



Addis Ababa University School of Commerce

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Assessment of Factors affecting  
consumer purchasing behavior towards  
shoes: in Addis Ababa, Ethiopia

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By: Elshaday Assefa Haddis

May 2015

Addis Ababa

# **Addis Ababa University School of Commerce**

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## **Assessment of Factors affecting consumer purchasing behavior towards shoes: in Addis Ababa, Ethiopia**

**By: Elshaday Assefa Haddis**

**Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Art in Marketing Management Department of Marketing  
Management**

**Thesis Advisor:**

**Mohammed Seid (Phd)**

**Addis Ababa University**

**May 2015**

**Addis Ababa**

**Board of Examiner Approval Sheet**

**Assessment of factors affecting consumer purchasing behavior  
towards shoes: in Addis Ababa, Ethiopia**

**By**  
**Elshaday Assefa**

Approved by the Examining Board

**Advisor** ..... **Signature**.....

**Internal Examiner** ..... **Signature**.....

**External Examiner** ..... **Signature**.....

## Declaration

I declare that this research paper entitled "**Assessment of factors affecting consumer purchasing behavior towards shoes: in Addis Ababa, Ethiopia**" is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study has been appropriately acknowledged.

Elshaday Assefa: \_\_\_\_\_

Date: \_\_\_\_\_

## Statement of Certification

This is to certify that I the undersigned **Elshaday Assefa Haddis** has carried out her research work on the topic entitled "**Assessment of factors affecting consumer purchasing behavior towards shoes: in Addis Ababa, Ethiopia**". The work is original in nature and is suitable for submission for the award of Master's Degree in Marketing Management.

Advisor: Mohammed Seid (PhD) \_\_\_\_\_

Date: \_\_\_\_\_

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## Abstract

It is no longer we can take customers for granted; marketers can sell more if they produce and sell what the consumer needs and wants. This research's main aim is to study desired attributes of shoes and shoe retail outlets in Addis Ababa. This research used descriptive and factor analysis. Through descriptive analysis the level of importance of 50 factors drawn upon 6 retailing mix framework analyzed and the factors that were ranked "most important" and "highly important" based on their mean scores were then selected for second stage analysis by using Factor Analysis (FA). Three hundred three participants have completely filled the questionnaires which has two parts the first part was general demographic questions while the second parts is fifty attributes of shoes and shoes retail outlets. Based on the result of factor analysis, six critical latent factors were identified and named as, "Product Quality and Functions", "Attractive Store and Product Presentation", "Health and Comfort", "Price and Perceived value", "Well Trained and Experienced Sales force", and "Fashion and Trend". The other aim of research is to identify, significant difference of such factors on "Gender", "Income Level" and "Age" of consumers. "Gender" and "Income" were confirmed to have influential power to alter consumers' perspectives toward the desired attributes of shoes and its retail shops. Hence, behaviour consumers of shoes in Addis Ababa is affected by six key factors that are "Product Quality and Functions", "Attractive Store and Product Presentation", "Health and Comfort", "Price and Perceived value", "Well Trained and Experienced Sales force", and "Fashion and Trend". The shoe manufacturers and retailers are demanded to take all these desired attributes into their consideration to sell what customers wants and needs. To also recommended to marketers segment their target market based on income and gender.

Keywords: consumer purchasing behavior, retailing mix, shoes, desired attribute

# 1. Introduction

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Why do we need to learn about consumer buying behavior? The simple answer is that no longer can we take the customers for granted. Consumer buying behavior determines how our consumers decide to buy our product and what are the various factors responsible for this decision? Out of 11000 new products introduced by 77 companies, only 56% are present after 5 years. Only 8% of new product concepts offered by 112 leading companies reached the market. Out of that 83% failed to meet marketing objectives. What we need to understand here is why consumers make the purchases that they make, what factors influence consumer purchases and changing factors in our society. The central focus of marketing is the consumer. To devise good marketing plans, it is necessary to examine consumer behavioral attributes and needs, lifestyles, and purchase processes and then make proper marketing-mix decisions. The study of Consumer behavior includes the study of what they buy, why they buy, how they buy, when they buy, from where they buy, and how often they buy. An open-minded consumer-oriented approach is imperative in today's diverse global marketplace so a firm can identify and serve its target market, minimize dissatisfaction, and stay ahead of competitors. Final consumers purchase for personal, family, or household use (Hitesh).

Why consumers buy particular products has been an issue addressed in empirical and conceptual studies (Vriens & Hofstede, 2000)Market research often aims at understanding the reasons underlying consumers' product preferences. Most methods for investigating product preference assume that preferences are based on combinations of utilities consumers get from separate product cues or attributes (Creusen & Schoormans, 1997)Differences in consumer preferences are thus expected to be related to differences in product attributes. Hence studying consumer purchase behavior of any product is very necessary for understanding the customer and satisfying them accordingly.

A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes

have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair (Wikipedia, the free encyclopedia).

One research on Taiwan female customer showed that comfort, style, color, materials and collectability attributes of shoes are the most desired attributes. In addition to that, nowadays, females viewed shoes are not considered just footwear to protect and comfort foot, but as fashion product for decoration and express self-image (Yun, 2014).

The study on African consumers report that Africans are exceptionally optimistic about their economic future; 84% say they will be better off in two years. And African consumer demand quality products and are brand conscious, they want the latest fashions and modern shopping experience. (Mckinsey's African Consumer Insights Center, 2012) In Ethiopia, driven by overall economic growth, households' income and expenditure is set to increase substantially in the upcoming years. A significant part of increasing income will also go to non-essential products such as clothing and appliances. Over 2013-2018, the apparel industry is expected to see a value compound annual growth rate (CAGR) of 18%, while consumer appliances will post a compound annual growth rate (CAGR) of 15% (Euromonitor International, 2014) that means Ethiopian footwear market is attractive in its current and future potential. Therefore, anyone who wants success in Ethiopian footwear market need to know all significant factors affecting consumer purchase behavior (decisions) when they buy shoes.

This study tried to identify factors determining consumers purchasing behavior of shoes in Addis Ababa, Ethiopia. Because it is importance studying the consumer behavior unanimously this is agreed by scholars in the field. In order to succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything about consumers. Peter and Olson (2010) "Marketers who have a thorough understanding of the consumer decision making process are likely to design products, establish prices, select distribution outlets, and design promotional messages that will favorably influence consumer purchase decisions" (Leon G. Schiffman, 2007).

However, there were attempts to study factors determining the purchase decisions of consumers of footwear in Addis Ababa by Endalew Adamu (End11) and Zemenu Aynadis (Zemenu, 2014). Zemenu focused on the attitude of the customer and Endalew only focused on product and price mix. This study goes beyond that and tried to see 50 variables identified from literature by Thongchai Laiwechpittaye and Nuntana Udomkit and measure their significance in consumer purchase decision for shoe in Addis Ababa.

### **1.1. Statement of the Problem**

As it is discussed on the introduction part the product attributes of shoe is changed from time to time and from culture to culture. In addition to that African consumer demand quality products and are brand conscious, they want the latest fashions and modern shopping experience which is different from past (McKinsey's African Consumer Insights Center, 2012) and as evidence shows Ethiopian consumer market will boost because of overall economic growth. From this one can conclude that factors determining consumer purchasing behaviors of shoe may change because nowadays shoes serve beyond protection as fashion products for decoration and express self-image and customers demand modern shopping experience (Yun, 2014).

To trace the trend and to be up-to-date with customer need, preference, and purchase behavior continuous marketing research is mandatory. Further to the above ideas the research attempt in Ethiopia related to the factors determining purchasing behavior are not extensive as it is done by Thongchai Laiwechpittaye and Nuntana Udomkit. In their study Thongchai Laiwechpittaye and Nuntana Udomkit assessed the significance of factors even those outside the 4Ps of marketing. They include 50 variables from literature as factors determining consumer purchasing behavior of shoe in its retail setting or 6Ps of retailing mix.

Therefore, this study tried to investigate the significance of those factors, used by Thongchai Laiwechpittaye and Nuntana Udomkit in Bangkok, in Addis Ababa by using the same research methodology and data analysis technique that used by them.

### **1.2. Research Questions**

The researcher has raised the following questions to attend the purpose of the study.

- ❖ What attributes of shoes and shoes retail shop are desired in Addis Ababa shoe market?
- ❖ Which factors are significantly influence purchase behaviors?
- ❖ Is there significant level of difference of gender, income level, and age on those factors?

### **1.3. The Objectives of the Study**

The main objective of this study was to identify desired attributes of shoes and its retail shop in Addis Ababa context. Specifically the research had addressed the following objectives.

1. To identify attribute of shoes and shoes retail shop desired in Addis Ababa shoe market.
2. To determine significant factors determining consumers purchase behavior while buying shoe.
3. To assess significant level difference of gender, income level, and age on such factors.

### **1.4. Significance of the Study**

The study would benefit several areas of the footwear industry. First of all, the study would be able to benefit the retailer of shoes whether they sale imported or local shoes. The research would provide them the idea on the shoe attribute desired and the shopping experience preferred by customers then they can provide what customers need accordingly. Secondly the manufacturer can have product idea and they can design their products. Finally this would provide information to other researchers in the field.

### **1.5. Organization of Research Study**

This study has included five chapters. Chapter one contains background of the study, statement of the problem, basic research questions, objective of the study, significance of the study, scope and limitation of the study.

Chapter two contains review of relevant related literatures. In this chapter theoretical as well as empirical foundation of the study will be addressed. Chapter three represents the research design

and methodology which will discuss the population, sampling, data collection and data analysis methods.

In chapter four of this study, result of findings and data analysis of the study are presented, while the last chapter presents the summary of major findings, conclusions and recommendations of the study.

### **1.6. Delimitation of the Study**

The study is limited to city of Addis Ababa, due to the cost and difficulty to maintain large number of population of the whole Ethiopia, the research was conducted by assessing the factors that affect purchasing behavior of consumers of shoes in Addis Ababa in areas of “Pissa”, “Merkato” and “Bole” only.

Furthermore this research focused only the 6Ps of retailing mix that affect the purchasing behavior of shoes. In addition the factors that affect consumers’ purchase behavior on shoes in general it can be different between different types of shoes. Hence, generalization of the findings of this research beyond the consumer of shoes in Addis Ababa is not recommended.

### **1.7. Limitation of the Study**

This research has two main limitations. The first one is the findings of is this research may not represent the entire Ethiopian population as the research population is limited to the population of Addis Ababa only and besides to this the research has limited set of samples as the study was conducted based on convenient sampling method. The second one is, as the factors included in this study are based on 6P retailing mix, the study may not reflect the whole aspects that consumers take due consideration while they purchase shoes.

The study is conducted to identify key desired attributes of shoes and its retail shops in general. The result therefore has limitation to explain the differences of desired attributes between different kinds of shoes. It will give broader contribution if a study conducted between different kinds of shoes and to include other attributes that consumers might take in to consideration towards purchasing of shoes.

## 2. Review of Related Literature

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### 2.1 Definition of Terms

#### Marketing

American Marketing Association board has approved the definition of marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that having value for customers, clients, partners and society at large (Association, 2013).

#### Marketing Concept

"The marketing concept is marketers can sell more if they produce the consumer needs and wants than to produce what they want to sell. In marketing concept consumer needs and wants became the firm's primary focus. Hence basically marketing concept is a philosophy of consumer oriented" (Leon G. Schiffman, 2007).

#### Consumers

"Consumers are individuals and households that buy the firms product for personal consumption" (Sata, 2013).

#### Consumer behavior

"The field consumer behavior is rooted in a marketing concept. Consumer behavior is much more than buying things, it also embraces the study about how having or not having things affect our lives, and how one possessions influences the way we feel about ourselves and about each other-our state of being" (Naresh K. Malhotra, 2007).

"The field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on consumer and society" (Delbert Hawkins, 2010).

#### Purchasing behavior

As Pikini Rani, tries to define purchasing behavior is the decision processes and acts of people involved in buying and using products (Rani, 2014).

## Consumers purchasing behavior

"Consumer purchasing behavior refers to the buying behavior of the ultimate consumer. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service" (Rani, 2014).

## 2.2 Theoretical Frame work

### 2.2.1. Factors affecting Purchasing behavior of consumers

Consumer behavior is affected by several factors. Marketers need to have a good knowledge of the factors affecting the consumer behavior. Marketing mix factors are among different factors that affect consumer behavior. Marketing mix consists of 4Ps that are price, product, promotion and place (Shahram Gilaninia, 2013).

Studies show that marketing mix and other factors affect the purchasing behavior of consumers while buying shoes and now days the marketing mix is expanded to include other factors of retailing mix that are presentation and personnel.

#### 2.2.1.1 Marketing Mix

Each component of the marketing mix has a direct or indirect impact on the buying process of the consumers. The four marketing mix has different ideas in terms of consumers perspective. The 4Ps will be 4Cs by the side of consumers. Price will be the cost for the consumer to attain the product. The product viewed by the customer as the value that satisfies the consumer need or want. The consumer requires easy and convenient situations to acquire the product which is place by marketer's perspective and mutual communication to be well informed about the product (Shahram Gilaninia, 2013).

**Product:** according to Kotler product is defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (kotler, 2005). Product classification can help marketers to focus their efforts and attentions based on the consumers' behavior, products broadly classified as consumer products that are bought by the final consumer for personal consumptions and business products are sold to other businesses as or used to produce other products (NCERT, 2012). The consumer products are classified into four classes that are convenience, shopping, specialty and unsought products. Shoes are

generally classified as shopping product since consumers compare on a basis of suitability, price, and style at the time of purchasing. Shoes can be a specialty product if the shoes have unique design and where buyers exert special effort for buying (NCERT, 2012).

Product is either physical product or service, including variety of product mix, features, designs, packaging, sizes, services warranties and return policies (Londre, 2009). The attributes of products, including brand name, quality, newness, and comfort, can affect the consumer behavior in addition the physical appearance of the product, packaging and labeling can also influence whether consumers notice a product in store, examine it, and purchase it (Owomoyela S K, 2013). If two competing brands of shoes were equally priced most consumers would be inclined to buy the brand with the highest styling and quality. As researches indicated many consumers take in to consideration styling and quality in deciding which brand to buy. In addition the more models/ styles a company has in its product line, the more reasons a consumer has to buy more pairs of footwear (Arthur A. Thompson, 2010). According to cardle to cardle bench mark, shoes should be produced with non toxic materials and chemicals, shoes should be end of life through reuse, remanufacturing, recycling options (Jocelise J. Jacques, 2010).

*Price:* price is a flexible and influential element, which determines the revenue/profitability/market share for the organization. On the customer's point price is a determinant factor since they consider the price of a product according to their income level before they buy the product. The concept of price constitutes two different types: the monetary price a payment of certain sum by the consumer and social price which is the additional effort that the customer must make in order to obtain access to a product (Arachchige, 2002).

Price differs from the other three marketing mix; Product, distribution and promotion are all part of the process of providing something satisfying to the customer which contributes to the product being value to customers. Value refers to the benefits or satisfactions of needs and wants. Price mix includes retail/wholesale price, discounts, trade-in allowances, quantity discounts, credit terms, sales and payment periods (Londre, 2009). Other competitive factors being equal the further the price is above the industry average, is the harder for a company to use non price enticements such as quality and style of footwear to overcome consumer resistance to higher prices. On the other side companies should take due consideration on the effect of the lower

price not to be negated by the other factors, since low price alone will not attract buyers (Arthur A. Thompson, 2010).

**Place:** place is a mechanism through which goods and services are moved from the service provider and manufacturer to consumer. Place mix includes distribution channels, warehousing facilities, mode of transportation and inventory control management. Place generally referred as distribution channel. Place can be physical stores or virtual stores. The process involved to transfer products from manufacturer to the consumers is physical distribution (Singh, 2012). It is necessary to have a clear understanding of what, how, why, where, and when customers purchase, the waiting time to purchase, the convenience that facilitates the customer's buying, product variety and the service backup to design the distribution channel. Distribution can be performed by single supplier or multiple intermediaries (Arachchige, 2002). Typical supply chain consists of four links in the chain: Producer/factory/manufacturer, distributor, wholesaler, and retailer (Londre, 2009).

**Promotion:** Promotion activities are meant to communicate and persuade the target market to buy the company's products (Singh, 2012). Marketer needs to plan strategies to attract the present and potential customers to the product. Product awareness with wholesalers, retailers, suppliers and others is made through various communication tools. The customer awareness is mostly done through company image and publicity. The message for the promotion is designed to get attention, hold the interest, arouse desires, and to perform action to buy. An appropriate tools must be designed for promotion, the most popular tools are advertising, sales promotion, public relation and publicity, sales force and direct marketing (Arachchige, 2002).

Retailer dealers can be an important information sources, advertising on the part of footwear producers strengthens brand awareness, inform people about the features and prices of their latest styles and models. Footwear companies can enhance the brand image of a company through endorsement from appealing celebrities and appear in a company advertising (Arthur A. Thompson, 2010).

#### **2.2.1.2 Retailing mix**

Retail marketing mix includes all the goods and services a store is able to offer to its consumers and also all the programmed efforts of the managers that adapt the store to market environment

(Lazer, 1961). Retail market refers to a place where a group of consumers with similar needs and a group of retailers meet using a similar retail format to satisfy those consumer needs. Retail marketing mix defined as marketing tools that a retail organization uses to pursue its marketing objectives (NCERT, 2012).

Retailing mix consists of six Ps that are the four Ps of marketing mix (Product, Price, place and promotion) in addition presentation and personnel.

**Presentation:** the presentation of a retail store helps determine the store's image and position in the consumer mind. The presentation mixes are the atmosphere, the overall impression conveyed by store's physical layout, decor, and surrounding (Charles Lamb, 2013). Elements that mostly affect the store atmosphere are number of staffs, types of goods, fixture, density, music scent and visual factors. The design and layout may affect consumer's emotion and as result of that the consumer's purchasing behavior also affected (Noermijati, 2013). The manner items is arranged on a shelf or table, in a display, the space and position given to it, and type of point of sale promotional materials such as posters, signs and others used as influencing factors (Applebaum, 1951).

**Personnel:** the people working for company determine the level of service or value the company provides to the customer. Personnel are people that are differentiators as compared with the competition whether it is pre sales, sales or post sales activities (Jhureley, 2010). The Roles, attitudes, behaviors, and friendly personality have bigger role in the success of sales of footwear (Noermijati, 2013). Footwear retailers and their store personnel want to deal with a footwear supplier that works closely with them. Providing information to store personnel about particular styles, models and features will help to increase sales since a well informed and knowledgeable personnel can communicate easily with the customer (Arthur A. Thompson, 2010).

### **2.2.1.3. Consumer benefit package**

The essence of successful marketing is the image that a product has in the mind of consumer. Marketers of different brands in the same category can effectively differentiate their offerings only if they stress the benefits that their brands provide rather than their products' features. The benefits featured in a product's positioning must reflect attributes that are important to and congruent with the perception of targeted consumer segment (Leon G. Schiffman, 2007).

Customer benefit package is set of tangible (goods-content) and intangible (service-content) features that the customer recognizes, pays for, uses, or experiences. Consumer benefit package (CBP) is what makes a product or service stand out to provide value to its customers and enhance what they receive from it. A customer benefit package is a method for customers to visualize the perks and advantages of the product or service so that customers can decide if they want to purchase it (Mejia, 2014).

Customers benefit package has three elements that are the core, peripheral and variant. Core, is the primary product that attract customers and satisfy their basic needs (Wikipedia, the free encyclopedia). Shoes satisfy a basic human need that is related to the safety and health of individuals and shoes are available all over the world at anytime (Jocelise J. Jacques, 2010). Peripheral goods and services are goods and services that are adding value to the core or primary product. Currently shoes are view an item of decoration, fashionable products to enhance self image rather than as a protection of feet (Pospisilova, 2012/2013). Variant is an attribute that is different from the ordinary (Mejia, 2014).

### **2.2.2. Empirical Studies on Shoes**

People used shoes as a way of expressing their personality and uniqueness and to show their personal status. In the past, shoes had express different roles of people. Shoes are intended to protect and comfort human foots while doing different activities. Its original purpose as a protection of feet has transferred to as an item of decoration, fashionable products that are used to enhance self image. Hence, shoes may play an important role in creating a first impression about a person (Pospisilova, 2012/2013).

The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair (Wikipedia, the free encyclopedia).

The primary purpose of studying consumer behavior is to understand why and how consumers make their purchase decisions. The firm's marketing efforts, the influence of family, friends and

neighbors, and society's existing code of behavior are all inputs that affect what consumers purchase and how they use what they buy (Leon G. Schiffman, 2007).

According to consumer behavior theories, the purchase of product is guided by consumers' assessment and evaluation of the attributes defining the product. Consequently, consumers are influenced in product evaluations and buying decisions by factors such as brand, price, and color. Consumer researchers are interested not only in which cues are used and the relative impact of each cue, but also with the ways the cues are combined to arrive at judgments and choices (Liefeld, 1993).

A study conducted in turkey to determine factors affecting university students in shoe selection identify that the comfort element and wearing style are big factors in shoes preference moreover, the study has been detected that flats and rounded toe shoes are demanded more than others (Hatice Harmankaya, October 2013).

The study conducted to determine the influence of product and place factors on consumer buying behavior in formal footwear sector in India identified that comfort is the factor which is more important for the customers followed by quality, durability, and brand. Place factors are not much important to consumers compared to the product factors. Convenience is the most influential factor under place. Male customers are found to prefer branded products and Female customers give more importance to the style of the footwear. Male customers are ready to pay more for branded product and product which are comfortable and they are not a frequent purchaser. Female customers purchase frequently because they give more importance to the design and color of the footwear (Mohan, 2014).

One research on Taiwan female customer showed that comfort, style, color, materials and collectability attributes of shoes are the most desired attributes. In addition to that, nowadays, females viewed shoes are not considered just footwear to protect and comfort foot, but as fashion product for decoration and express self-image (Yun, 2014).

Research study carried in Nigeria, Cross River State revealed that there is a significant relationship between product quality, price, distribution channel, advertising and consumer choice of made in Nigeria shoes (Glory Basil, 2013).

The research study conducted in Ethiopian context by Endale Adamu showed that imported leather shoes had superiority in comfortability, fashionability and range of variety while the domestic leather shoes had in durability and price. In addition, the study tried to indicate that quality, style, price, friends and culture as the major factors influenced the consumers' shoe preference (Adamu, 2011). Another study done by Zemenu Aynadis showed that quality, price, attractiveness, durability, quality design, the perceived social status, brand and fashionability of the product has contributed consumers to have positive attitude towards foreign footwear (Aynadis, 2014).

The results of the study from Thongchai Laiwechpittaye and Nuntana Udomkit shows that from the product attribute the Bangkok customers give importance to fit well, providing high comfort and fashionable design. They also identify the consumers see high quality, light weight, durable and ventilated shoes. The consumers give importance consideration to cash discount when they are buying new shoes. In addition, the consumer give consideration to the store design which will give relaxation and confront as well as great quality service quality with product advices to given by the salesperson. Finally the authors concluded that the consumers in Bangkok consider well trained and experienced salesperson, attractive store and product presentation, product quality and functions, health and co

mfort, fashions and trends, price and perceived values (Thongchai Laiwechpittaya, 2013).

Hence, this study will tries to see the 50 variables identified from literatures by Thongchai Laiwechpittaye and Nuntana Udomkit and measure their significance in consumer purchase decision for shoe in Addis Ababa.

### **2.2.3. Conceptual frame work**

Consumer behavior Model: consumer behavior focuses on when, why, how and where consumer do or do not buy products. Consumers of shoes might be exposed to two kinds of stimuli that are the marketing stimuli (where this research expands the marketing mix to retailing mix) which are under the control of the marketing manager and environmental stimuli, which are largely beyond the marketing manager control. (Sandhusen, 1988)

**Figure 1 Consumer behavior model**

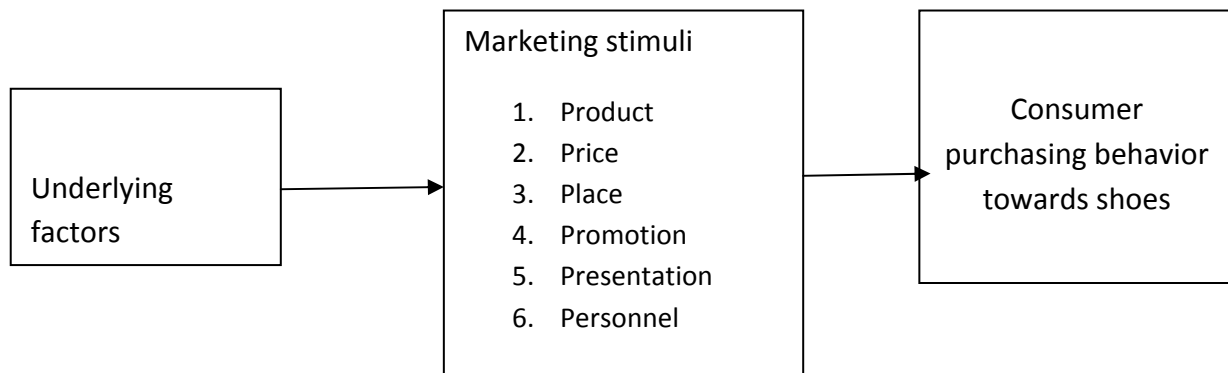
Environmental Factors		Buyer's Black Box		Buyer's Responses
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Processes	
Product	Economic	Psychological factors	Buyer decision	Product choice
Price	Technical	Personal factor	behavior	Brand choice
Place	Political			Dealer choice
Promotion	Cultural			Purchase timing
Presentation				Purchase amount
Personnel				

Source adopted from (Sandhusen, 1988)

Personal factors: characteristics such as age, gender, income and occupation are often used as the basis for market segmentation. Personal factors help to locate a target market and are the most accessible and cost effective way to identify a target market. Age and gender often vary with consumer's need and interest. In addition to gender and age marketers more focus on income of consumers because they think a income an indicator of ability to pay. (Leon G. Schiffman, 2007)

Based on the consumer behavior model and study done by Thongchai Laiwechpittaye and Nuntana Udomkit the following conceptual frame work has developed for this study.

**Figure 2 Conceptual frame work**



## 3. Research Design and Methodology

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This research analyzed the retailing mix (6Ps) by adding presentation and personnel on the marketing mix (4Ps) product, price, place and promotion by adopting from the research work of Thongchai Laiwechpittaye and Nuntana Udomkit on Bangkok market. The research also tested the significant difference of gender, income level and age on the identified factors. The research has adopted two staged analysis that are descriptive analysis and factor analysis.

This particular chapter explains the methodology of the study which includes the research design, participant of the study, method of determining sample size, instrument used data collection procedure and data analysis method.

### 3.1 Research design

A cross sectional descriptive and factor analysis survey was conducted in Addis Ababa city at 3 shoes shopping centers. Those three shopping centers are selected from three areas namely Bole, Piazza and Merkato, which represent all kind of customer type in Addis Ababa. Cross sectional survey is used since the independent and dependent variables are measured at the same point in time due to cost and time constraints. (Bhattacharjee, 2012).

According to Burns and Grove, “descriptive research is designed to provide a picture of a situation as it naturally happens.” Descriptive study has conducted to determine valid and accurate representation of the factors or variables that are relevant to the consumer purchasing behavior towards shoes in Addis Ababa (Burns, 2003).

### 3.2. Population, Sample, & Sampling techniques

#### *Target Population*

The target population of the study was the people of Addis Ababa who are using Merkato, Bole, and Piazza to buy their leather shoes. The reason for choosing Addis Ababa as a population of the study was that the people of the city are combination of different part of the country; they can represent different culture, religion, commercial and economical background. The reasons for selecting areas of Merkato, Bole and Piazza are the fact that the

usual shopping areas in the city are located on such areas and all kinds of customers are found.

### *Sampling techniques*

Non probability convenience sampling method has used at shopping intercepts of shopping centers which are located the three areas of the city. Convenience sampling is a technique samples drawn from population that are close to hand, readily available, or convenient (Bhattacharjee, 2012). Hence due to simplicity and inexpensive this research used convenience sampling method. Non probability sampling is used because it is difficult to estimate the probability that each respondent in the population has of being included in the sample. Non probability sampling can be used in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004).

### *Sample size*

The sample size has determined by the sampling calculation method suggested by Cochran (1963) inferring to the infinite number of population and confidence level at 95%.

$$ss = \frac{Z^2 pq}{e^2}$$

Where ss= sample size

z= the standardized value

p= level of variability

q=1-p

e= the level of precision

$$ss = \frac{1.96^2 * 0.5 * 0.5}{(0.05)^2} = 385$$

Therefore, accordingly the sample size of the study with 95 confidence level and 0.5 level of variability had calculated to be 385 and collected from 320 consumers from the three shopping centers in the three areas of Addis Ababa out of the 320 respondents 303 respondents are completely filled the questioner.

### **3.3. Sources and Tools/Instruments of Data collection**

The primary data has collected using survey questionnaire taken from Thongchai Laiwechpittaye and Nuntana Udomkitin (2013). The tool has two parts. The first part used to gather the respondents general profile in terms of gender, age, income level, and occupation, the second part has 50 items in Likert style format of 5 scales from “Most Important” to “Least Important” spectrum. The original English version questionnaire translated to Amharic.

### **3.4. Procedure of Data Collection**

By using self-administered survey questioner data had collected from willing respondents on selected shoes shopping center intercept. First anyone who has visited the shopping center during the data collection period has been orally asked for their consent and collected from 320 consumers who were willing to fill the questionnaire.

### **3.5. Method of Data analysis**

Similar to the work of Thongchai Laiwechpittaye and Nuntana Udomkit this study had adopted two staged analysis. First, 50 factors identified by them from literature review and key informants ‘interviews was and their level of importance was evaluated. The collected data were arranged and the 50 variables were grouped and assigned based on six key factors of retailing mix as shown in table 1. The reliability test was undertaken for the 50 variables then the factors ranked “most” to “low” important by comparing the mean scores with the radical range. Those variables ranked “most” and “high” had then selected for further analysis in the second stage by using Factor Analysis (FA).

T-test and ANOVA analysis were employed to test if there is significant level of difference on such factors based on gender, income level, and age of respondents. The analysis part was done by using SPSS (statistical Package for the Social Science) version 21 application program.

**Table 1 Coding of variables with respected key factors.**

<b>Key Factors</b>	<b>Variables</b>	<b>Variable names</b>
Product	Comfort	PA1
	Durability	PA2
	Odorless	PA3
	Value for price paid	PA4
	High Quality	PA5
	Breathable	PA6
	Light Weight	PA7
	Colors go well with the outfits	PA8
	Easy to Clean	PA9
	Reparability	PA10
	Brand	PA11
	Increase Leg Muscle Activation	PA12
	Fashionable Design	PA13
	Make you feel like you have slim feet	PA14
	Imported Shoes	PA15
	Made from Recycle Material	PA16
	Made from environmental friendly material	PA17
	Packaging that can be applied to other benefits	PA18
	Beautiful Packaging	PA19
Price	Cash Discount	PB1
	Lower price but same quality	PB2
	Reference Prices	PB3
	Last Price Paid	PB4
	Competitor Prices	PB5
	Price endings with "90"	PB6
Place	Store is conveniently located	PC1
	Well-known stores	PC2
	Store located in a well-known shopping center	PC3
	Online Stores	PC4
	Store that sell shoes only	PC5
Personnel	Service minded and helpful salesperson	PD1
	Good personality salesperson	PD2
	Customer-friendly salesperson	PD3
	Knowledgeable salesperson	PD4
Presentation	Variety of models & styles available on display	PE1
	Discount Tag is clearly displayed	PE2
	Special shoes testing area	PE3
	Relax and comfort layout	PE4
	Appealing store decoration	PE5
	Foot diagnosis machine	PE6

Key Factors	Variables	Variable names
Promotion	Product Warranty	PF1
	Money back guarantee	PF2
	%Cash Discount for the next purchase	PF3
	Free Gifts	PF4
	Membership Privileges	PF5
	Buy 2 get 1 Free	PF6
	Refer by Friends	PF7
	Source of Advertising	PF8
	Lucky Draws	PF9
	Celebrity Endorser	PF10

### 3.6. Reliability test

The Chronbach's Alpha of factor affecting consumer's purchasing behavior towards shoes questionnaire of 50 items varied from 0.700 to 0.846. The reliability is confirmed since the values of alpha for each key factor as per George and Mallery rule of thumb indicate “->0.9-Excellent, ->0.8-Good, ->0.7-Acceptable, ->0.6-Questionable, ->0.5-Poor and -<0.5-Unacceptable” (George D., 2003). It is recommended a minimum level of 0.7 Chronbach's alpha value and on this study the minimum alpha value is 0.7 which is acceptable (Nunnally, 1978).

**Table 2 Reliability analysis test**

Key Factors	Variable Names	Cronbach's Alpha Value
Product	PA1-PA19	0.846
Price	PB1-PB6	0.714
Place	PC1-PC5	0.723
Personnel	PD1-PD4	0.841
Presentation	PE1-PE6	0.700
Promotion	PF1-PF10	0.718

## 4. Data Presentation, Analysis and Interpretation

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In this chapter the collected data analyzed and results are discussed, the questionnaire initiated with the general demographic data of respondents and the second part covered the attributes of shoes that are the 50 items.

### 4.1 Descriptive Analysis of respondents

Table 3 shows that 56.4% of the participants were males and 43.6% were females. Table 4 shows that among the respondents 14.9% of them are from the age of 18 to 25 years, 33.7% are from 26 to 35 years, 36.6% are from 36 to 45 years, 8.3% are from 46 to 55 years and above 55 years age are 6.6% of the respondents.

**Table 3 Descriptive analysis of gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Male</b>	171	56.4	56.4	56.4
<b>Female</b>	132	43.6	43.6	100.0
<b>Total</b>	303	100.0	100.0	

**Table 4 Descriptive analysis of age**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>18 to 25</b>	45	14.9	14.9	14.9
<b>26 to 35</b>	102	33.7	33.7	48.5
<b>36 to 45</b>	111	36.6	36.6	85.1
<b>46 to 55</b>	25	8.3	8.3	93.4
<b>&gt;55</b>	20	6.6	6.6	100.0
<b>Total</b>	303	100.0	100.0	

Table 5 illustrates that the income of the respondents. 5% of the respondents earned less than 1,000.00 birr of monthly salary, 17.2% are from 1001 to 2000 birr, 6.3% are from 2001 to 3000 birr, 20.5% from 3001 to 4000 birr, 25.4% are from 4001 to 5000 birr and 25.7% are more than 5001 birr.

**Table 5 Descriptive analysis of income**

<b>Income Level</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Less than or equal to 1000 birr</b>	15	5.0	5.0	5.0
<b>1001 to 2000 birr</b>	52	17.1	17.1	22.1
<b>2001 to 3000 birr</b>	19	6.3	6.3	28.4
<b>3001 to 4000 birr</b>	62	20.5	20.5	48.8
<b>4001 to 5000 birr</b>	77	25.4	25.4	74.3
<b>Greater than or equal to 5001 birr</b>	78	25.7	25.7	100.0
<b>Total</b>	303	100.0	100.0	

13.9 % of the respondents were business owners, 54.5% were private company employee, 15.8% were government employee, 2 % of them were students and 13.9% were others (Table 6).

**Table 6 Descriptive analysis of occupation**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Business owner</b>	42	13.9	13.9	13.9
<b>Private company employee</b>	165	54.5	54.5	68.3
<b>Government employee</b>	48	15.8	15.8	84.2
<b>Student</b>	6	2.0	2.0	86.1
<b>Others</b>	42	13.9	13.9	100.0
<b>Total</b>	303	100.0	100.0	

#### **4.2. Factor Descriptive Analysis**

The 50 factors level of importance has evaluated by using 5 point rating scale by asking respondents from (1) least important to (5) most important. Based on the responses of respondents the mean opinions of scores of each variable were calculated. With 5 point scales, the interval for breaking the range in measuring each variable is calculated as follows: (Heng, 2008)

$$\frac{5-1}{5} = 0.8$$

5

This means variables with scores fall between the ranges of:

4.21 – 5.00 are considered as the most level important

3.41 - 4.20 are considered as high level important

2.61 – 3.40 are considered moderate level of important

1.81 – 2.60 are considered as least level of important and

1.00 – 1.80 are as low level of important

The factors that were ranked as Most and High Important levels were selected and further analyzed using Exploratory Factor Analysis.

**Table 7 Summary of mean pinion scores of desired attributed of shoes and its retail shops**

<b>Level of Important</b>	<b>Rank</b>	<b>Description of Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Most</b>	1	Comfort	4.5974	0.6270
	2	Odorless	4.4818	0.9920
	3	High quality	4.4653	0.7400
	4	Value for price paid	4.3333	0.8080
	5	Brand	4.3036	0.5640
	6	Durability	4.2871	0.8840
<b>High</b>	7	Breathable	4.1122	0.9700
	8	Easy to clean	4.0990	0.9180
	9	Variety of models & styles available on display	4.0627	0.8530
	10	Fashionable design	4.0231	1.0809
	11	Light weight	3.7855	1.28292
	12	Cash discount	3.7228	0.77355
	13	Customer friendly salesperson	3.7162	0.94482
	14	Color go well with the outfits	3.6601	1.07959
	15	Make you feel like you have slim feet	3.6502	1.30068
	16	lower price but same quality	3.5875	1.04760
	17	Special shoes testing area	3.5248	1.18986
	18	Relax and comfort layout	3.5248	1.32421
	19	Increase leg muscle activation	3.5116	1.42554
	20	Service minded and helpful salesperson	3.4752	1.11813
	21	Refer by friends	3.4752	1.15024
	22	Store is conveniently located	3.4587	1.19773
	23	Knowledgeable salesperson	3.4422	1.23248
	24	Appealing store decoration	3.4224	1.07335

<b>Level of Important</b>	<b>Rank</b>	<b>Description of Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
	25	Product warranty	3.4026	1.36522
	26	Last price paid	3.3003	1.01588
	27	Good personality salesperson	3.2772	1.24048
	28	Imported shoes	3.2376	1.51907
	29	Well known stores	3.1122	0.90287
	30	Store that sale shoes only	3.0330	1.1590
	31	% cash discount for the next purchase	3.0066	1.14219
	32	Reference prices	2.9934	0.9314
	33	Source of advertising	2.9637	0.97077
	34	discount tag is clearly displayed	2.8548	1.12116
	35	Made from environmental friendly material	2.8515	1.23995
	36	Competitor prices	2.8449	1.27859
	37	Reparability	2.8053	1.10913
	38	Money back guarantee	2.7723	1.27285
	39	Foot diagnosis machine	2.7525	1.3253
	40	Price endings with 90	2.7030	1.07849
	41	Store located in a well known shopping center	2.6634	1.07602
<b>Medium</b>				
	42	Made from recycle material	2.5776	1.10676
	43	Membership privilege	2.5149	1.25767
	44	Free gifts	2.4785	1.01579
	45	Buy 2 get 1 free	2.4455	1.46126
	46	Celebrity endorser	2.4323	1.32521
	47	Packaging that can be applied to other benefits	2.3201	1.07953
	48	Lucky draws	2.2739	1.12507
	49	Online stores	2.2442	1.13337
<b>Low</b>				
	50	Beautiful packaging	1.8515	0.80214

### 4.3. Factor Analysis

Factor analysis is conducted to orderly simplify and reduce this large number of intercorrelated variables to a few representative constructs or factors. The basic steps of factor analysis are computation of the correlation matrix for all variables, extraction of initial factors and rotation of the extracted factors.

The Factor analysis technique used to bring intercorrelated sub variables together from 24 variables that affect the respondents purchasing behavior of shoes than 0.50 KMO value.

After computation of the correlation matrix as per Kaiser suggested, the samples considered barely adequate if the value of Kaiser-Meyer-Olkin (KMO) is greater 0.50. Interpretation of KMO of variables based on the Kaiser-Meyer-Olkin Measure of Sampling Adequacy are: in the 0.90 as marvelous, in the 0.80's as meritorious, in the 0.70's as middling, in the 0.60's as mediocre, in the 0.50's as miserable, and below 0.50 as unacceptable. As the table 8 shows this research had KMO value of 0.739 which middling and confirmed the sample size as adequate (Kaiser, 1974).

The bartlett's test of sphericity is significant ( $P < 0.05$ ) and indicated that the sample intercorrelation matrix did not come from a population in which the intercorrelation matrix is an identity matrix. The variables do relate to one another that confirmed to run meaningful factor analysis. Hence, the two results confirmed factor analysis can be conducted.

For this research after selecting the “Most” and “High” level of important based on the mean opinion scores, 24 variables from 50 variables were taken for further analysis while the study conducted in Bangkok taken 27 variables.

**Table 8 Summary of KMO and Bartlett's test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
Bartlett's Test of Sphericity	Approx. Chi-Square	4497.336
	Df	276
	Sig.	.000

The next step of factor analysis technique to extract and determine the number of factors needed to adequately describe the data conducted to investigate the variables that have significant influence on the purchasing behavior of shoes consumers.

There are a variety of approaches that can be used to extract the underlying factors that are principal component, principal factors, Maximum likelihood, alpha factoring and generalized least squares. However, the most commonly used approach is principal component analysis.

Since the purpose of this research is to reduce data and obtain minimum number of factors needed to represent the 24 variables which are selected from the mean score of the level of importance which are “most” and “high”, the principal component analysis method of extraction used (Kothari, 2004).

The third step is to rotate the factors in order to present the pattern of loadings in a manner that is easier to interpret. The two types of rotation methods that are orthogonal which is used with the assumption that factors are uncorrelated and oblique rotation which is based on the assumption that the factors are correlated. Among the oblique rotation in SPSS are oblimin and promax (Newsom, Winter 2005). Since it is more realistic to assume that influences in nature are correlated the oblique method of rotation oblimin used for rotation of the extracted factors (Kothari, 2004).

“Oblimin with Kaiser Normalization” rotation method used to rotate the 24 variables. Since the sample size for this research is 303, the cut off value 0.364 was applied. (Stevens, 1992) 19 factors found to be as factors that can affect the purchasing behavior of consumer of shoes. Unlike the result of research from Thongchai Laiwechpittaye and Nuntana Udomkit that has identified six latent factors, this research has identified five latent factors as table 9 below illustrates based on the factor loading result after rotating the data.

**Table 9 Summary of result of factor analysis using principal component analysis**

<b>Latent Factor</b>	<b>Description of Factor</b>	<b>Pattern Matrix<sup>a</sup></b>	<b>ESSL<sup>d</sup> % of Variance</b>
Product quality and function	Durability	.869	36.186
	High quality	.755	
	Easy to clean	.741	
Attractive store & Product presentation	Appealing store decoration	.905	16.449
	Special shoes testing area	.710	
	Store is conveniently located	.618	
Price and Perceived value	Value for price paid	.822	7.914
	Lower price but same quality	.709	
Health & Comfort	Breathable	.823	6.408
	Comfort	.745	
	Light weight	.623	
	Odorless	.597	
Fashion and trend	Fashionable design	.836	5.993
	Color go well with the outfits	.819	
Well trained and Experienced sales force	Knowledgeable salesperson	.827	4.652
	Service minded and helpful salesperson	.591	
	Customer friendly salesperson	.576	

#### **4.2. Influential power of gender**

The independent t-test is conducted for testing the differences between the means score of two independent groups. The independent t-test is useful to compare two independent samples. Hence, the researcher applies t- test to analyze the relationships between gender and the identified six key latent factors.

The result reveals that three latent factors that are Attractive store and Product presentation, Health and Comfort, Well trained and experienced sales force score to be significantly different

between genders at 95% confidence level when they are selecting and purchasing shoes since their values of sig. (2-tailed) is less than 0.05.

The mean score difference in table 10 revealed that, Females in Addis Ababa would take due consideration for “Product quality and Function”, “Attractive store and product presentation”, “Price and perceived value”, “Health and Comfort”, “Fashion and trend” and “Well trained and Experienced sales force”. However, the genders have no significant difference for “Product quality and Function”, “Price and perceived value”, and “Fashion and trend” as their values Sig. (2-tailed) is greater than 0.05.

**Table 10 Summary of t-test analysis result based on gender**

<b>Latent Factor</b>	<b>t-Stat</b>	<b>Df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Score Female</b>	<b>Mean Score Men</b>	<b>Mean Score Diff. (F-M)</b>
Product quality and function	-1.864	301	0.063	4.3687	4.2183	0.1504
<b>Attractive store and product presentation</b>	<b>-1.997</b>	<b>301</b>	<b>0.047*</b>	<b>3.5808</b>	<b>3.3821</b>	<b>0.1987</b>
Price and perceived value	-1.838	301	0.067	4.0455	3.8947	0.1508
<b>Health and Comfort</b>	<b>2.962</b>	<b>301</b>	<b>0.003*</b>	<b>4.3920</b>	<b>4.1301</b>	<b>0.2619</b>
Fashion and trend	-0.193	301	0.847	3.8523	3.8333	0.0190
<b>Well trained and Experienced sales force</b>	<b>-2.938</b>	<b>301</b>	<b>0.004*</b>	<b>3.7146</b>	<b>3.4133</b>	<b>0.3013</b>

The t-test on the mean score as illustrated in table 11 for those factors which the genders have significance difference of consideration shows that females pay more attention to product quality and function as well as for shoes which are comfortable and healthy. Females in Addis Ababa also pay more attention price by looking lower price but same quality. When it comes to “Well trained and experienced sales force” and “Attractive store” the result in table 11 shows females take more consideration.

**Table 11 Comparison of mean score between genders on significant factors**

<b>Latent Factor</b>	<b>Sub Factors Description</b>	<b>Mean Female</b>	<b>Mean Male</b>	<b>Mean Diff. (F-M)</b>	<b>t-Stat</b>	<b>Sig. (2-tailed)</b>
<b>Attractive store and Product presentation</b>	Appealing store decoration	3.47	3.39	0.08	-0.67	0.02
	Store is conveniently located	3.78	3.21	0.57	-4.21	0.00
	Special shoes testing area	3.55	3.49	0.06	0.42	0.03
<b>Health and Comfort</b>	Comfort	4.52	3.70	0.82	2.64	0.04
	Odorless	4.51	4.46	0.05	0.39	0.00
	Breathable	4.35	3.93	0.42	3.80	0.00
	Light weight	4.00	3.61	0.39	2.67	0.04
<b>Well trained and Experienced sales force</b>	Customer friendly salesperson	3.85	3.61	0.24	.035	0.03
	Service minded and helpful salesperson	3.86	3.18	0.68	5.45	0.00
	Knowledgeable salesperson	3.45	3.44	0.01	2.16	0.03

### **4.3 Influential Power of Income**

One way analysis of variance is used to compare the variance of one independent variable which has a number of different levels. Hence since the income level of this study has six levels the one way ANOVA is used to analyze influential power of income on the key latent factors.

The result shown on the Table 12 confirmed that consumers of shoes in Addis Ababa at different level of monthly income pay attention to five factors that are “Product quality and function”, “attractive store”, “Health and comfort”, “Fashion and trends” and “well trained and experienced salesforce”. The ANOVA test revealed that there is significant difference between different levels of income at 95% level of confidence for the five factors with Sig. value of less than 0.05 and have no significance difference on factor “Price and perceived value” since the value of Sig. is 0.071 which greater than 0.05.

**Table 12 Significance test on different level income**

<b>Latent Factor</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Product quality and function</b>	<b>11.534</b>	<b>5</b>	<b>2.307</b>	<b>5.036</b>	<b>0.000*</b>
<b>Attractive store and product presentation</b>	<b>18.817</b>	<b>5</b>	<b>3.763</b>	<b>5.421</b>	<b>0.000*</b>
Price an perceived value	5.104	5	1.021	2.057	0.071
<b>Health and Comfort</b>	<b>35.729</b>	<b>5</b>	<b>7.146</b>	<b>14.667</b>	<b>0.000*</b>
<b>Fashion and Trends</b>	<b>35.567</b>	<b>5</b>	<b>7.113</b>	<b>11.716</b>	<b>0.000*</b>
<b>Well trained and experienced sales force</b>	<b>15.492</b>	<b>5</b>	<b>3.098</b>	<b>4.050</b>	<b>0.001*</b>

Investigating the mean opinion score of sub variables of the latent factors with different level of income reveals that customers with higher level of income pays more attention to durability and easy to clean while customers with lower level income pays more attention to attractive store . For higher quality attribute more consideration is given by the respondents who earn an income level between 3,001.00 to 4,000.00 birr.

Regarding to “Health and Comfort” Consumers with monthly income from 2001-3000 Birr take due consideration for the attribute of the shoes that is light weight, while consumers with high level income pays more attention for odorless and comfort of the shoes. Customers with low level of income pay more attention to breathable shoes.

For latent factors “Well trained and Experienced Sales force” those customers with income level of less than or equal to 1,000.00 birr pays more attention to service minded and helpful salesperson as well as customer friendly salesperson. Customers who earn income between 4,001.00 to 5,000.00 birr pay more attention to knowledgeable salesperson. Considering the fashionable design customers with the monthly income level of 2001 to 3000 birr take more attention. For the variable colors go well with the outfit customers with high level of income pay more attention. (Table 13)

**Table 13 Summary on comparison of mean scores between different level of income and on 5 key factors.**

Latent Factor	Sub Factors description	Mean Score					
		≤ 1000 Br	1001-2000Br	2001-3000Br	3001-4000Br	4001-5000Br	≥5001Br
<b>Product and quality</b>	Durability	4.33	4.38	4.37	4.00	4.14	<b>4.56</b>
	High Quality	4.60	3.92	4.37	<b>4.71</b>	4.45	4.64
	Easy to Clean	4.33	3.77	4.37	3.74	4.09	<b>4.50</b>
<b>Attractive store and Product presentation</b>	Store is conveniently located	<b>5.00</b>	2.79	3.00	3.28	3.54	3.93
	Appealing store decoration	<b>4.00</b>	3.57	2.89	2.80	3.82	3.51
	Special shoes testing area	<b>5.00</b>	3.91	3.72	3.19	3.58	3.35
<b>Health and Comfort</b>	Light Weight	4.33	2.85	<b>4.68</b>	3.40	4.13	4.05
	Breathable	<b>4.53</b>	3.15	4.05	4.42	4.14	4.41
	Odorless	4.60	3.96	4.68	4.03	4.68	<b>4.92</b>
	Comfort	4.73	4.38	4.68	4.50	4.52	<b>4.85</b>
<b>Fashion and Trends</b>	Fashionable Design	4.00	4.04	<b>4.68</b>	3.81	3.61	4.44
	Color go well with the out fit	4.20	3.12	3.42	3.53	3.45	<b>4.28</b>
<b>Well trained and experienced sales force</b>	Knowledgeable salesperson	3.87	3.77	3.42	2.92	<b>3.92</b>	3.09
	Service minded and helpful salesperson	<b>4.13</b>	3.50	2.79	3.42	3.56	3.46
	Customer friendly salesperson	<b>4.33</b>	3.52	3.84	3.56	3.88	3.65

#### **4.4. Influential Power of Age**

One way ANOVA test o also conducted to investigate the influential power of age on the latent factors affecting on consumer purchasing behavior towards shoes.

The Sig. value for all six key factors shows greater than 0.05 that are not significantly different for different group of age. Hence, for the case of shoes consumer in Addis Ababa with different level of age based on the ANOVA taste result in table 14 this research found no significance difference at 95% level of confidence.

**Table 14 Significance level of interaction of age**

<b>Latent Factor</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Product quality, Function and Price	1.126	4	0.281	0.573	0.683
Attractive store and Product presentation	2.520	4	0.630	0.844	0.498
Price and perceived value	3.544	4	0.886	1.772	0.134
Health and Comfort	2.526	4	0.632	1.058	0.378
Fashions and trends and Value Perceived	1.376	4	0.344	0.478	0.752
Well trained and experienced sales force	4.773	4	1.193	1.495	0.204

# Chapter Five

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## 5. Summary, Conclusion and Recommendation

The purpose of this chapter is to present the summary of major findings, conclusion of remarks and recommendation. In spite of this the first part discussed about summaries of findings, and the second part present conclusion and recommendation and the last part present limitation of the study and recommendation for future study.

### 5.1. Summary of Major Findings

In this section major findings of the study presented summarized as follows;

Based on the factor analysis the study has identified six underlying factors that customers of Addis Ababa give attention when they are purchasing shoes; “Product quality and Function”, “Price and Value perceived”, “Health and Comfort”, “Well trained and experienced sales force” and “Attractive store and Product presentation” and “Fashions and Trends”.

The result of independent t-test analysis showed that 43.6% of the respondents which are females are more concerned than males on the key factors of “Attractive store and Product presentation”, “Health and Comfort” and “Well trained and experienced sales force” whereas both females and males of Addis Ababa has similar attention to “Fashions, Trends”, “Product quality and Function” and “Price and Value perceived”.

The result of one way ANOVA test shows that 25.7% of the respondents who earn more than or 5,001.00 birr give more attention to attributes of shoes that are durability and easy to clean, odorless, comfort and colors go well with the outfit. 25.4% of respondents that earns income level of between 4,001.00 to 5,000.00 birr pay more attention knowledgeable salesperson. For the attributes of high quality more attention has given by 20.5% of respondent with income level of 3,001.00 to 4,000.00 birr. Customers who earn between birr 2001.00 to 3000.00 that account 6.3 % of the respondents give more attention to attributes of shoes with the light weight and fashionable design. While 5% of the respondents that earn monthly income of below or 1,000.00 birr pay attention to breathable shoes, and for those attributes of retail with service minded and helpful salesperson, customer friendly salesperson, stores conveniently located, appealing store

decoration and special shoes testing area. . In general with different level of income the customers show different attention to the five key latent factors except “Price and Perceived value “while they are buying shoes.

With the analysis of the influential power regarding age with the key latent factors; the customers of Ababa Ababa exhibited similar attention as per the analysis of ANOVA.

## **5.2. Conclusion and Recommendation**

This research has provide wide contribution in theoretical and practical aspects by providing a better understanding on desired attributes of shoes and retail outlets consumers in Addis Ababa. The findings will help manufacturers, retailers whether they sales local or imported shoes to understand the desires of consumers while they are purchasing shoes and also can be used as useful information for marketers and companies to tailor their marketing mix or retailing mix.

The factor analysis on “most” and “high” important sub-variables has concluded that consumers in Addis Ababa pays attention on five underlying factors when they purchase new shoes;

- 1) Product quality and Function
  - 2) Attractive store and Product presentation
  - 3) Price and Perceived value
  - 4) Health and Comfort
  - 5) Fashion and Trend
  - 6) Well Trained and Experienced Sales force
- ❖ In considering of the product attributes, consumers of shoes in Addis Ababa would look out for shoes that are durable, easily cleaned with higher quality by taking also into account on the other side the price of shoes of their choice with the same quality. Consumers also see the necessity of having light weight, and comfortable shoes with good air ventilation, hence prevent unpleasant odor from wearing shoes for long hours. This can be linked to the fact that with the problem the customers faced with the poor quality shoes that are imported in bulk.

Hence, as the finding of the study it is recommended that manufacturers and retailer should

design the shoes that they are making available to their consumers by giving emphasis more to the product attributes which are described above and tailor their retailing or marketing mix.

- ❖ The customers of Addis Ababa also give attention for fashionable shoes which color goes with the outfit well and consider the value of shoes for price they have paid while they are buying shoes.
- ❖ In terms of retailing perspective, shop decoration should be designed in such a way that can attract consumers. Special shoes testing area for shoes should be designed like cloth testing area for consumers to try on and experience with new shoes before they actually purchase. It is worthwhile to note that although online stores are convenient; buying shoes online is not used yet among Addis Ababa consumers instead the consumers prefer more to buy from those that are conveniently located stores.

Given the findings from this study it is recommended that retailers should give emphasis to location of their outlets that are convenient to the customers and well decor to attract new or walk in consumers as well as existing ones. Besides it is also recommended to design in their outlets special shoe testing area to test shoes by taking reference the cloth testing area.

- ❖ A sales person who treats consumer friendly and being helpful is demanded by those who come to buy shoes in the retailing shop. Moreover good service quality and product advises given by salesperson are expected by consumers. As a result of this , management should pay high attention to maintain and increase their service level along with quality product well through their well-trained sales force.

Hence, Retailers need to consider recruit, train, and regularly coach professional salesperson to be capable of analyzing customers' desired and understand customers' preferences in advance.

The investigation to identify significant effect of gender, income, and age over consumers' shoes purchasing behavior revealed several interesting points.

Gender wise, females in Addis Ababa give more weight to health, comfort, attractive store, product presentation as well as service quality offered by the salesperson. However, both genders give similar attention for product quality, product function, fashion, trend, price and perceived value. Hence, especially when retailers and manufacturers design and make available shoes of females they should also give more emphasis on those factors.

The investigation on the influential power of income over shoes' desired attributes has revealed that consumers with high monthly income give more attention to product quality, function and comfort while with lower income level pay attention to price and breathable shoes. Consumers with lower income takes in to consideration for good service, retail shop location and product presentation while fashionable shoes given attention by those who earn high and medium level of income. Therefore, retailers should put into account the attribute to be given more emphasis when they make available shoes based on their customers' level of income. With regard to the consumer age difference, it was found that there was no significant difference on the five latent factors desired attributes on consumer age.

Based on the literature manufacturers and retailers can be successful if they effectively differentiate their offerings only if they stress the benefits featured in the product which reflect attributes that are important to the targeted consumers. Consumers benefit package has three elements that are core, peripheral and variant. The core element is product attribute that attract customers by satisfying their basic needs. For shoes the basic human need is related to safety and health of individual. Hence customers, as the result of the factor analysis this study give emphasis to the core elements of shoes that are light weight, breathable, odorless and comfort that are within the latent key factor of "Health and Comfort". Regarding the peripheral benefit of the shoes, goods and services that add value to the core product are peripheral element of the product. As the result from exploratory factor analysis represent the customers give emphasis to the latent factors" product quality, function and price" and "Fashion, trend and perceived value" can be considered peripheral element of product. The third element of consumers benefit package is variant that is an attribute different from the ordinary, the result also show that customers give emphasis to variant attributes that are within the latent factors of "Well trained and experienced sales force" as well as "Attractive store and product".

In general the researcher recommended that marketers to segment their consumers with the base

of gender and income and position their product by tailoring the attributes with each respective factors.

### **5.3. Recommendation for Future Research**

Future studies can be conducted by giving emphasis and attention by including more sample size and other regions of Ethiopia as well as can give emphasis on the differences of desired attributes between different types of shoes.

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## Appendix

### Questionnaire English

#### Addis Ababa University School of Commerce

My name is Elshaday Assefa and I am a student of Addis Ababa University School of Commerce post graduate program in Marketing Management. This questionnaire is prepared for the fulfillment of study under a title “Factors Affecting Consumers Purchasing Behavior of Shoes “.

The main objective of the study is to identify what factors will affect the consumers purchasing behavior or factors taken in to consideration while purchasing shoes and to use the result of the study for the stakeholders in the sectors as a recommendation and indication what factors must be given due consideration to satisfy the needs and wants of their consumers when they are making available the shoes in the market.

Hence, I kindly request you to fill the below questionnaires by taking in to consideration the factors that affect your purchasing behavior or factors that you take in to consideration when you are purchasing and selecting shoes.

Your participation in the study by way of answering your real feeling to each questions is vital, without it the study will not be complete and unable to give possible recommendation.

Finally I would like to assure you that the data and the information will be used for educational purpose only and kept confidentially.

Elshaday Assefa

Mob. 0912075828

**Direction: Please reply the below questions by putting “X” sign in the box of your answer.**

### **I. Demography Data**

1. Gender  M  F
2. Age  18-25 years  26-35 years  36-45 years  46-55 years  ≥ 55 years
3. Monthly income  ≤1000Birr  1001-2000 birr  2001 -3000 birr  3001> 4000 birr  4001-5000birr  ≥ 5001 birr
4. Occupation  Business Owner  Private Company Employee  Government Employee  Student  Others

**Direction:** for the next listed questions in the table below please put “X” sign for the importance in the box of your answer by taking into consideration what factors affects you while purchasing and selecting of shoes.

## II. Part 2

S.N	Variables	Level of Importance				
		Most	High	Moderate	Low	Least
1	Comfort					
2	Durability					
3	Odorless					
4	Value for price paid					
5	High Quality					
6	Breathable					
7	Light Weight					
8	Colors go well with the outfits					
9	Easy to Clean					
10	Reparability					
11	Brand					
12	Increase Leg Muscle Activation					
13	Fashionable Design					
14	Make you feel like you have slim feet					
15	Imported Shoes					
16	Made from Recycle Material					
17	Made from environmental friendly material					
18	Packaging that can be applied to other benefits					

S.N	Variables	Level of Importance				
		Most	High	Moderate	Low	Least
19	Beautiful Packaging					
20	Cash Discount					
21	Lower price but same quality					
22	Reference Prices					
23	Last Price Paid					
24	Competitor Prices					
25	Price endings with "90"					
26	Store is conveniently located					
27	Well-known stores					
28	Store located in a well-known shopping center					
29	Online Stores					
30	Store that sell shoes only					
31	Service minded and helpful salesperson					
32	Good personality salesperson					
33	Customer-friendly salesperson					
34	Knowledgeable salesperson					
35	Variety of models & styles available on display					
36	Discount Tag is clearly displayed					
37	Special shoes testing area					
38	Relax and comfort layout					
39	Appealing store decoration					
40	Foot diagnosis machine					

S.N	Variables	Level of Importance				
		Most	High	Moderate	Low	Least
41	Product Warranty					
42	Money back guarantee					
43	%Cash Discount for the next purchase					
44	Free Gifts					
45	Membership Privileges					
46	Buy 2 get 1 Free					
47	Refer by Friends					
48	Source of Advertising					
49	Lucky Draws					
50	Celebrity Endorser					

**Thank you for your participation**

### Questionnaire Amharic

ስሜ ኤልሻዳይ አሰፋ ይባላል @ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ ሥራ አመራር የድህረ ምረቃ ተማሪ ስሆን ይህ መጠይቅ “ Factors affecting consumer purchasing behavior of leather shoes” በሚል ርዕስ ጫማ በሚገዙበት/ በሚመርጡበት ጊዜ ከግንዛቤ የሚያስገቧቸውንና ተፅዕኖ የሚያደርጉባቸውን ነገሮች የሚያጠና ለድህረ ምረቃ ጥናቴ ሟሟያነት የተዘጋጀ ነው። የጥናቱ ዋና አላማ ደንበኞች ጫማ በሚገዙበት/ በሚመርጡበት ጊዜ ከግንዛቤ የሚያስገቧቸውንና ተፅዕኖ የሚያሳድሩባቸውን ነገሮችን ለማወቅና የጥናቱንም ውጤት በማሳየት በዘረፉ ለተሰማሩ አካላት መረጃ በመስጠት ደንበኞቻቸውን ፍላጎት እንዲረዱ ለማስቻል ነው።

በመሆኑም እርስዎ ጫማ በሚገዙበት ወይም በሚመርጡበት ጊዜ ከግንዛቤ የሚያስገቡዎቸውንና ተፅዕኖ የሚያሳድሩበትን ነገሮች በማሰብ የሚያነሳሳዎትን መንስኤዎችን በማሰብ ከዚህ በታች ያሉት ጥያቄዎችን እንዲሞሉ በአክብሮት እጠይቃለሁ። ያለእርስዎ ምላሽ ጥናቱ ውጤት አልባ በመሆኑ ለጥቂቶቹ ትክክለኛ ስሜትዎችን የሚገልፅ ምላሽ እንዲሰጡ እጠይቃለሁ።

በመጨረሻም መረጃው ለትምህርት አገልግሎት ብቻ የሚውል ሲሆን በሚሥጥር የሚያዝ መሆኑን ማረጋገጫ እየሰጠሁ ስለፍቃደኝነትዎ በቅድሚያ አመሰግናለሁ።

ኤልሻዳይ አሰፋ

ስልክ 251912075828

### ክፍል አንድ

#### ጠቅላላ መረጃ

ለሚከተሉት ጥያቄዎች በሳጥኖቹ ውስጥ (X) ምልክት በማድረግ ይመልሱ።

1. ፆታ  ወንድ  ሴት
2. እድሜ  18-25ዓመት  26-35ዓመት  36-45ዓመት  46-55ዓመት  56ዓመት
3. ወርሀዊ ገቢ  1,000.00 ብር እና በታች  1,001.00-2,000.00 ብር  2,001.00-3,000.00 ብር  3,001.00-4,000.00 ብር  4,001.00-5,000.00 ብር  5,001.00 ብር እና በላይ
4. የሥራ ሁኔታ  የንግድ ድርጅት ባለቤት  የግል ድርጅት ተቀጣሪ  ዕንግሥት ድርጅት ተቀጣሪ  ተማሪ  ሌላ

## ክፍል ሁለት

ከዚህ በመቀጠል በሠንጠረዥ ውስጥ የተዘረዘሩት ጫማ በሚገዙበት /በሚመርጡበት ጊዜ ከግንዛቤ የሚገቡ ተፅዕኖ የሚያገርጉ ነገሮች/ ሁኔታዎች ናቸው። እያንዳንዱ ነገር/ሁኔታ እርስዎ ጫማ በሚገዙበት/በሚመርጡበት ጊዜ ምን ያክል ከግንዛቤ እንደሚያስገቧቸው ወይም ተፅዕኖ የሚያደርጉበትን የደረጃ ልክ በመምረጥ (X) ምልክት ያድርጉ።

ተ.ቁ.	መንስኤ	የመጠን ደረጃ				
		በጣም ከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣም ዝቅተኛ
1.	የጫማው ምቹነት					
2	ረጅም እድሜ መቆየት የሚችል ጫማ መሆኑ					
3	ሽታ/ጠረን የማያመጣ ጫማ					
4	ለተከፈለበት ዋጋ ተመጣጣኝ መሆኑ					
5	ከፍተኛ ጥራት ያለው					
6	አየር የሚያዘዋውርና የማይሞቅ ጫማ መሆኑ					
7	የጫማው ክብደት መቅለል					
8	የጫማው ቀለም ከአለባበስ ጋር የሚጣጣም/ የሚስማማ መሆኑ					
9	በቀላሉ የሚፀዳ ጫማ መሆኑ					
10	ጫማው ሲበላሽ/ሲጎዳ መጠን የሚችል መሆኑ					
11	ታዋቂ ስም ያለው ጫማ መሆኑ					
12	የእግር ጡንቻ እንቅስቃሴን የሚጨምር ጫማ መሆኑ					
13	ፋሽን የተከተለ ዲዛይን					
14	ለእይታ ማራኪ የእግር ቅርፅ እንዳለዎት የሚያስመስል ጫማ መሆኑ					
15	ጫማው የውጭ አገር ሥራት መሆኑ					
16	አካባቢን እንዳይበክልና የተፈጥሮ ሚዛን እንዳይዛባ አገልግሎት ላይ ውለው ከነበሩ ግብዓቶች የተሰራ ጫማ መሆኑ					
17	ለአካባቢው ተስማሚ ከሆኑ ጥሬ እቃዎች የተሠራ ጫማ መሆኑ					

ተ.ቁ.	መንስኤ	የመጠን ደረጃ				
		በጣም ከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣም ዝቅተኛ
18	ለሌላ አገልግሎት መዋል የሚችል ማሽኒያ ያለው መሆኑ					
19	ውበት ያለው ማሽኒያ					
20	ከመደበኛ ዋጋው ላይ የዋጋ ቅናሽ መኖሩ					
21	መጨረሻ የገዙት የጫማ ዋጋ					
22	የማኅፃን ገቢ ዋጋ					
23	የተፎካካሪ ድርጅት ዋጋ					
24	በ 90 /ዘጠና/ የሚልያቅ ዋጋ (ምሳሌ : 490 ብር የሚል 500 ብር ከማለት ...)					
25	ለጫማ ግብይት አመቺ ቦታ ላይ የሚገኝ የሽያጭ ማዕከል					
26	ታዋቂ የሽያጭ ሱቅ መሆኑ					
27	በታዋቂ የመገበያ ማዕከል ውስጥ የሚገኝ የሽያጭ ሱቅ					
28	በኢንተርኔት መረብ ለመግዛት የሚቻል መሆኑ					
29	ጫማ ብቻ የሚሸጥበት የሽያጭ ሱቅ					
30	ለሚቀጥለው ግዢ የሚሰጥ የዋጋ ቅናሽ					
31	ተመሳሳይ ጥራት ኖሯቸው ዝቅተኛ ዋጋ ያለው					
32	በጫማ መሽጫ ማዕከሉ ከደንበኛ ጋር ጥሩ አግባብ ያለው/ት የሽያጭ ሠራተኛ					
33	በጫማ መሽጫ ማዕከሉ ተባባሪና አስተናጋጅ የሽያጭ ሰራተኛ መኖር					
34	በጫማ መሽጫ ማዕከሉ ጥሩ ስብዕና ያለው/ት የሽያጭ ሰራተኛ					
35	በጫማ መሽጫ ማዕከሉ በቂ እውቀት ያለው/ት የሽያጭ ሠራተኛ መኖር					
36	አማራጭ ጫማዎች በበቂ ሁኔታ የሚገኙበት የሽያጭ ማዕከል					
37	የዋጋ ቅናሽ ማሥታወቂያ በሚታይ ቦታ መለጠፉ					
38	ጫማ ለመሞከርና ለመለካት የሚሆን የተዘጋጀ ስፍራ ያለው የሽያጭ ማዕከል					
39	ዘና የሚያደርግና ምቹ የሚሰጥ የመደርደሪያ አሰራርና የጫማ አደራደር ያለው የመሽጫ ማዕከል					

ተ.ቁ.	መንስኤ	የመጠን ደረጃ				
		በጣም ከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣም ዝቅተኛ
40	ለእይታ ማራኪ የሽያጭ ማዕከል					
41	በሽያጭ ማዕከሉ የእግር ጤንነት መመርመሪያ መሣሪያ መኖር					
42	ዋስትና የሚሰጥበት እቃ መሆኑ					
43	ጫማው ላይ ችግር ቢኖር እቃውና የተከፈለው ገንዘብ እንደሚመለስ ዋስትና ሲኖር					
44	ተጨማሪ የነፃ ስጦታ መሰጠቱ					
45	አባልነት ያለውና የአባልነት ጥቅም የሚያስገኝ					
46	ሁለት ሲገዙ አንድ በነፃ					
47	የጓደኞች ምርጫ					
48	የጫማው ማስታወቂያ ወይም ስለጫማው መረጃ የሰሙበት ምንጭ					
49	የዕጣ ዕድል መኖሩ					
50	በታዋቂ ሰዎች የሚተዋወቅ ጫማ መሆኑ					

ስለተሳትፊዎ አመሰግናለሁ።