዮጵያን ድርጅቶችን ምርቶችን ሁልጊዜ					

	እገዛለሁ					
7	የአምባሳደር ጋርመንት ሽማጃች የግል ባህሪ ወይም አመለካከት					
7.1	የገንዘቤን ዋጋ እያገኘሁ እንደሆነ ስለገባኝ አምባሳደር ጋርመንትን እመርጣለሁ					
7.2	አምባሳደር ጋርመንት ምርቶችን የምገዛው ይህንን ለማድረግ የመግዛት አቅም አለኝ የሚል እምነት ስላለኝ ነው					
7.3	እኔ በማህበራዊ ሚና እና ሁኔታ (በቤተሰብ ፣ በስራ እና በሌሎች ምክንያቶች) የተነሳ የአምባሳደር ጋርመንት ምርቶችን መጠቀም እመርጣለሁ					
7.4	የአምባሳደር ጋርመንት ማስታወቂያ ምርቶችን እንድገዛ ያደርገኛል					
7.5	የአምባሳደር ጋርመንትን ምርቶችን መግዛት እመርጣለሁ ፣ ምክንያቱም ይህን በማደርግበት ወቅት ለእኔ የሀገሪ ምርቶች የብሔረሰብ የበላይነት ደንበኛ መሆኔን ማረጋገጥ እችላለሁ ።					
7.6	በመጨረሻም ከዚህ የጥናት ጋር በተያያዘ ለመናገር የሚፈልጉትን ማንኛውንም ጉዳይ ካለ ይግለጹ					

እና መሳግናለን

Appendix 1.2: Questionnaire (English Version)

Addis Ababa University

School of Commerce

Department of Marketing Management

Dear Sir/Madam

My name is Mulugeta Zerga. This survey is part of my research project which will be submitted as part of partial fulfillment of Master of Marketing Management from School of commerce, Addis Ababa University. I am conducting a research on **factors influencing consumer's buying behavior of Ambassador Garment in A.A City** for the partial fulfillment of Master of Marketing Management.

This survey questionnaire is developed for the purpose of collecting data on the factors which influence the buying behavior of Ambassador Garment consumers from participants selected for the study in A.A. The outcome of the survey is important to identify the factors which influence the buying behavior of Ambassador Garment consumers in A.A City which are the independent variables of the study. Taking into consideration that, your response is very valuable to complete my research project, you are kindly requested to participate in this survey which will not take you more than 25 minutes.

General Information

Please note that: Please kindly tick (√) or provide your own answer where applicable, you don't need to write your name, & in all cases where alternative answers are available please tick on the appropriate box.

Confidentiality: I want to assure you that this research is only to be used for academic purpose by A.A University School of Commerce & the information & any comments you provide are highly honored & kept confidential where no other person will have access to the data to be collected.

Best Regards Mulugeta Zerga

Tel.No 0920813291

E-Mail mule2921@gmail.com

Anonymity Guarantee

Your responses for the survey of **factors influencing consumer's buying behavior of Ambassador Garment in A.A City** are anonymous. It is assured that the data furnished, & the identity of the respondents will be kept strictly confidential. Thank you for your precious time!!

Questionnaire

Part I Background Information

1. Gender female male
2. Age 30 30-40 40-50 50-60 Above 60
3. Marital Status
 Single Married Divorced
4. Education qualification
 Certificate Diploma BA/BSc Degree Masters Degree PHD
 If any other, please specify.
5. Monthly Average Income
 Below ETB 5,000 ETB 5001-10,000 ETB 10,001-15,000 ETB 15,001-20,000 Above ETB 20,001
6. Occupation
 Government employed Private (Financial Institutions) employed Other private employed Entrepreneur Housewife Student
7. How many times you buy Ambassador Garment products per year?
 Once in a year Twice in a year Three in two years Any other time

Part II: Factors affecting consumer’s behavior of Ambassador Garment

Please indicate the extent of your agreement or disagreement with the following statements indicating (1) Strongly Disagree (2) Disagree (3) Moderately agree, (4) Agree (5) Strongly Agree

No		Strongly Disagree	Disagree	Moderately agree	Agree	Strongly Agree
1	General questions					
1.1	The study of the factors that affects the consumers behavior will be important and beneficial for the consumers of Ambassador Garment					
1.2	The study of the factors that affects the consumers behavior will be important and beneficial for the Ambassador Garment PLC and its management					
2	Marketing mix elements (perceived value)					
	Perceived value, (price, quality & risk)					
2.1	When I buy the Ambassador Garment products, I would ensure that I am getting my money’s worth					
2.2	I always check prices at the Ambassador Garment to ensure I acquire the best value for money					
2.3	Ambassador Garment product is					

	economical with the price shown					
2.4	I think Ambassador Garment products are worth to purchase					
2.5	I think price is important when I buy products at Ambassador Garment					
2.6	It is important for me to buy high quality products in Ambassador Garment					
2.7	When I am considering a Garment product, I will choose very carefully					
3	Consumers purchasing power					
3.1	I change Ambassador Garment products in order to save money when the economic condition is serious					
3.2	I buy Ambassador Garment brand product when the economic condition is good.					
3.3	I buy Ambassador Garment product when the economic condition is weak					
4	Social factor (social role & status)					
4.1	I belief that Ambassador Garment product selection depends with class/ group that the customer relates with like the					

	nature of work(profession), family & etc					
5	Brand advertisement					
5.1	I think advertisement is important when I buy Ambassador Garment products					
5.2	My decision to purchase is influenced by advertisement					
5.3	The message on advertisement attempts to persuade me to buy Ambassador Garment products					
5.4	I trust on the message given by the advertisement					
6	Consumers ethnocentrism (10 adopted items used in the questionnaire to measure consumer ethnocentrism)					
6.1	I believe that we should import from international countries only those Garment products that we cannot obtain within our own Country like Ambassador.					
6.2	I purchase Garment products manufactured in Ethiopia like Ambassador Garment instead of letting other countries					

	get rich off us.					
6.3	I do not buy international Garment products because it hurts Ethiopian business and causes unemployment.					
6.4	Although it may cost me in the short run, I prefer to support Ethiopian companies' like Ambassador Garment growth through buying their products.					
6.5	Ethiopian consumers who purchase Garment products made in other countries are responsible for putting their fellow Ethiopians out of work					
6.6	I buy international brand Garment products only when the products are unobtainable in our own country					
6.7	While Garment products where there are international and domestic Garment product alternatives, I prefer to buy local Garment product; because it is good for strategic benefit of Ethiopia					
6.8	I like buying Ethiopian-made Garment Products like Ambassador; because I believe that doing so will help to keep Ethiopians working					
6.9	I believe that there should be very little purchasing of Garment products from other countries.					

6.10	I always buy Ethiopian-made (Ambassador Garment) products instead of imported Garment products to encourage local Garment companies like Ambassador.					
7	Consumer buying behavior					
7.1	I consume Ambassador Garment because I perceive that I am getting the value my money's worth.					
7.2	I purchase Ambassador Garment because I believe that I have the purchasing power to do so					
7.3	I am trying to consume Ambassador Garment for the social role & status (family, occupation & other factors) benefits.					
7.4	I consume Ambassador Garment due the familiarity I got through its advertisement					
7.5	I prefer to purchase Ambassador Garment because of that by doing so I can assure that I am ethnocentric consumer towards my Country products.					
	Finally please state any issues that you want to say in relation with this research study					

Thank you Very Much

Appendix 2.1: Summary of Descriptive statistics of the underlying variables

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
PV	422	4.00	1.00	5.00	4.4137	.74213	.551
PP	422	11.33	1.67	13.00	3.9031	.80304	.645
SRS	422	4.00	1.00	5.00	4.1540	1.01881	1.038
BA	422	3.75	1.00	4.75	3.7387	.58891	.347
CE	422	3.30	1.60	4.90	3.5211	.39002	.152
CB	422	3.40	1.60	5.00	3.7825	.50232	.252
Valid N (list wise)	422						

Appendix 2.2 Dependent Variable Coding

Dependent Variable Encoding	
Original Value	Internal Value
2.00	0
4.00	1