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ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

**Marketing Management Department
Graduate Program**

**Factors Affecting Customers' Purchase Intention towards Cultural Clothes of
Ethiopia (The Case of Addis Ababa city)**

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June, 2021

Addis Ababa, Ethiopia

Addis Ababa University School of Commerce Marketing

Management Department Graduate Program

**Factors Affecting Customers' Purchase Intention towards Cultural Clothes of
Ethiopia (The Case of Addis Ababa city)**

**A Thesis Paper Submitted in Partial Fulfillment of the Requirement
for the Degree of Master of Marketing Management**

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**June, 2021
Addis Ababa, Ethiopia**

Assertion Statement

I, Yilkal Nura, hereby announce that this research paper titled "Factors influencing customers' purchase intentions for Ethiopian cultural clothing (case of Addis Ababa)" is my own research and has not been used in any other education Get a degree in an institution. And all the sources of materials used in the research have been well recognized.

Name: Yilkal Nura Hussien

Signature _____

Date: June, 2021

Letter of Certification

I hereby certify that the thesis project entitled "Factors Affecting Customers' Intention to Purchase Ethiopian Cultural Clothing (The Case of Addis Ababa)" partially meets the requirements of the school's graduate program for the Master of Marketing Management. Under our guidance, Yilkal Nura traded. Therefore, we recommend that students have reached the standard, so they can submit the thesis work to the marketing management department.

Advisor: Dr. Gete Andualem

getand

Factors Affecting Customers' buying Intention towards Cultural Clothes of Ethiopia (The Case of Addis Ababa)

By: Yilkal Nura Hussien

Examiners

External examiner _____

Signature -----

Internal examiner _____

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Acknowledgment

I would like to take this chance and deliver my love to the “Almighty God”, for the spiritual guidance, strength, and inspiration to believe in myself and have faith that with him everything is possible. Next to this, I would like to acknowledge those individuals who have enormously put their effort towards my accomplishment.

My special thanks go to my mother Amelework Hassen, who lived for family and passed for family and the support, understanding, respect, strength and moral you educate me in my whole life, you always live in my heart. I love you mom!!!

I am also very grateful for my wife Kidist Getachew, my baby son Milky Yilkal, family and friends who walked this long road with me every step of the way. I am very blessed to have you in my life. I have no words to put across my heartfelt thanks.

Dr. Gete Andualem, my adviser, deserves my gratitude and admiration for his unwavering professionalism, remarks, and help. Most importantly, I would love to acknowledge all the respondents of this research who sacrifice their time to provide their valuable information. Thank you very much!!!

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Acronyms

SPSS Statistical Package for Social Science

TRA Theory of Reason Action

CFP Counter Fit Product

PLFP Private Label Food Product

Abstract

The study's main goal is to look at the elements that influence purchasing intention of customers toward cultural clothe of Ethiopia, case of Addis Ababa city. Factors identified are social, perceived value, fashion involvement, past experience and attitude. by using questionnaire via convenience sampling technique (n=310) data were gathered from customers of cultural clothes resident of Addis Ababa. To compare means, descriptive statistics, reliability, normality relationships t-test and one-way ANOVA were used in the data analysis. Multiple linear regressions and correlation analyses were also used. According to the paper findings, all independent variables were identified as important factors that consumers of cultural clothes perceive positively and significantly influence their purchase intention towards cultural clothes. The primary data was collected using self-administered questionnaire. The descriptive analysis result showed customers are differing on perceiving on the factors influencing buying intention. Past experience are the most important determinant in the mind of consumer in the buying decision followed by customers' attitude, perceived value, fashion involvement and social influence. Correlation analysis was conducted to determine whether the variables are correlated among themselves and with dependent variable. There is a significant positive relationship between dependent and independent variables. The study's finding also shows the effect of each variable. Customers attitude $\beta = 0.307$; has the highest significance and positive relation. Social influence $\beta=0.260$; has the second highest significance and positive relation. Perceived value $\beta=.187$; has the third highest significance and positive relation followed by Fashion involvement $\beta=.136$; has significance and positive relation. Which implies the number of customers who compare the prices and worthiness of the clothes for what they paid is not small. Therefore firms need to consider the price they set and the value of the product. Past experience $\beta =.121$; has significance and positive relation.

Key words: *past experience social influence cultural clothe purchase intention fashion involvement attitude perceived value*

CHAPTER 1

1. Introduction

1.1. Background

Apparel is consumed to protect, construct identities, and enhance one's physical appearance while presenting it to the outside world which contributes to image presentation (Faust & Carrier, 2009). Clothes and fashionable apparel are widely consumed goods which show the character and identity of individual who wear it (Dodd, Clarke, Baron, & Houston, 2000).

Some writers and institutions have done important jobs to illustrate the weaving sector such as Hanna Hofverberg (2010) studied Dorze Weaving in Ethiopia target to analyze the learning process of the Dorze weaving and its implications on Education for Sustainable Development (ESD), Gezahegn et.al (2009) studied about infrastructure and cluster development in the case of handloom weavers in Ethiopia and assess rural non-farm development and its generation of employment opportunity in many developing countries.

From the Indian sari to the Vietnamese conical hat, the world is full of different varieties of traditional dress. Some colorful, some immersed in history and specific to the country's culture and others due to circumstance or status - they are almost always eye-catching. (Alice P, 2020).cultural clothes plays a great role in the economy it contributes nearly 3 to 4% of GDP in India earning 35billion by 2012 (Marimuthu, 2012).

According to (Bewaji, 2003: 193), clothing and textiles are significant forms of African art, which play vital roles in the cultural milieu of the people. However, these have rarely been given attention by art historians as much as were given to sculpture and painting (Vansina, 1984). Textiles have been grouped as craft, minor or lesser art, and as such not much importance has been given to studying it in relation to the society's socio- cultural values.

Ethiopia has long been known as a producer of cultural textiles. People use homemade yarn and cotton to make traditional clothing. The use of handlooms is used in towns and villages to use

handlooms to maintain and reflect their culture in the production of cultural clothing, which is passed down from generation to generation.

Weaving has been a way of life in Ethiopia for hundreds of years; Handwoven fabrics were used to make all traditional clothes in the past. Typically, these clothes are white and made of locally produced cotton. They also have a "Tibeb" border, which is a decorative border. 'Tibeb' is a decorative weave that is unique to Ethiopian traditional textiles and not found in other African fabrics (Melese, 2013). Ethiopia is a country that has more than 80 nations and nationalities with their own language, culture, clothing and living tradition. Each tribe or ethnic group that resides within Ethiopia's borders has its own styles and varieties. Ethiopia is a large country with a wide range of climates and landscapes. This, in itself, is a cause for the differences in attire among the diverse peoples of the country.

Designers and manufacturers produce clothing and accessories fitting with the culture of a particular region. It becomes the fashion of the region, then. People adopt a trend in clothing only if it is in accordance with the culture of that area. Pleasant cultural clothes plays important role for attracting tourists and for generating foreign currency earnings for the nation, since some holidays known by its beautiful cultural clothes are registered by UNESCO.

Shiro Meda is a home to some of Ethiopia's most technical, knowledgeable, skilled and respected hand loom weavers. Gundish Meda, which is a micro and small-scale cultural clothing manufacturing and distribution hub and the newly opened shiromeda cultural clothes center (shiromeda ye bahil albasat meakel) are the most large and important market area of cultural clothes. There are also different private traditional cloth shemane's, designers and garments at Shiro Meda and all around the city.

Price quality perception, perceived quality, price awareness, value awareness, and savvy consumers' self-perception, knowledge with private brands, brand loyalty, perceived risk, and general negotiating propensity are some of the consumer perception factors found in prior studies (Bettman , 1974; Burton et al., 1998; Garretson et al., 2002; Schindler, 1992; Richardson, Jain, &

Dick 1996). Yuwanen (2009) research on young consumers' perceptions and purchase intentions of popular designer series shows that attitude, past experience, store image and value perception are the main determinants of positive influence on purchase Intent and Animut (2017) on influence Factors that consumers purchase fashionable clothing with cultural intent.

1.2. Cultural industries in Ethiopia

The traditional handloom weaving is categorized as cottage/Handicraft manufacturing industry (Worku Alemayehu, 2006). According to Ethiopian central statistics authority survey report (2003) on Cottage/Handicraft Manufacturing Industries, there are 221,848 established textile weaving enterprises. The sub sector held second position in the handicraft manufacturing industry having highest number of establishments (CSA 2003). It generates highest number of employment and income in the country next to agriculture. The subsector has also strategic importance in the economic development, with its strong linkage to the agriculture sector through raw material sourcing of lint cotton (Chavan, 2010).

Traditional textiles in Ethiopia have centered on the country's reputation as a cradle of cotton. The processes of spinning and weaving have traditionally been carried out through a division of labor between the sexes; the women cleaning the cotton filaments and spinning the thread which was then woven by the men folk. Ethiopian women would grow or buy unrefined cotton, card it by hand and spin it with an "inzirt". Women twist the "inzirt", essentially a free standing spindle, in one hand while pulling the cotton in the other to make yarn 'diwur'. The inzirt is topped with a "kesem" which acts as a bobbin to spool the thread. (Melese, 2013).from the start to finished cultural clothe, the process passes difficult steps and need immense effort, however most people focuses on western or modern clothes.

Hand loom clusters in Addis Ababa are expanded beyond the domestic market to capture the emerging market. Some clusters formed associations and become market agents. The market established by handloom export companies serves to reduce the marketing barrier. These companies specialize in a special brand of handloom products for export.

1.3. Problem statement

Weaving has a long history in Ethiopia, dating back at least 3,500 years. During the brief Italian occupation of 1935 to 1940, industrialized textile and garment production began in 1939 (Dire Daw Textile Factory) (Yared, 2010). Consumer intention to buy is a response to a problem. Ethiopian cultural cloth wearing is only limited to special occasions, holidays and weddings. Therefore, effort needed to address the factors lead to purchase intent and the society to include these cultural clothes in regular wearing. Nikolaos (2016) believes that understanding customer needs is one of the key solutions, but this is not enough to solve all problems. Therefore, marketers must understand the dynamics of the consumer decision-making process. Although this process and the internal and external factors that influence decision making will vary according to individual circumstances. Ethiopian nations and nationalities manufactured and used cultural clothes for a long period of time. But not significantly transform the life of many, rather than for day today's consumption.

Knowing purchasing intention behavior is difficult to understand, because it is different in every individual perception. Madahi and Sukati (2012) describe that the purchase intention has become complicated and significant in recent era. Consumers have know how from different social media platform, advertisements, reports and articles about products.

Buying conditions however, can be predicted through experience on buying decisions. Because they make purchasing decisions on a daily basis, many consumers are unaware of the circumstances that led them to this conclusion. Previous researches of the factors that influence buying intention were mostly related Socio demographic variables (i.e., age, gender, ethnicity, education) and economic factors (i.e., price) (Auger et al., 2003; Lyons & Breakwell, 1994; Mostafa, 2007).

This study focuses on the perceptual element identified previously, which is quality-price, perception, perceived quality, perceived price, and perceived value. According to research on young customers' purchasing intentions for mass designer brands, attitude, previous experience, shop image, and value are all key elements that have a favorable impact on purchase intentions.

However, researches are not well studied in Ethiopia regarding factors affecting buying intention of cultural clothes and there is still need for further research for understanding the way customers intent toward cultural clothes and customers to include cultural clothes in a regular dressing trend examining the factors are necessitated.

Understanding consumers purchase intention and factors affect how consumers perceived toward cultural clothes are vital for designers, producers and companies involved in trading cultural clothes for growing and profitable because, their existence depend on it and since, Addis Ababa is the starting point for most tourists regardless of their purposes of visits and many international conferences take place in Addis and international organizations are located. Therefore effort needed to facilitate cultural clothes to attract foreigners and diplomats attentions and to become a good source of foreign currency.

This research identified and analyzed factors and their impact on buying intention of cultural clothes and stated the major factor that determines the purchase intention.

1.3. General Research Question

What are the factors affecting buying intention of Ethiopian cultural clothe?

1.3.1. Specific research questions

- To what extent does fashion design involvement affect buying intention toward cultural clothes?
- How 'perceived value affect buying intention toward cultural clothes?
- Does past experience can affect buying intention toward cultural clothes?
- How social influences affect consumers buying intention toward of cultural clothes?
- How is attitude towards cultural clothes affect buying intention of customers?

1.4. General Objective of the Study

- To identify factors that drives intention to buy intention toward cultural clothes.

1.4.1. Specific objectives of the Study

- To see how consumers' involvement in fashion design affects their desire to purchase cultural clothing.
- To assess the impact of perceived value on cultural clothing purchase intentions.
- To look at the impact of consumers' previous shopping experiences on their desire to purchase cultural clothing.
- To determine the impact of social influence on customers' intent to purchase cultural clothing.
- To determine the impact of a person's attitude on cultural clothing on their desire to purchase it.

1.5. Definition of Terms

1.5.1. Conceptual Definitions

Consumers purchase intention: according to (Keller, 2011) intention to buy is related with behavior of customer, their perception and the attitude they form. When customers think about and evaluating certain product behavior to buy is a key point to decide (Keller, 2001)

Attitudes: attitudes formation towards buying cultural clothes.

Fashion involvement: defined as the behavioral activities associated with the perceived value of fashion products as determined by the cumulative influence of fashion. 1) fashion creativity and purchasing time, 2) fashion interpersonal contact, 3) fashion enthusiasm, 4) fashion understanding, and 5) fashion awareness and response to changing trends (Tigert, Ring, & King, 1976). behavioral activities of perceived importance of fashion products based on cumulative effect of fashion 1) fashion creativeness and buying time, 2) interpersonal communication of fashion, 3) interest of fashion 4) knowledge about fashion and 5) awareness and response to altering trend of fashion (Tigert, Ring, & King, 1976).

Perceived Value: according to (Lichtenstein et al., 1993) perceived value is the value of worth of a product one receives for the given price.

Consumer Perception: Customers' perception is defined by (Kotler and Armstrong, 2012) as the process through which people chose, compose, and interpret information to produce a coherent picture of the world.

1.5.2. Operational Definitions

Cultural clothing: refers Clothing made of cotton that is tailored to the needs and aspirations of clients is known as Consumers: end users of cultural clothes.

Purchase intention: intention to buy cultural clothe.

Attitudes: the feelings and belief customers have about cultural clothes.

1.6. Significance of the study

There are different manufacturers, retail marketers and designers who design, produce and sell cultural clothing in Addis Ababa. This study provided critical factors that influence customers' intentions toward purchasing cultural clothes, which in turn help to understand the preference of customers and to get loyal long last customers, will help to develop their capacity and increase profitability.

This study also contributes significant input for ministry of cultural and tourism institute for tourism development and will be used as an input for further studies in the future.

1.7. Research delimitation

The research was conducted in Addis Ababa, Ethiopia's capital. Addis Ababa is a market place for variety of cultural clothes. The range of the study is limited to only the cultural clothing's.

This research limited to factors like past experience, fashion involvement, perceived value, (customer knowledge), influences exerted by the society. The characteristics that influence consumers' purchasing intentions for cultural clothing may differ from those that influence consumers' purchasing intentions for other product categories. As a result, extrapolating the study's findings to other clothing categories is challenging.

1.8 Organization of the Paper

The research background, problem statement, and purpose of the study, as well as the importance of the study, scope of the investigation, limitations of the study, and definition of terminology, are all included in the first chapter of the study. In Chapter 2, there is a discussion of concepts and theories linked to the field of study, as well as a literature review. The research design, study participants, data source, data collecting and analysis techniques and procedures are all discussed in the third chapter. The fourth chapter delves into the findings' interpretation and discussion. Finally, in Chapter 5, future suggestions, recommendations, and conclusions are discussed.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

Buying intention is the preference of consumer to purchase the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. (Sohail Younus, Faiza Rasheed & Anas Zia, 2015). This section discussed and present empirical review of the related paper ,theoretical assessment section and conceptual structure of the study and discussed the factors that affect the customers purchasing intention of cultural clothes along with the related literature.

2.2. Theoretical Review

2.2.1. Purchase Intention

Over the years, different definitions of purchase intention have been given by researchers and academicians. According to Halim and Hameed (2005), purchase intention is considered as patrons who propose to purchase a product or service in future through repetitive purchases. Fandos and Flavin (2006) explain purchase intention as a behaviour that is projected by the consumers in a short-term for repetitive purchase or service. For instance, if a consumer has purchased a product from Nike previously might decide to buy from the same store when he/she visits the market again. In other words, it can be said that purchase intention is a disguised interest of a consumer to buy the product again if he/she makes a next trip to the store. However, this interest is not a simple behavior depicted by a consumer.

According to Engel et al. (1995), purchase intention is a multi-step process where the consumer first collects the information about brand desired by him/her and evaluating it against the attributes of that brand and other competitors. It is based on this evaluation that the consumer will start to think about making a purchase decision when shopping for a certain product (Engel et al., 1995).

2.2.3. Culture and clothing

Culture is the complex of beliefs of human societies, their roles, their behavior, their values, traditions, customs and traditions. Culture is an extremely important concept to understand consumer behavior and that needs to be examined. Culture is the sum of a shared purpose among members of society, customs, norms and traditions. (Yakup D.2011)

Latzke & Hostetter (1968) define culture as "...the complex of distinctive attainments, beliefs and traditions which make up the background of a racial, religious, or social group. As is evident from this definition, culture is something that involves many aspects of life and affects many people living in similar situations. There are countless properties that fabricate a culture, and all are important. As seen in Hofstede's (2001) book on cultural dimensions, every society is different, and this is a result of different emotions being attached to different dimensions. Michael Solomon (1985), in his book 'The Psychology of Fashion' explains that dress or fashion as related to culture can be difficult to understand:

"The chief difficulty of understanding fashion in its apparent vagaries is the lack of exact knowledge of the unconscious symbolisms attaching to forms, colors, textures, postures, and other expressive elements of a given culture. The difficulty is appreciably increased by the fact that some of the expressive elements tend to have quite different symbolic references in different areas" (Solomon, 1985, p.17).

There are cultures that place great value in the way members of their society dress and others that have taken on more lax values. Many cultures have certain articles or ways of dressing that are specific to their culture and are recognized worldwide. Some of these include Japanese silk kimonos, Indian saris, European dirndls and Middle Eastern burqas and headscarves (Anawalt, 2007). Even though, over the course of history, some these garments or pieces have lost their cultural value, they are still easily reminiscent of each culture. Within each culture, especially in recent centuries and decades, traditional cloth has made room for modern fashions and cultural clothes has been become important for designers ,retailers and weavers to lead their lives engaging in this business.

2.2.4. Cultural clothe in Ethiopia and its importance for Tourism

There are a number of Ethiopian fashion designers who have grown into well-known names not just in Ethiopia but around the world, enhancing the Ethiopian cultural fashion business. With the rise in tailoring prices and the relatively lower costs of branded outfits, people's attitudes are changing, and they are increasingly becoming more attracted to ready-mades. Specific brands have evolved into more than just a type of representation; they have ushered in a new era of style in both offices and social circles (Animut D.2017).

The development of a clear fashion tourism policy structure, superior marketing and promotional efforts, and the resolution of significant challenges in the fashion and cultural tourism sectors are all essential for the local fashion industry to make a significant contribution to tourism development. The global experience of incorporating fashion into city-improved initiatives has revealed that the fashion sector has been a significant part of many global cities' economic development strategies, and is becoming increasingly tied to tourism development according to Gatawa (2008).

Culture and uniqueness play an important role in helping towns and regions become a magnet for investment, inventive talent, and tourism. To be successful, they must add a slew of fresh strings to their bows, including diverse cultural contributions and a high-quality lifestyle. Culture has grown to be vital soft location aspect and a key for boosting local and regional pleasant appearance. Registration of cultural cloth decorated holidays on UNESCO contributes significantly for tourism industry to get foreign earning of the country and playsa great role for cultural clothes to be recognized globally. Wanshan Cheng (2010).

2.2.5. Consumer Decision Making

According to Kotler and Armstrong (2008), consumer behavior allows to the researchers to understand how the consumers make their decisions to purchase a product in resources available to them such as time, effort and money. Khor (2010) further provides a holistic view of consumer behavior as an activity in which individuals choose, purchase, use, and dispose the

products and experiences. An integral part of the consumer behavior is the consumer decision making process and the factors that act upon it as influencers. However, it is argued by Malik et al. (2013) that although consumers go through a certain series of steps or processes to before making the final choice to purchase a product, this decision making is different for all consumers. During this decision making process, the consumer forms an intention to purchase the most favorable brand(product) as it is believed by the consumer that it will bring him/her value as compared to other alternatives. Therefore, this step in the process is considered as one of the key decision making points from consumer perspective where a consumer might base his/her decision both on the subjective and objective notion about a brand or product. Given this importance, this research will focus on factors affecting purchase intention in regards to cultural cloth.

2.3. Theory of reasoned action

Theory Reasoned Action (TRA) developed and explained the reason for certain behaviors with determinants of intention to comprehend human behavior and attitude. TRA has been used as a method of explaining psychological/ cognitive processes in order to understand consumer behavior (Ajzen & Fishbein, 1980; Paul, Modi, & Patel, 2015).

TRA proposes consumers' beliefs affect the attitude that influences the intention to engage in behavior, which impacts actual behavior. An individual develops a positive attitude for a behavior if they believe that performing the behavior will result in a desirable outcome. In contrast, an individual will form a negative attitude if they think that performing a behavior will result in an undesirable outcome. Furthermore, generally the more favorable the attitude, the strong intention an individual will have to perform the behavior (Ajzen, 1987; Ajzen & Fishbein, 1980).

According to (Fishbein & Ajzen, 1975, p. 6), Attitude is defined as “a learned inclination to react in over and over again or constructive or unconstructive approach with respect to a given object”. The individual develops attitudes depending on the resulting evaluation of performing a

behavior. Attitude influences intention to engage in behavior, which impacts actual behavior (Kollmuss & Agyeman, 2002). This study will try to investigate customers' attitude and other factors on purchasing intention regarding cultural clothes.

According to (Glanz, & Lewis, & Rimer, Eds, 1997), Customers' attitudes and subjective norms are measured on measures (such as the Likert Scale) utilizing phrases or terminology like "like" and "dislike," "good" and "poor," and "agree" and "disagree." The product of attitude and subjective norm measures determines the intention to carry out a behavior.

Constructive products reveal a person's intent to behave in a certain way. Ajzen and other researcher realized that Theory of Reasoned Action was not adequate after it began to take hold in social science; the theory had various flaws in the hypothesis (Godin & Kok, 1996). People who have little or believe they have little control over their attitudes and conduct have the most constraints. Ajzen described the many components of conduct and attitudes as being on a spectrum ranging from little to considerable control. Ajzen mentioned a third component to the original explanation for the consistency of these results. Which is the concept of "perceived behavioral control". The Theory of Planned Behavior, a recent theory, is the result of the addition of this element. This theory provides a structure for learning behavioral attitudes. This theory provides a structure to learn attitudes toward behaviors. The main predictor of a person's actions, according to the theory, is behavior intent. or which is in this case buying intention. The intention of a person to do a behavior is a mix of his or her attitude toward executing the behavior and his or her subjective norm. Behavioral belief, judgments of behavioral outcome, subjective norm, normative views, and drive to comply are all aspects of an individual's attitude toward a behavior. The modified version of Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) was used as the theoretical framework for researching customers' intents to purchase cultural clothing. In various consumption settings, the attitude-intentions paradigm of better TRA has been helpful in explaining consumer behavior (Yunawen Z., 2009; Karuppasamy, Nivetha & Keerthivasan, 2012).

To be aware of factors affecting consumer's buying intentions of cultural clothes, an attitude-intention model, based on the TRA, was used to include consumer perception related variables like: fashion design involvement, perceived value, past experience, social influence and attitude of consumers.

2.4. Consumer-perception drive Variables and buying Intentions

According to Ajzen and Fishbein (1980), the relative importance of customer attitudes in clarifying consumer behavior, in this case buying intention, may be influenced by external variables such as consumer demographics (i.e., sex, age, race), attitudes toward target (i.e., cultural clothes), and personality character (i.e., social recognition and self-worth). These external characteristics could help researchers better understand and predict customer behavior in this study. Additional consumer variables, according to other studies, may help to explain customers' purchasing intentions. Fashion participation, perceived value, prior experience, social impact, and consumer attitude are among these qualities (Yunawen Z., 2009; Karuppasamy, Nivetha, & Keerthivasan, 2012; Arun & fikedede (2016); Summers et al., 2006). This research paper used these factors to address the intentions that forces to purchase cultural clothes.

2.4.1. Fashion Involvement

A consumer's perception of the importance of fashion items is referred to as fashion participation (Tigert et al., 1976). Fashion participation, according to Tigert et al. (1976), is comprised of five distinct types of fashion-related behaviors: a) fashion innovativeness and purchase timing, b) fashion interpersonal connection, c) fashion interest, d) fashion capacity knowledge, and e) fashion awareness and responsiveness to shifting fashion trends.

Because of the created fashion-related products, one of the consumer-oriented variables in this study is a measure of fashion involvement. Ethiopian cultural clothes designers design mostly different cultural and religious touches (tilf) on the white outfits that attracts different set of people who believe the clothes reflected his/her culture.

Consumers who are heavily involved in fashion tend to have a positive attitude towards cultural clothing and, as a result, they have higher purchase intention. Furthermore, prior research has found that customers who are actively interested in fashion have higher purchase intentions (Birtwistle & Moore, 2007; Klerk & Lubbe (2006), O'Cass, 2001). A research on fashion involvement, self-monitoring, and brand significance was performed by Auty and Elliott (1998). The purchase intention of brands is perceived differently, depending on the age and gender of the respondents. The results show that young people are the most active about their trends. Cass (2001) examined the relationships between gender, self-monitoring and clothing consumption patterns, materialism, age, and the relevance of fashion to clothing. The subcategories of fashion participation include fashion purchase choice and fashion product involvement. Younger consumers are more fashion aware than older consumers, which has been demonstrated to have a major influence on purchase decisions and product engagement.

According to the findings, there is a favorable link between fashion involvement and fashion product consumption. According to Howard and Sheth (1969), increased consumer engagement in the product would lead to: 1) greater awareness of differences in attributes, 2) greater awareness of the importance of the product, and 3) greater awareness of the importance of the product. greater commitment to the choice of the brand. Other researchers also note that different levels of participation can lead to different reactions from consumers (Foxall, Goldsmith & Brown, 1998; Zaichkowsky, 1985).

In their research of consumer attitudes regarding local and imported clothes, Shim and colleagues (1989) incorporated a measure of fashion involvement. They discovered that the degree of involvement has a significant impact on attitudes toward completing a behavior, and they recommend that fashion participation be incorporated in future research utilizing the TRA model. Summers et al. (2006) discovered that customer purchase intention for problematic luxury apparel products made of alligator skin is substantially predicted by fashion participation. On the basis of this logic, it is anticipated that:

H1. Fashion involvement will be favorably and significantly connected to cultural clothing purchasing intentions.

2.4.2. Perceived value

Another factor affect purchase intention is the perceived value which implies the relationship with product and consumers (Payneand Holt, 2001). It is ultimate conclusion that higher the perceived value resulting higher the intention of purchase (Tung et al. 1994). Perceived value of the product has different dimensions that are tangible and intangible (Snoj et al. 2004). James, (2002) elaborates that the higher perceived value enhancement to purchase decision.

Empirically researched by Halim and Hameed (2005) that the consumers' perceived value about the brand will influence their purchase decision showing that if the perceived value is higher, the purchase intention will be higher. Chi, Yeh and Yang (2009) in their research found that perceived quality has a mediating affect with perceived value and purchase intention. This is because, as argued by Chi, Yeh and Yang (2009), if a product or service is associated with a well-known brand name, it increases the chance of consumers viewing it of high quality and therefore associating with high value altogether which can increase their purchase intention.

Other empirical research have demonstrated that perceived value is positively connected to national and private brand purchasing intentions (Garretson et al., 2002; Jin & Suh, 2005). As a result, if a consumer's perceived worth of cultural items is high, he or she is more likely to buy them.

H2. Perceived value will be positively and significantly related to consumer purchase intention to purchase cultured fashion clothing.

2.4.3. Customers' past experience

The study conducted by Satish and Peter (2004) explains that knowledge about the product by the consumer plays an integral role during product purchase decision. On the basis of knowledge of product, consumers assess the product and make decision (Nah Hong, 2007).

Other studies like Rao and Monroe (1988) argued that knowledge of the product is the main factor in product purchasing decision. According to Grime, Diamantopoulos and Smith (2002) the larger the influence of the modification on customer evaluations for brand expansion, the higher the level of consumer knowledge.

H3.A customer's knowledge has a big beneficial impact on their desire to purchase cultural clothing.

2.4.4. Social influence

Social influence setting is referring to as social pressure on consumer from those that important to them such as peer group (Ibrahim et al., 2013), cultural value (Yee et al., 2013), friends and family (Rajagopal, 2010), persuasion conformity (Mothar et al., 2013), friend on social media (Hat et al., 2013), norms (Vahabzadeh et al., 2014), Social influence is one of the major potential that emerges as people tend to understand, relate to each other's, and being themselves. Thus, any one of the influencing motives might yield changes in the meaning of an issue, brand or product. This study will focus the degree social issues affect the purchasing intention of consumer. Peers, family members and other groups exert strong influence on the buying decision of individuals. These reference groups do the word of mouth marketing. They can play an active role in influencing the opinions of others. That influential impact sometimes goes against or in favor of the interest of a particular organization. For this reason, we hypothesized that:

H4. Social influence has significant positive influence on purchasing intention of cultural clothe.

2.4.5. Attitudes of customers

Fishbein and Ajzen (1975) link attitude to conduct in The Theory of Reasoned Action (TRA), arguing that an individual's toward attitude of and object, in this instance behavior, predicts their intention to engage in that action. Studies on attitudes regarding TRA usage generally employ one of two methods to assess them: utilizing an overall scale (e.g., excellent, lovely) or collecting views and ranking their importance. In this research, attitudes toward the purchase of cultural clothing were defined as the overall attitudes of individuals toward the purchase of cultural

clothing. Consumer attitudes play a big role in determining consumers' purchasing intention towards cultural clothing (Chaniotakis et al. 2010).

Numerous previous TRA studies support a strong association between attitudes and intentions related to the purchase of fashion products (Yunawen Z., 2009; Karuppasamy, Nivetha & Keerthivasan, 2012). Kim and colleagues (2003) studied people's attitudes toward online clothing shopping and discovered that this attitude predicts intention to buy clothes online. Summers et al. (2006) conducted a study to determine affluent female consumers' purchase intentions for a controversial luxury product, and found that attitude was a significant predictor of intention.

Previous research has found a link between private label attitudes and purchase intent. In South Africa, Justin B. (2009) discovered that attitudes toward private labels have a positive impact on actual purchase rates in grocery stores. In the context of Korean discount stores, Jin and Suh (2005) tested the TRA model on two product categories: groceries and household items. They discovered that a positive attitude toward private labels was linked to purchase intent.

The following hypothesis is proposed based on these findings:

H5: attitude toward cultural clothing will be positively and significantly related with respect to purchase intentions.

2.5. Empirical Reviews

There are numerous researches conducted on consumers' purchase intention the following studies discussed related to this study

A study by S M Sohel Rana, Abdullah Osman and Yusuf Haji Othman (2015). On factors Affecting Purchase Intention of Customers to Shop at Hypermarkets .SPSS output shows that the independent variables such as product quality, brand image and social influence are statistically significant with positive beta values. The other independent variable, socioeconomic, was not statistically significant. The findings show that product quality is positively and significantly related to purchase intention at 5% level of significance.

Syed et al. (2014) used quota-targeted convenience sampling to obtain 230 responses on consumer views and purchasing intentions for fashion brands in Jalandhar town. Fashion commitment, past experiences, and value for money or quality were revealed to be powerful drivers of customers' purchasing decisions in this study, which was done using SPSS v.16. The study product's pricing and promotion, on the other hand, had almost no impact on the consumer's buy intention.

Study by Yunjin (2013). On factors affecting the purchase intention of cultural and fashion products in Korea, targeting foreign tourists mainly to determine the variables related to the purchase intention of cultural products of foreigners. Out of a total of 424 questionnaires distributed and 393 collected, he gave a response rate of 92% and was prepared for further analysis by using AMOS 5.0 and SPSS 12.0 and found two with authenticity and aesthetics making considerable efforts when consumerism and the spirit of the world have been taken into account.

Variables are negligible in determining fashion purchase intention by culture Dereke et.al (2015) on intention to purchase counter-adjusted products seeks to study the factors influencing buying intent of consumers to counterfeit fashion products (CFP). Through the distribution of a £ 350 question, the structure of past consumer experience, perceived risk, social impact, and consumer attitude toward intention to buy fraudulent fashion products were investigated. Structural equation modeling was used to examine 284 valid data with an 81 percent response rate, and the results revealed that past experience and social impact had the most important influence on 'intention to purchase CFP. The results also show that consumers' attitudes towards the PSC have a mediating effect and that gender plays an intermediary role between past experience and purchase intention.

Yuwanen (2009) studied the perception and purchase intention of young consumers towards mass design lines in the United States by applying an online survey convenience sampling to samples of young female college students. The main objective of this study is to study the

Perceptions and purchasing intentions of young consumers towards series design lines in the attitude-intention model of the rational action model theory. As a result, the study discovered that attitude is an essential and powerful predictor of purchase intention and past experience for mass design lines, as well as the image of retailers where these goods are offered for sale.

Despite the fact that the subjects of the studies are different, Surafel (2014) showed that perceived value, pricing awareness, and advertising are key predictors of consumer attitudes and buy intentions when it comes to bottled water products.

A study by Animut D. (2017) on factors affecting consumers' purchasing intention for cultural fashion clothing in Addis Ababa, Ethiopia was conducted to investigate the required variables. A total of 340 questionnaires were gathered from the 384 that were administered and distributed, with 35 of them being incomplete. With a response rate of 79.43 percent, 305 questionnaires were found to be viable and ready to be processed.

The model's R-squared value is 0.599, which means that 59.9% of the consumer's purchase intention is explained by the change in consumer orientation variables (fashion participation, perceived knowledge of values, past experiences, social status and consumption attitudes) 40.1% is owing to random error and other independent factors not included in the model.

Martin and Bush (2008) also discuss the growing importance of consumer studies that focus on specific motivational factors that govern customer attitudes and purchasing habits. The modified Reasoned Action Theory's attitude-intention model has been utilized to explain consumer behavior in a variety of settings (Jin & Suh, 2005: Kim, Fiore). & Jeing, 2005)

Nurafifah et al. (2014) employed convenience sampling to pick samples from seven hypermarkets in Malaysia for a study on customer perception, attitude, and purchase intention toward private label food products (PLFP). The study's major goal is to look into the factors that influence customer perceptions and purchasing intentions regarding PLFPs.

As a result, the study concludes that most of the important factors that predict consumers' purchase intention are consumer attitudes, price perceptions, and consumers' past experiences with the product.

2.6. Hypothesis Development

Depending on the research objectives of the study we can hypothesize

H1: Fashion design involvement has significant relation with purchase intention.

H2: Customer knowledge about the product has significant relation with purchase intention.

H3: Social influence has significant relation with purchase intention.

H4: Perceived value has the direct relation with the purchase intention and has significant relation.

H5: Consumers' attitude has the direct relation with the purchase intention and has significant relation.

H6: there is significant difference among ages with respect to purchase intention

H7: there is significant difference among gender with respect to purchase intention

H8: there is significant difference among marital status with respect to purchase intention

H9: there is significant difference among educational level with respect to purchase intention

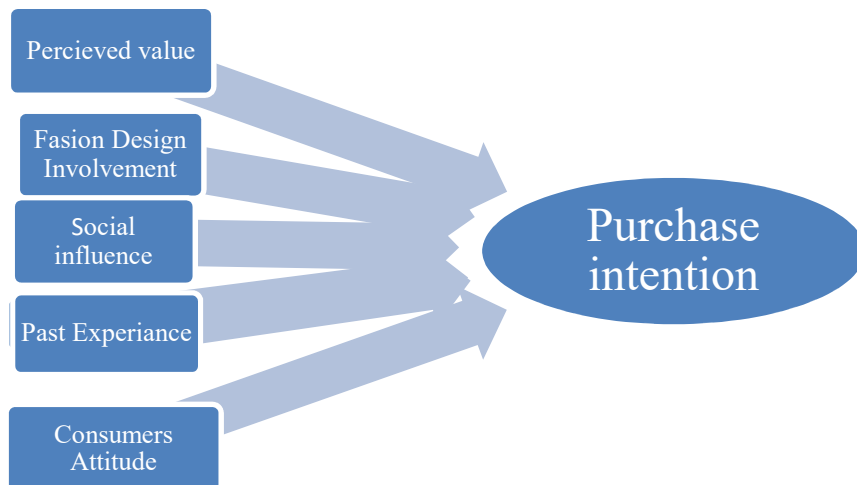
H10: there is significant difference among employment status with respect to purchase intention

H11: there is significant difference among income level with respect to purchase intention

2.7. Conceptual framework

Consumers' purchase intentions or behavior is generally an attribute of human behavior. The description of consumers' behavior is generally a collection of actions intended to meet the consumption needs of individuals with different personalities.

The study sort-out fashion design involvement, Consumer values, past experiences, social influences, and attitudes are related to consumers' culturally designed clothing purchase intentions, leading to the following framework formation.



Source: Yuwanen Zeng, 2008

Figure 1 conceptual frameworks

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Introduction

The research methodology that is utilized in the research study is vital as it will offer a particular guideline for successfully achieving the goals of the research being carried out. The goal of this study will determine factors affecting purchase intention of customers regarding cultural clothes.

3.2. Deductive approach

This study adopted the deductive approach due to the study started with basic information regarding the factors influencing, its effects on purchase intention and so on. Using this as a base, the research questions are then formulated which answered by using the data from the questionnaires and different factors analyzed for their influence on customers' purchase intentions. Therefore, the literature also revolves around factors affecting purchase intention, purchase behavior of customers, and the cultural clothing markets that are operating in the Addis Ababa market. The questionnaires excessively utilized for gathering the opinions of cultural clothing users in the Addis Ababa area and then subsequently be analyzed in light of the literature review.

3.3. Quantitative research

This study adopted a quantitative research approach. A quantitative research approach provides flexibility in data handling, as well as concerning statistical analysis, comparative studies, and reiterating of data collection, and thus, confirms the stability of instruments used. Quantitative investigative studies are confined to precise, predetermined variables (Creswell, 2008). Creswell (2008) has pointed out, that a research should start with questions which are evidently defined which aim to produce statistically significant answers. Quantitative study starts with the testing of a one or greater than that which are precise, theoretical hypotheses with representative and random selection of research contributors (Edmonson and McManus. 2007).

By adopting the quantitative approach for this research enables reliability, generalizability and objectivity.

This approach covered the method of the selection of the research participants, who are selected by adopting a standardized questionnaire which tests the relationships amongst the research variables. The benefit of adopting quantitative approach is that it creates reliable and quantifiable information which can be generalized in the greater context.

3.4. Research design

Research is an explanatory research method. The advantage of the design is that it allows flexibility in data collection and also uses open and closed questions to allow respondents to provide more information freely. Since this is an explanatory study, it attempts to examine the influence of consumer-oriented variables (participation in fashion design, perceived value, past experience, social influence and consumer attitudes) on consumer intentions. purchase of culturally designed clothing by consumers. A self-administered questionnaire was utilized to obtain primary quantitative data for the study. Surveying is popular because it is a cost-effective way to collect huge volumes of data from a broad population (Saunders, Lewis & Thornhill, 2009).

3.5. Sampling design

Kothari (2004) defines sampling as the process of selecting a sample from a population. Researchers select a sample due to various limitations that may not allow researching the whole population (Mugenda & Mugenda, 2003). In sampling design the following measures should be considered, selection of the population that is selected represent the entire population.

3.5.1. Target Population

Target population refers to a number of targeted people which significant to analysis and conclusion drawing (Lavrakas, 2008). The target population is the total group of individuals from which the sample might be drawn. The target audience of the study was customers of cultural clothes in the city of Addis Ababa.

3.5.2. Sampling Frame

A sampling frame is a list used to define a researcher's population of interest (Fowler, 2002). This study focused on clients of cultural clothes in Addis Ababa.

3.5.3. Sampling technique

There are two major sampling techniques can be used to analyze the sample, they are probability and non-probability sampling (Zikmund, et al., 2010). Non-probability technique was used to determine the samples. Non-probability sampling includes convenience sampling, judgment sampling, quota sampling and snowball sampling (Zikmund, et al., 2010).

These papers adopt a sampling method of non-probability sampling which is convenience sampling technique.

3.5.4. Sample size

As name indicates sample size is the total number of sample selected for the study. According to Roscoe (1975), sampling size between 30 to 500 is the most appropriate for majority studies. There is no notion about the minimum or maximum number of sample; instead the sample size should be optimum. For unknown population the following formula is used to determine the sample.

$$\text{Necessary} = \frac{(Z\text{-Score})^2 \times \text{std.Dev} \times (1\text{-stdDev})}{\text{margin of error}^2}$$

$$\text{Sample size} = \frac{(1.96)^2 \times .5(.5)}{(.05)^2}$$

When using the formula, confidence levels of 95%, standard deviations of 0.5, and confidence intervals of +/- 5% are used. From the standard table, the 95% confidence Z score is 1.96. therefore,

$$((1.96)^2 \times .5(.5)) / (.05)^2$$

$$(3.8416 \times .25) / .0025$$

$$.9604 / .0025$$

384.16

384 respondents are needed.

3.5.5. Sampling procedure

The sampling frame taken for this research, are the customers who purchases cultural clothes. The sampling method adopted is non-probability sampling which is convenience sampling technique those participants that can be easily accommodated are chosen. This study used convenience sampling to identify the retail stores and to identify customers.

3.6. Sources of Data

Two methods used for the gathering and collection of data, primary data and secondary data.

3.6.1. Primary source

Primary data refers to the information gathered for specific research problems, adopting the steps and methods that fit the research problem (Hox&Boeje, 2005). Primary data collected by distributing structured questionnaire to customers of cultural clothes in every corner of Addis Ababa.

3.6.2. Secondary source

Secondary data collection method is used to analyses the non-first hand or data collected by other researchers in their researches before (Russell, 2001).this study used journal articles from the Internet and research papers.

3.7. Data Collection methodology

3.7.1. Data collection instrument

Aaker, Kumar, Day, Lawley, and Stewart (2007) stated that self-administered survey is a questionnaire that respondents do not need any assistance and interview to complete the questionnaire. Hair, Money, Samouel and Page (2003) mentioned that questionnaire enable people to show their opinions, ideas or feelings toward certain issues.

Thus, the questionnaire helped to collect information and data in a standardized manner. Questionnaires distributed to customers of cultural clothes.

3.7.2. Data analysis methods

SPSS 20 (Statistics Package for Social Sciences) was utilized in this investigation. Statistics that are descriptive in nature To address our original study topic, we employed mean score, standard deviation, and inferential statistics such correlation test utilizing correlation analysis and Pearson's multiple regression.

To determine if there is a significant difference between the consumer-oriented and demographic variables of culturally engineered clothing, an ANOVA analysis and an independent were performed.

3.8. Validity and reliability

3.8.1. Validity

Validity concerned with the integrity of the conclusions that are generated from the research. Validity is the true measure of approval that an in-depth study of various related courses should be considered (Bryman & Bell, Business Research Methods, 2011).

3.8.2. Reliability

Reliability is about the measure of the stability and consistency of a concept. The quality of data that any research collects can be measured in terms of reliability as stated by Behling and Law (2006). Reliability is basically used to assess the level of resemblance between the data collected from the respondents and the literature review provided within any given research and to evaluate the usefulness of the collected data within the study. It is vital for the respondents who are answering the questionnaire to be aware of the importance that their responses carry within the research.

3.9. Research Ethics

As the behavior of the respondents in line with the study is evaluated through primary research in form of questionnaires, it is vital to keep ethical considerations in focus. The sources for the collection of secondary data are valid and reliable and the target market selected is free of all biases on part of the researcher. All respondents were made aware of the basic purpose of the research, their answers are used with their complete consent and their personal information is not disclosed in order to maintain their anonymity. The objective of this study was solely educational, and the data would not be misused in any manner by the researcher.

CHAPTER FOUR

DISCUSSION, ANALYSIS, AND PRESENTATION OF DATA

4.1. Introduction

The chapter presents the analysis; interpret and research information gathered through self-administered questionnaires from culturally dressed clients. 384 questionnaires were distributed at retail stores in the third and last weeks of the month of April 2011. The analysis expected to be based on the information from the respondents. Out of 384 questionnaires distributed 348 questionnaires were collected back and 38 were incomplete. While 310 were valid to be included in the analysis which is 80.73 response rates. Data collected from the sample respondents were analyzed on the basis of both descriptive and inferential statistics. All the calculation was carried out with SPSS (version 20.0).

4.2. Reliability and Validity Test

Cronbach's alpha is a confidence factor used to assess a test's or scales internal consistency. This results in a number between 0 and 1. The high is the internal consistency of the item as the result approaches to one. Reliability, according to Malhotra & Birks (2007), is the degree to which a measurement reproduces consistent results when repeated. All scales employed in this study were reliable because their respective alpha values were greater than 0.6, according to Cronbach's alpha, which was calculated using SPSS version 20.

Reliability according to (Field, 2007) Cronbach's alpha is an estimate of internal consistency associated with scores, that can be divided from a scale or composite score. In the research, Cronbach's alpha can be used to test data in order to measure reliability and internal consistency in the information system domain. Cronbach's alpha usually shows a value of range from 0 to 1.

According to Nunnally (1978), a minimum level of 0.7 is recommended to show that an instrument is internally consistent. The test of internal consistency was conducted on the retrieved 21 (twenty one) questionnaire distributed to customers of cultural clothes using

Cronbach's alpha reliability analysis with the aid of the statistical package for social science version 20 (SPSS 20)

Table 1 Cronbach's Alpha with Internal Consistency.

No	Performance of Cronbach's Alpha	Internal Consistency
1	$\alpha \geq 0.80$	Believed Excellent
2	$0.7 \leq \alpha < 0.80$	Believed Good
3	$0.6 \leq \alpha < 0.70$	Believed Acceptable
4	$0.5 \leq \alpha < 0.60$	Believed Questionable
5	$\alpha < 0.50$	Unacceptable

Source (Field, 2007),

Table 2 Reliability Test

Variables	Cronbach's-alpha	Number Of Items
Fashion involvements	0.838	5
Perceived Values	0.848	5
Past experiences	0.704	3
Social influences	0.706	3
Attitude	0.748	6
Purchase intentions	0.768	5
Over all reliabilities	0.885	6

Source: - survey result, 2021

4.3 Profile of respondents

Table 4.3 shows the results based on the demographic features of the respondents. The gender makeup of the respondents is 52.3 percent female and 47.7% male, as indicated in the table. This shows that the composition of the female sample in this study is larger than that of the male sample.

Source: - Own survey result, 2021

Table 3 Respondents profile

Characters	Frequency	Percentage
GENDER		
Male subject	148	47.7
Female subject	162	52.3
TOTAL	310	100
AGE		
18-25 old	68	21.9
26-35 old	86	27.8
36-45old	79	25.5
46 and above group	77	24.8
TOTAL	310	100
Educational Level		
No education level	0	0
completed primary school	14	4.5
graduated from high school	35	11.3
diploma	75	24.2
first degree	160	51.6
master's degree or above	26	8.4
TOTAL	310	100
Marital Status		

Unmarried	102	32.9
Married	192	61.9
Divorced	16	5.2
TOTAL	310	100
Employment status		
Unemployed status	9	2.9
business status	120	38.7
Employed status	170	54.8
Others status	11	3.6
TOTAL	310	100
Income		
below 1,000 birr	3	1
1,001-2,000 birr	14	4.5
2,001-4,000 birr	37	12
4,001-7,000 birr	126	40.6
7,001-10,000 birr	62	20
10,001 and above birr	68	21.9
TOTAL	310	100
Annual spending		
below 1,000 or None birr	2	0.6
1001-2000 birr	16	5.2
2001-4000 birr	109	35.1
4001-7000 birr	92	29.7
7001-10000 birr	51	16.5
10001 and above birr	40	12.9
TOTAL	310	100

Source: - Own survey result, 2021

Age

As shown in the graph in Figure 2 below, the age distribution of respondents, the largest age group out of a total of 310 able-bodied respondents aged between 26 and 35, was 27.8%. The ages between 36 and 45 came second, accounting for around 25.5%, followed by those aged 46 and above which is 24.8% and the age between 18 to 25 were the last age group about 21.9%. This indicates that there is not relatively a big difference among the age groups on buying situation but young consumers are the less prominent than the others age group of customers of cultural clothes in Addis Ababa.

Table 4 Frequency of age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 old	68	21.5	21.9	21.9
	26-35 old	86	27.2	27.7	49.7
	36-45	79	25	25.5	75.2
	46 AND ABOVE age	77	24.4	24.8	100
	Total	310	98.1	100	
Missing	System	6	1.9		
Total		316	100		

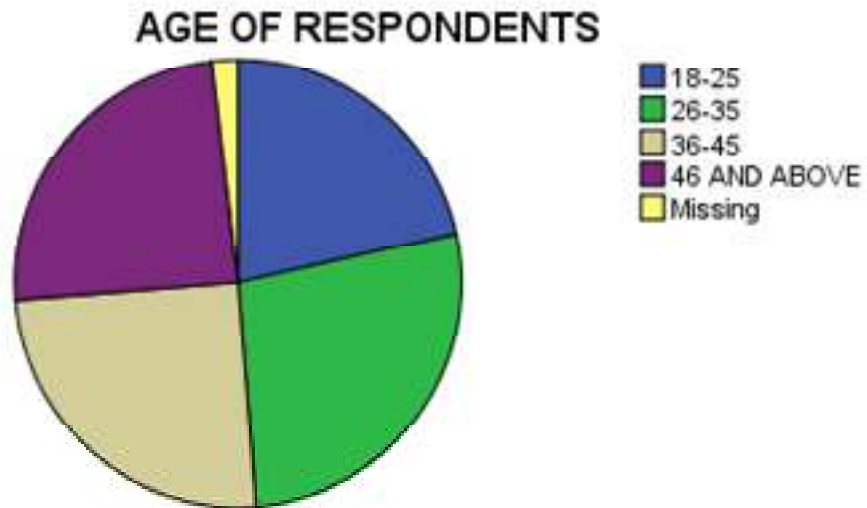


Figure 2 pie chart of age of respondents'

Education Level

Out of 310 able-bodied respondents, none had any education, 14 (4.5%) completed primary school 35 (11.3%) completed secondary school; 75 of them have a higher education diploma, or around 24.2%. The largest group of respondents in terms of education level are those with a first degree, 51.6% (160) the remaining group 26 (8.4%) of respondents have a master's degree or above.

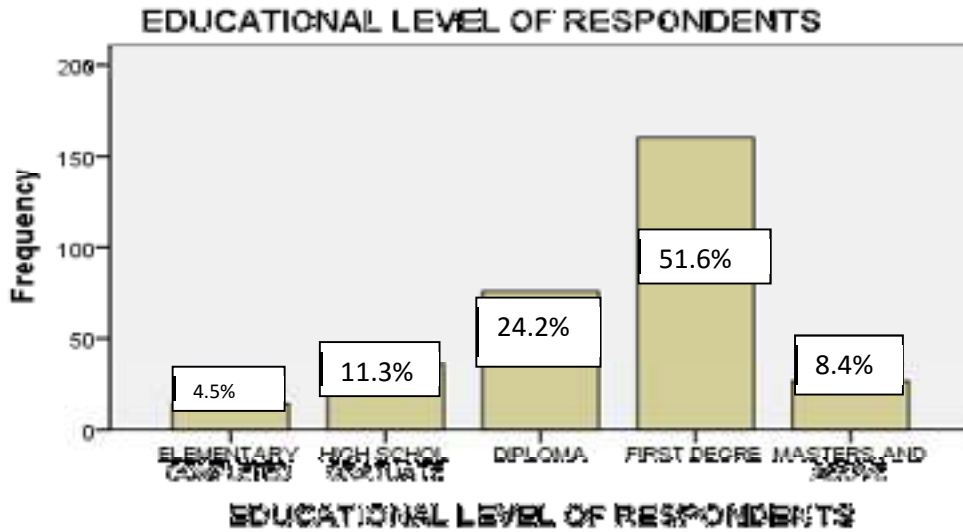


Figure 3 bar chart of educational level

Marital Status

The majority of the respondents were married; 192 (or 61.9 percent) of the 310 respondents were married. There were 102 single respondents (32.9%) and 16 divorced respondents (16.2%). This means that the majority of the samples in this study came from married couples.

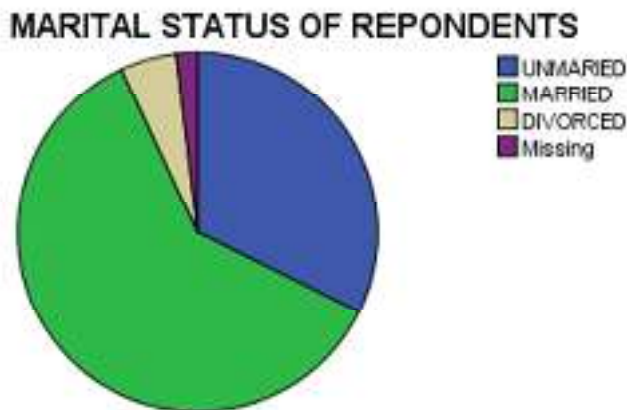


Figure 4 pie chart of marital status

Employment Status

In terms of job status, 54.9 percent (170 respondents) were employed, 38.7% (120 respondents) were entrepreneurs, 2.9 percent (9 unemployed) were mostly students, and the remaining 3.6 percent (11 respondents) were others.

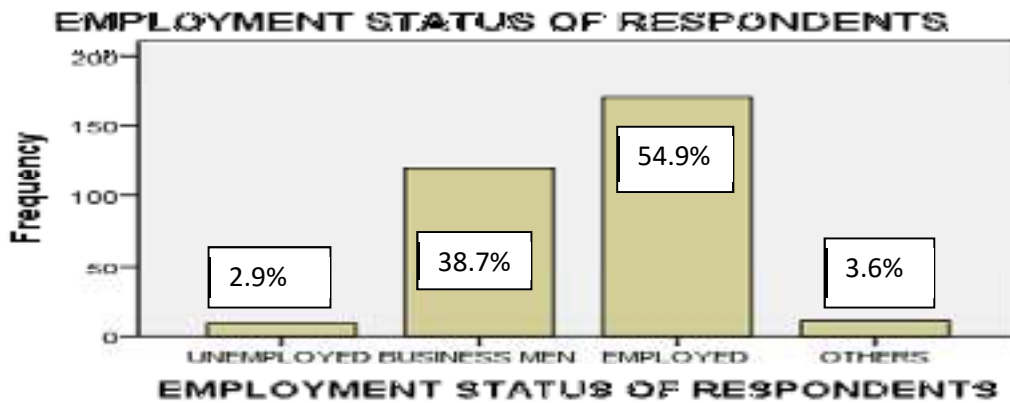


Figure 5 Bar chart of employment status

Income

The monthly income of respondents is examined and presented as follows. Out of a total of 310 respondents, only 03 individuals or 1% declared a monthly income of less than 1000 ETB. 14 respondents or 4.5 million from 1,000 to 2,000 ETB; 37 respondents or monthly income over 12 years 2001-4000ETB; 126 respondents or monthly income greater than 40.6 between 4,001 and 7,000 ETB; 62 respondents had a monthly income between 7,0001ETB and 10,000ETB, while the remaining 68 had a monthly income of 10,000ETB or more. These demonstrate that most clients earn a median and above average monthly income and that the sample distribution is representative of most income groups.

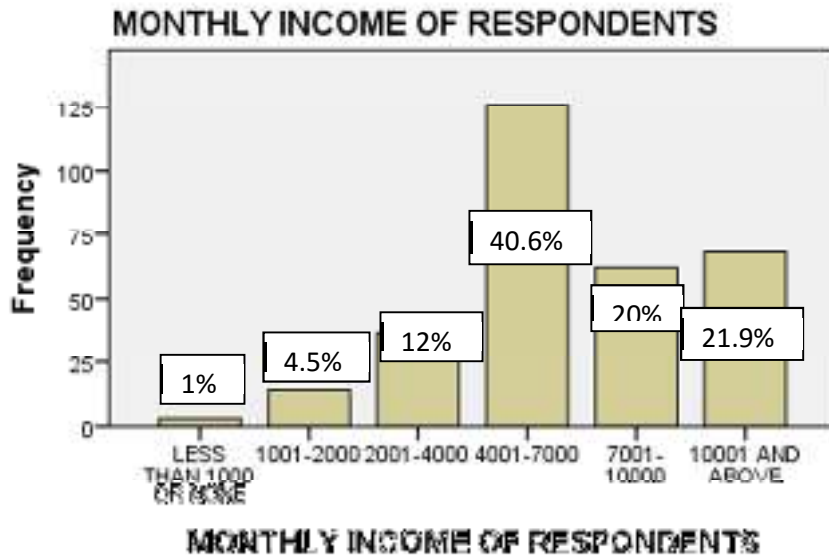


Figure 6 bar chart of monthly income

Annual expenditure of cultural clothes

In terms of annual expenditure, 0.6 percent or 2 of the 310 respondents spend less than 1000 birr on clothing, 16 percent or 5.2 percent spend between 1001 and 2000 birr on clothing, 109 percent or 35.1 percent spend 2001-4000 birr on clothing, 92 percent or 29.7% spend between 4,001 and 7,000 birr on clothing, 51 percent or 16.5 percent spend between 7001 and 10,000 birr on clothing, and the remaining 40 percent or 12.9 percent spend more than 10,000 birr on clothing.

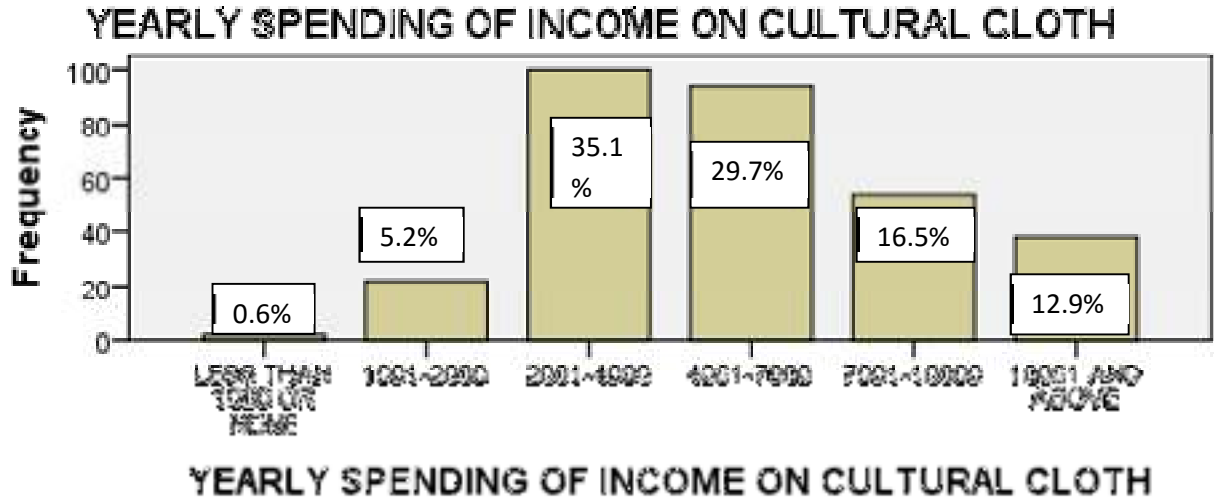


Figure 7 bar chart of annual spending of respondents

4.4. Descriptive Statistics

The minimum and maximum responses are 1 and 5 respectively for all the variables used in the descriptive statistics section, the mean value signifies the average of all customer response on certain extents while, standard deviation indicate how diverse the replies of the respondents are meaning if the standard deviation shows smaller number it indicates that the response of the respondents shows close opinions and when the standard deviation is high it indicates the response of the respondents shows high variation.

Table 5 Descriptive statistics

Descriptive Statistics		
	N	Mean
Fashion involvements		
In General, I buy traditional clothing earlier in the season than other people.	310	3.62
I share a lot of information on new cultural clothing with my pals.	310	3.59
Culturally designed clothing piques my interest more than others.	310	3.60
Compared to most people, I'm more likely to be consulted on new cultural clothing	310	3.48

than most.		
I am continuously reading fashion news and attempt to keep my wardrobe up to date with current trends.	310	3.64
cumulative involvement	310	3.58
Perceived Value		
I compared the prices of different brands when making a buying selection in order to get the most value for money.	310	4.15
I always check the price that can always get the value of the money I spend.	310	4.22
I am very concerned about a low price, but I am concerned about the quality of the products.	310	4.20
I generally shopped for an affordable price, but I have to meet the specific quality requirements before buying them.	310	3.98
When you buy a product, I would like to make sure I have the value of money.	310	4.08
Cumulative perceived value	310	4.12
Past experience		
I am familiar with cultural clothing that I have bought or that I intend to buy.	310	4.03
I have experience with cultural clothing that I have purchased or intend to purchase.	310	3.89
I know the dress culture I buy or intend to buy.	310	4.15
Cumulative past experience	310	4.02
Social influence		
I would buy cultural clothes recommended by family member	310	4.20
I would buy cultural clothes recommended by friends	310	4.13
I would buy cultural clothes endorsed by third party	310	3.88
Cumulative social influence	310	4.07
Customers' Attitude		

The purchase of cultural clothes makes me feel good.	310	4.05
Cultural Clothing I like when I bought culture clothes in the product category I bought.	310	3.92
Cultural clothes are attractive to me.	310	4.02
Cultural clothing is favorable for me.	310	3.97
Cultural clothing is good for me	310	3.72
Cultural clothing deserves me.	310	4.36
Cumulative customer's attitude	310	4.01
Purchase intention		
The next time I go shopping, I want to buy some cultural clothing.	310	3.91
I'll purchase cultural clothing the next time I go shopping.	310	4.02
I'll make an extra effort to purchase cultural attire.	310	4.17
The likelihood of buying traditional clothes is high.	310	4.05
My willingness to buy traditional cultural products is very high	310	4.14
Cumulative purchase intentions	310	4.06

4.5. Overview of perceptual response of customers

Customers' feedback on the factors influencing their intention to buy cultural apparel is discussed in this section. Participation in fashion, perceived value, past experiences, social influence and customer attitudes are the defining factors that need to be analyzed statistically.

Based on the data provided in Table 5, the respondents' perceived value (M = 4.12) relative becomes the most important criterion in consumers' purchase of cultural clothing, continuing followed by social influence (M = 4.07), past experience (M = 4.02), surveyed consumer

attitudes (M = 4.01), participation in fashion (M = 3.58) and purchase intention with a mean score (M = 4.06) for cultural clothing slightly higher than the median of all.

I) Perceived value: is the most important factor determining the purchasing decision of consumers with the average score (M = 4.12). Respondents believe that the high value of the product will reduce purchase errors and guarantee them the security of the cost / benefit ratio of the cultural clothing consumed, thus creating a system of reliable relationships for specific products. In other words, most people are value sensitive and will make sure to get the best value for money in the process of buying cultural clothing.

Most customers spend their budget on buying cultural costumes from their limited income. So they want to be sure of the cost before making the payment and comparing the prices of different cultural outfits.

II) Social influence: the average score is 4.07. The second most important determinant in the minds of consumers in purchasing decisions this indicates that respondents are significantly influenced by the social influence they have in family, friends and third parties living with the company.

III) Past experience: With an average score of 4.02, the third most important influence in customers' purchasing decisions is knowledge, familiarity, and experience, indicating that most individuals rely on information, familiarity, and experience when choosing ethnic clothes. As a result, people can use their prior knowledge, shopping experience and familiarity of the actual purchase to test and compare culturally varied apparel.

Iv. Attitude:

The Attitude Score (4.01) is next to the past experience next to past experience. This shows that consumers have a good attitude towards the consumption of cultural costumes. The support of favorable consumer attitudes is recognized as the most important factor of consumers to do the purchase of cultural clothing.

V) Fashion involvement: The average score (M = 3.58) fashion engagement indicates that respondents are properly engaged in the cultural costumes of the new design.

4.6. Correlation Analysis:

Correlation is a way to index the degree to which two or more variables are associated with or related to each other. The most widely used Pearson Product-movement coefficient, commonly called the Pearson correlation which was used in this study. From perfect positive relationship (+1.00) to perfect negative relationship (-1.00) Correlation coefficient ranges between two variables. Pearson's correlation coefficient was utilized in this study to assess the correlations between customers' buy intention past experience, fashion engagement, perceived value , social impact, and attitude. Coefficient (value) itself indicates the strength of the relationship; the closer it gets to 1.00 (whether it is negative or positive), the stronger the relationship. A correlation of 0.01 to 0.30 is typically considered poor, 0.30 to 0.70 is considered moderate, 0.70 to 0.90 is considered big, and 0.70 to 0.90 is considered high. A correlation of 0.70 to 0.90 is regarded as extremely high (John Wiley & Sons,2005).

Table 6 correlation

		correlation					
		Purchase Intention	Fashion Involvement	Perceived Value	Past Experience	Social Influence	Attitude of Customers
Purchase Intention	Pearson Cor.	1					
Fashion Involvement	Pearson Cor.	.365	1				
Perceived Value	Pearson Cor.	.502	.113	1			
Past Experience	Pearson Cor.	.252	.542	.144	1		

Social Influence	Pearson Cor.	.618	.230	.460	.163	1	
Attitude of Customers	Pearson Cor.	.694	.255	.532	.183	.708	1

Correlations are significant at the 0.01 level (2-tailed).*

Correlations are significant at the 0.05 level (2-tailed).*

Source: (SPSS Results Output, 2021)

Table 6 above shows the relationship between the predictor variables. There is a positive relationship between all the variables measuring consumers' purchase intention for cultural clothing. Consumers' purchase intentions range from 0.252 to 0.694, all significant at $p < 0.05$ and $p < 0.01$ level. There is a significant positive relationship between independent variables: attitude.694** value, social influence .618**, value which is strong in relation Pearson correlation 2-tailed and there is also a moderate positive relation with perceived value 0.502** which is also significant at 0.01 (2-tailed) correlations. Finally, there a low but still a positive good relationship with past experience .252**. In general, this means that if the consumer's perception of all factors is good, there is a relationship with the consumer's cultural intention to buy. This means that all consumer-oriented indicators have a positive relationship with cultural intention to buy clothing.

Summarizing the above table, purchase intention has strong relation with customers attitude and social influence with correlation value .694 and .618 respectively. Moderate and relatively low relation with perceived value and past experience with.502 and .252 correlation value respectively.

4.7. Regression assumptions

4.7.1. Linearity Relationship Test

Linearity assumes whether correlation between variable is linear to determine, the structure or form of the relationship. Normal P-P plot shows that data were linear. Linear relationship of each independent variable (perceived value, social influence, fashion involvement, past experience,

and customer attitude with the dependent assumed to be influenced with changes in independent variables.

4.7.2. Normality Assumption

In order to undertake correlation, regression and analysis of variance, the test of normality should be taken which can mitigate statistical errors in scientific researches.

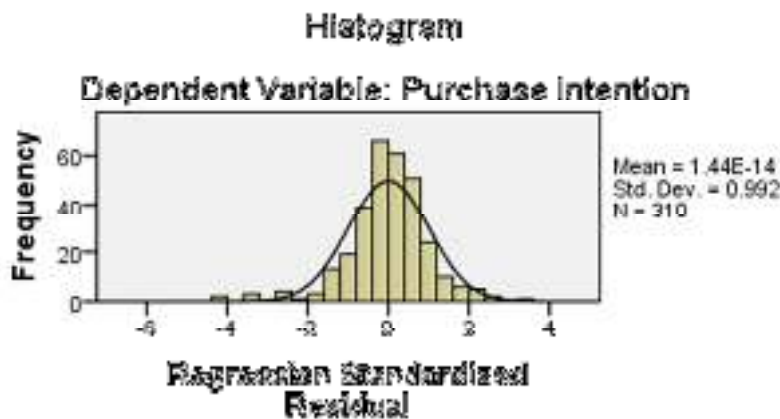


Figure 8 Frequency Distribution of Standardized

Source: (SPSS Results Output, 2020)

Figure 8 shows the normal distribution that are symmetric and asymptotic and also frequency distribution of the standardized residuals compared to a normal distribution. If normally distributed, the residual line will follow the diagonal closely (Ghozali, 2001). The normal graph of this study corresponds to the hypothesis. The histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term. Thus, the data has been drawn from a normally distributed population with some tolerance and majority of data points are relatively similar that they occur within a small range of values with fewer outliers on the high and low ends of data range.

4.7.3. Multi-Collinearity Test

Multi-Collinearity is a state of high inter-correlations among independent variables, Correlation coefficients less than 0.75 may not cause serious problems (Hair et al., 2006), since correlation coefficients less than 0.9 may not cause serious multicollinearity problems. (Malhotra, 2007), specifies that the multicollinearity problem exists when the correlation coefficient between the variables is greater than 0.75. (Kennedy, 2008), suggests that any correlation coefficient above 0.7 could cause a serious multi-Collinearity problem leading to inefficient estimation and less reliable results. This indicates that there is no consistent argument on the level of correlation that causes multi-Collinearity.

Another method used to test for multicollinearity is to use the coefficient of variance inflation (VIF) to quantify the severity of multicollinearity in the regression analysis. The VIF should be less than ten and preferably close to one. The table below shows that there is no multi-additive. The tolerance specifies how much variance in the given independent variable is explained by the model's other independent variables. If this value is very low (less than 0.10), it indicates that multiples have a significant correlation with other variables, implying the likelihood of multicollinearity (Field, 2005). According to Collinearity statistics, the following table demonstrates the lack of multicollinearity.

Table 7 model of multi-Collinearity level

Coefficients								
Model		Unstandardized Coef.		Standardized Coef.	t	Sig.	Collinearity Statistics	
		Beta	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.030	.247		.120	.905		
	Fashion Inv.toward cultural clothe	0.136	0.030	0.184	4.558	.000	0.895	1.118
	Perceived to Values	0.187	0.045	0.187	4.146	.000	0.720	1.390

Past Exp.	0.121	0.046	0.104	2.630	.009	0.940	1.063
Social Influ.	0.260	0.048	0.281	5.420	.000	0.542	1.844
attitude	0.307	0.051	0.315	5.983	.000	.529	1.891

a. Dependent Variable: Purchase Intention

Source:-Own survey result, 2021

4.7.4. Homoscedasticity

In regression analysis, homoscedasticity assumes that the residuals (differences between the observed and predicted dependent variable values) at each level of the predictors have the same or different variances. Difference must be constant and normally distributed. It basically implies that the residuals at each predictor (s) level must have the same variance (variable variance).When the variances are very unequal, we speak of variable variance.

The graph proves the covariance of the study.

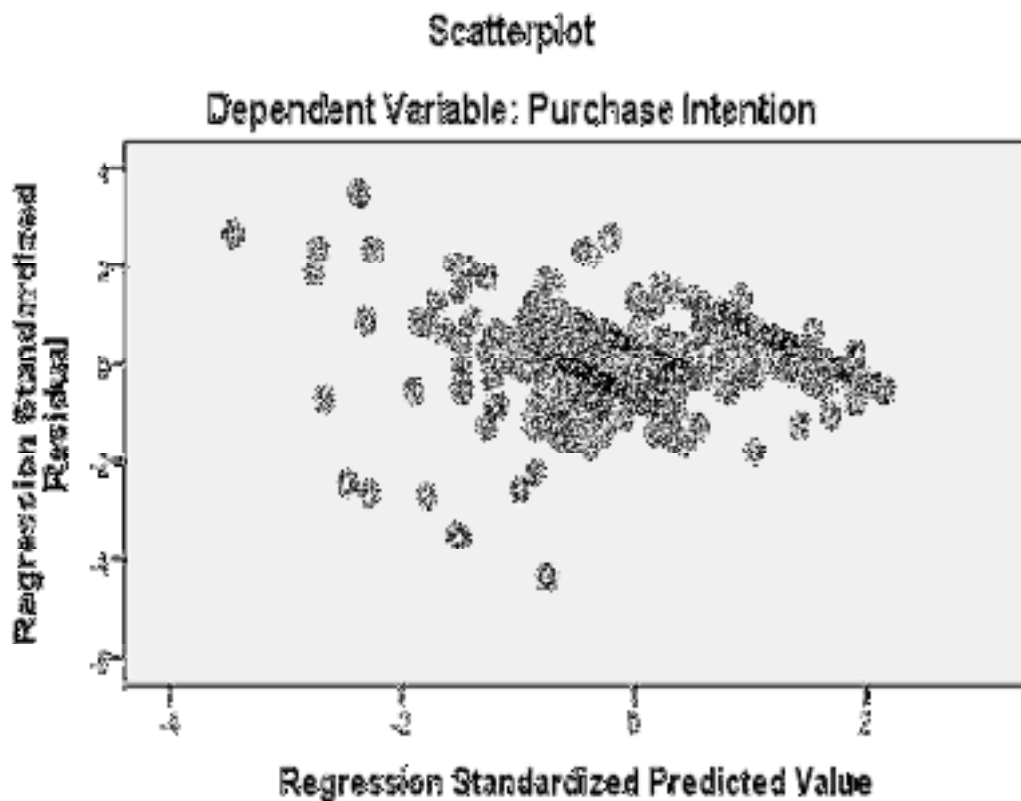


Figure 9 scatter plot purchase intention

4.7.5. Auto-correlation Test

Autocorrelation exists when the residuals are not independent of each other. The Durbin-Watson test was used to determine the autocorrelation between observations. The null hypothesis that the residuals are not linearly auto correlated is tested using Durbin-Watson. The Durbin-Watson scale ranges from 0 to 4. A value near 2 denotes no autocorrelation; a value near 0 denotes positive autocorrelation; and a value near 4 denotes negative autocorrelation (Field, 2005). The number 1.5d >2.5 shows that there is no automatic connection in multiple linear regression data, according to the rule of thumb. The independent error hypothesis has very probably been satisfied with a Durbin Watson value of 1.939, which is close to 2.

Table 8 Rsquare level

model of R-square					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.746 ^a	.556	.548	.39789	1.939
a. Predictors: (Constant) , Past Exp., Fashion Invo. Perceived Value, Social Infl.,attitude					
b. Dependent Variable: Purchase Intention					

4.8. Multiple regressions

Bivariate and multiple regression equations, associated statistics and plots are calculated by regression. It allows easy examination of the difference between the observed value of dependent variable and the value predicted by the regression equation or residuals. The most frequent and commonly used method for analyzing the connection between a single continuous dependent variable and numerous continuous categorical independent variables is multiple regression (George et al, 2003).

Once the study satisfied the regression hypothesis, multiple regression analysis was then used to examine the influence of consumer orientation variables on their purchase intention. The study tested six hypotheses that were initially posed on the basis of regression analysis.

The researcher hopes that companies or organizations (governmental and non-governmental) involved in the cultural apparel industry would be able to use the results of the regression analysis to make future decisions. By determining the factors that affect the consumer's purchase intention and which indicators have the most influence on the consumer's purchase intention. . The study tried to answer the research question about the effect of each variable (related to attitude, past experience perceived value, social influence and fashion involvement) on the dependent variable on purchase intention towards consumer cultural clothing.

Model Summary					
Model	R	R Square	Adjusted R Sq.	Std. Error Estimate	Durbin - Watson
1	0.746 ^a	0.556	0.548	0.39789	1.939
a. Predictors: (Constant), , Past Exp., Fashion Invol.Perceived Value, Social Influences , attitude					
b. Dependent Variable: Purchase Intention					

The R2 value for the data set in the model reflects the strength of the link between the dependent variable purchase intention and the independent variables (attitude, perceived value, social influence, fashion involvement and past experience) for the data set in the model. Hence, higher values indicating greater model fit. The coefficient of determination, commonly known as R2, indicates how well the model explains variance in the dependent variable and can take any value between 0 and 1The R2 square is 0.556, which implies that the explanatory factors explain roughly 55.6 percent of the variance in the dependent variable, with the remaining 44.4 percent owing to additional independent variables not included in the model and random error.

4.8.1. Analysis of variances (ANOVA)

The one-way ANOVA procedure produces a one-way analysis of variance for quantitative dependent variable by a single factor independent variable. ANOVA test compares the means for the different variable. In addition to determining that differences exist among the means, one – way ANOVA can also be used to calculate means of two or more groups are significantly different.

Table 9 model significance

ANOVA					
Model	Values of Sum of Squares	df	Value of Mean Square	F	Sig.
1 Regression	60.219	5	12.044	76.073	.000 ^b
Residual	48.129	304	0.158		
Total	108.348	309			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), attitude, Past Exp, Fashion Inv, Perceived Values, Social Influences					

From the above ANOVA test table it shows the table Sig. value 0.01 is greater than the calculated Sig. value 0.000. It reflects there was a statistically significant correlation between dependent variable and independent variables at 1% significant level. Regression analysis demonstrated the presence of a good predictive degree. Which means the explanatory variables (social influence, past experience, perceived value, attitude, fashion involvement) would influence the intention to buy cultural clothes.

4.8.2. Regression coefficients'

Table 10 Relational coefficients

Coefficients								
Model		Unstandardized Coef.		Standardized Coef.t	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.030	.247		.120	.905		
	Fashion Invol.	0.136	.030	0.184	4.558	.000	0.895	1.118
	Perceived Values	0.187	.045	0.187	4.146	.000	0.720	1.390
	Past Exp	0.121	.046	0.104	2.630	.009	0.940	1.063
	Social Influences	0.260	.048	0.281	5.420	.000	0.542	1.844
	attitude	0.307	.051	0.315	5.983	.000	0.529	1.891
a. Dependent: Purchase Intention								

The standardize beta coefficient, shown in Table 10, indicates the unique contribution of each element to the model. A high beta value and a small p value (0.05) imply that the predictor variable makes little or no difference in the model. (Geoffrey M., David D, & David, F, 2005). Table 4.9, also indicates that all social influence, past experience, perceived value, customers attitude, fashion involvement have a significant effect on purchase intention.

The regression function would be: $Y = \beta_1 + \beta_2(\text{fashion invol}) + \beta_3(\text{perceived value}) + \beta_4(\text{past exp.}) + \beta_5(\text{social influence}) + \beta(\text{attitude}) + e;$

Where Y is the dependent variable (purchase intention)

=X1, fashion involvements

=X2, , perceived values

=X3, past experiences

=X4 social influences

=X5, attitude

Purchase intention= .030 +0.136(fashion involvement) +0.187(perceived value) +.121(past experience) + 0.260(social influence). +307 customers' attitude

The result of this study indicates that all explanatory variables have a positive and significant effect on purchase intention. Looking beta value of standardized coefficient of each ,the beta value predicted on the coefficient table shows the degree of influence of each variable on the purchase intention of the dependent variable.

- Customers attitude $\beta = 0.307$; has the highest significance and positive relation.it implies that if companies or firms engaged in this industry has to work on the formation of positive attitude to attract customers attention to excel their business.
- Social influence $\beta=0.260$; has the second highest significance and positive relation which implies creating and providing socially acceptable cultural clothes would boost their acceptance.
- Perceived value $\beta=.187$; has the third highest significance and positive relation.it implies that attractive designs and modern style cultural clothes would easily draw customers desire. followed by
- Fashion involvement $\beta=.136$; has significance and positive relation. Which implies the number of customers who compare the prices and worthiness of the clothes for what they paid is not small. Therefore firms need to consider the price they set and the value of the product.
- Past experience $\beta =.121$; has significance and positive relation.

4.9. Hypothesis testing

After conducting all the necessary tests, the assumption of multi-Collinearity, linearity, normality, auto-correlation and analyzing correlation of the variables, the researcher was able to develop regression model which is the base ground and solid reasons that bypass for testing the hypothesis.

Hypothesis analysis is depend on the beta standardize coefficient with a 95% confidence level to test whether the hypotheses are rejected.

H1. Fashion involvement will have a positive and significant impact on consumers' purchase intentions for cultural clothing.

Multiple regressions show that fashion involvement has a positive and significant effect on purchase intention, as shown in Table 10 above with the beta value of the standardize coefficient (0.184).) and ($p < .05$) at 95% confidence level. Therefore, fail to reject the null hypothesis. The findings support hypothesis 1 by demonstrating that fashion involvement significantly predicts purchase intention ($= 0.184t = 4,558, p 0.05$). The more Involvement of people in fashion, the more participation in cultural fashion clothing is favorable, the higher the purchase intention

H2. Perceived value will be positively and significantly related to consumers' intention to purchase cultural clothing.

The results of the multiple regressions, as presented in Table 10 above, show that the perceived value has a positive and significant impact on the purchase intention with the beta value of the normalization coefficient (0.187) and ($p \& < 0.05$) at 95% confidence level. The null hypothesis cannot therefore be rejected. The results show that purchase intention is significantly predicted by perceived value ($\beta = 0.187, t = 4.4.146, p < 0.05$), supporting Hypothesis 2. Companies work hard more work, the more value maximization is achieved, the more the consumer's purchase intention is towards cultural clothing.

H3. Past experience with cultural clothing will have a positive and significant association with consumer purchase intention. Multiple regression results, as shown in Table 10, show that prior experience has a positive and significant impact on purchase intention with the beta value of the standardize coefficient ($\beta = 0.104$) and ($p < .05$) at 95% confidence level. Therefore, fail to reject the null hypothesis Past experience also has a positive and significant impact on purchase intent ($= 0.104, t = 2,630, p 0.05$). Consumers are more likely to buy cultured apparel if they are

familiar with it, have experience with it, and are knowledgeable about it. As a result, H3 received backing.

H4. Social influence will be positively and significantly linked to the intention to purchase cultural clothing.

Multiple regressions show that social influence has a positive and significant impact on purchase intention, as shown in Table 10 with the beta value of the coefficient standardize ($\beta = 0.281$), and ($p < 0.05$) at 95% confidence level. Therefore, fail to reject the null hypothesis. The results also show that social influence is positively related to intention to buy cultural clothing ($\beta = 0.281$, $t = 5.42$, $p < 0.05$), supporting H4. The more people respond to the influence of family, friends, and others, the higher their intention to purchase culturally appropriate clothing.

H5: Their intention to purchase cultural clothing will be positively and significantly correlated with their attitudes toward it.

The results of the multiple regressions, as presented in Table 10 above, show that the consumer's attitude has a positive and significant influence on the purchase intention with the beta value of the standardize coefficient (0.315).) and ($p < 0.05$) at the 95% confidence level. The null hypothesis cannot therefore be rejected. The results also indicate that social influence is positively related to intention to purchase cultural clothing ($\beta = 0.315$, $t = 5.983$, $p < 0.05$), supporting H5.

To summarize the independent variables influence positively explains dependent variable. The regression analysis' findings are consistent with previous studies. In terms of the impact of a customer's attitude, fashion involvement, perceived value, and previous experience on purchasing intent. The findings of this study agree with those of Syed et al. (2014), Yuanwen (2008), Nurafifah et al. (2014), Jin & Suh (2005), Dereke et al (2015) and Animut (2017), SM Sohel Rana.

4.10. Independent T-test and One way ANOVA

This study applies two inferential statistical techniques, independent t-test and one-way ANOVA, to meet the objective of testing whether there is a alteration between the profile of consumers and the causes that whether they consider it necessary to influence their purchase intention or not. Also, to study how they relate to fashion, past experiences, social influences, attitudes and perceived values of consumers.

4.10.1. Independent T-test

A single binary independent variable and a single continuous dependent variable are required for the T-test (Marczyk, Dematteo and Festinger, 2005). The T-test was used to test the mean difference between two groups. Therefore, the t-test was used to compare the mean difference between gender and baseline factors considered important in generating consumer purchase intention.

The independent t-test differs from the ANOVA test in that the ANOVA allows you to compare the mean of multiple groups or conditions (Marczyk, Dematteo and Festinger, 2005), while the t-test is used to test mean difference between the two groups.

Table 11 independent sample t-test comparing gender and basic purchase intention factors.

SUBJECTS		N	VALUES OF Mean	mean .D	Std. D	Means of Std. Error	Sig.value
Fashion Involv.	MENS	148	3.5932	.01423	.78504	.06453	.877
	WOMENS	162	3.5790	.01423	.82495	.06481	
Perceived Value	MENS	148	4.0784	-.09446	.59961	.04929	.162
	WOMENS	162	4.1728	-.09446	.58491	.04595	
Past Exp.	MENS	148	3.9752	-.09062	.55545	.04566	.117
	WOMENS	162	4.0658	-.09062	.45930	.03609	

Social Infl.	MENS	148	4.0383	-	.61294	.05038	.423
	WOMENS	162	4.0967	-.05842	.66530	.05227	
Attitude	MENS	148	3.9685	-.07063	.63065	.05184	.307
	WOMENS	162	4.0391	-.07063	.58405	.04589	

Source: - Own survey result, 2021

4.10.1.1. Factors influencing Purchase Intention and income level

As we can see in Table 11, the independent sample t-test results show that the mean difference between women and men under all variables is not significant because their p-value is greater than 0.05 (see Table 11).

Therefore, we reject the null hypothesis (H7). This shows that there is no significant difference between the two genders in terms of factors (fashion involvement, past experience, social influence, perceived value and attitude) that are identified crucial to form purchase intention.

4.10.2. One way ANOVA

The second inference statistic is used to compare the factors that are considered important in consumer purchasing decisions and the averages of the four age groups, five income groups, four occupations, six levels of education and marital status considered.

4.10.2.1. Factors influencing Purchase Intention and Age of respondents

The below table 12 result shows that all factors (fashion involvement, social influence, past experience, customers attitude and perceived value) influence is respondents of different ages are the same with $p \text{ value} > 0.05$ (see table 12). Therefore, we reject the null hypothesis (H6). This shows that there is no significant difference among factors (fashion involvement, past experience, social influences, perceived values and attitudes) that are seeming to be vital in forming purchase intention with respect to ages. These indicate that firms to focus same attention to all age groups to boost their business.

Table 12 One Way ANOVA between Age of respondents and independent variables

ANOVA						
		Sum of Square	df	Mean Squares	F	Sig.
Fashion Invol.	Among Group	0.971	3	0.324	0.497	0.685
	Within Group	199.207	306	0.651		
	Total	200.178	309			
Perceived Values	Among Group	.152	3	0.051	0.143	0.934
	Within Group	108.470	306	0.354		
	Total	108.621	309			
Past Exp.	Among Group	0.896	3	0.299	1.157	0.327
	Within Group	79.057	306	0.258		
	Total	79.953	309			
Social Influ.	Among Group	.154	3	0.051	0.124	0.946
	Within Groups	126.600	306	0.414		
	Total	126.754	309			
attitudes	Among Group	.570	3	0.190	0.514	0.673
	Within Group	113.199	306	0.370		
	Total	113.769	309			

Source: - survey result, 2021

4.10.2.2. Relationships of independent variables and educational level

Table 13 result shows that all factors (fashion involvement, social influence, past experience, attitude and perceived values) influence is the same among different educational level of respondents with $p \text{ value} > 0.05$ (see table 13). Therefore, we reject the null hypothesis (H₀).

This shows that there is no significant difference among factors (fashion involvement, past experience, social influence, perceived value and customers' attitude) that are perceived to be essential in forming purchase intention with respect to educational level. These indicate that firms to give equal attention to all groups of educational background to generate profit.

Table 13 One Way ANOVA between educational level of respondents and independent variables

ANOVA						
		Values for Sum of Squares	df	Values of Mean Square	F	Sig.value
Fashion Involv.	Among Group	2.729	4	0.682	1.054	0.380
	Within Group	197.449	305	0.647		
	Total	200.178	309			
Perceived Values	Among Group	.534	4	0.133	0.376	0.825
	Within Group	108.088	305	0.354		
	Total	108.621	309			
Past Exp.	Among Group	1.468	4	0.367	1.427	0.225
	Within Group	78.485	305	0.257		
	Total	79.953	309			
Social Influ.	Among Group	.536	4	0.134	0.324	0.862
	Within Group	126.218	305	0.414		
	Total	126.754	309			
attitudes	Among Group	1.168	4	0.292	0.791	0.532
	Within Group	112.600	305	0.369		
	Total	113.769	309			

Source: - 2021, survey result

4.10.2.3. Factors influencing Purchase Intention and income level

The below table 14 result shows that all factors (fashion involvement, social influence, past experience, customers attitude and perceived value) Different age groups of respondents have the same level of influence with p value >0.05(see table 14). Therefore, we reject the null hypothesis (H11). This shows that the there is no significant difference among factors (fashion involvement, past experience, social influences, perceived values and attitude) that are perceived to be essential in forming purchase intention with respect to income level. These indicate that firms to give same attention to all groups of income level to standout in business.

Table 14 One Way ANOVA between income of respondents and independent variables

ANOVA						
		Values for Sum of Square	df	Values of Mean Squares	F	Sig.value
Fashion Involv.	Among Group	3.403	5	0.681	1.052	0.387
	Within Group	196.774	304	0.647		
	Total	200.178	309			
Perceived Value	Among Group	.773	5	0.155	0.436	0.824
	Within Group	107.849	304	0.355		
	Total	108.621	309			
Past Exp.	Among Group	1.683	5	0.337	1.307	0.261
	Within Group	78.270	304	0.257		

	Total	79.953	309			
Social Influ.	Among Group	1.788	5	0.358	0.870	0.502
	Within Group	124.966	304	0.411		
	Total	126.754	309			
Attitude	Among Group	2.636	5	0.527	1.442	0.209
	Within Group	111.132	304	0.366		
	Total	113.769	309			

4.10.2.4. Factors influencing Purchase Intention and employment status

The below table 15 result shows that all factors (fashion involvement, social influence, past experience, customers attitude and perceived value) different employment groups of respondents have the same level of influence with p value >0.05 (see table 15). Therefore, we reject the null hypothesis (H10). This shows that there is no significant difference among factors (fashion involvement, past experiences, social influences, perceived values and attitude) that are apparent to be vital in forming purchase intention with respect to employment status.

Table 15 One Way ANOVA between employment of respondents and independent variables

ANOVA						
		Values for Sum of Squares	df	Values for Mean Square	F	Sig.value
Fashion Involv.	Among Group	1.069	3	0.356	0.548	0.650
	Within Group	199.109	306	0.651		
	Total	200.178	309			

Perceived Values	Among Group	1.195	3	0.398	1.134	0.335
	Within Group	107.427	306	0.351		
	Total	108.621	309			
Past Exp.	Among Group	1.748	3	0.583	2.280	0.079
	Within Group	78.205	306	0.256		
	Total	79.953	309			
Social Influ.	Among Group	.873	3	0.291	0.708	0.548
	Within Group	125.881	306	0.411		
	Total	126.754	309			
Attitude	Among Group	.459	3	0.153	0.413	0.743
	Within Group	113.310	306	0.370		
	Total	113.769	309			

Source: - 2021 survey result

4.10.2.5. Factors influencing Purchase Intention and marital status

ANOVA result in table 16 shows that there are significant difference between the respondents marital status and factor, perceived value with $F=4.499$ and with $p=0.012$ which is less than 0.05 .So we fail to reject the null hypothesis (H12). Respondents whose married give more attention to perceived value followed by unmarried and divorced. For the remaining factors (past experiences, social influence, attitude and fashion involvements) the result shows that the influence of respondents of different ages are the same

Table 16 One Way ANOVA between marital status of respondents and independent variables

ANOVA						
		Values for Sum of Square	df	Value of Mean Squares	F	Sig.value
Fashion Involv.	Among Group	.333	2	0.166	0.256	0.775
	Within Group	199.845	307	.651		
	Total	200.178	309			
Perceived Value	Among Group	3.093	2	1.547	4.499	0.012
	Within Group	105.528	307	0.344		
	Total	108.621	309			
Past Exp.	Among Groups	.561	2	0.281	1.085	0.339
	Within Groups	79.392	307	0.259		
	Total	79.953	309			
Social Influ.	Among Group	2.375	2	1.188	2.931	0.055
	Within Group	124.379	307	0.405		
	Total	126.754	309			
Attitude	Among	1.517	2	0.759	2.075	0.127

	Group					
	Within Group	112.251	307	0.366		

CHAPTER FIVE

SUMMARY, CONCLUSIONS, RECOMMENDATIONS, LIMITATIONS AND IMPLICATIONS

5.1. Introduction

In this chapter conclusions of the research findings that have been analyzed and discussed in the previous chapter are briefly presented. The study put forward conclusion, recommendation and academic and practice implications of the study based on the data and future directions for the next researcher on such related topics. The main aim of this paper was to examine factors influencing customers' purchase intention toward cultural clothes in Addis Ababa. The factors like past experience, social influence, fashion involvement, perceived value and customers attitude identified and analyzed to see their effect on buying intention of customers. The remainder of this chapter discusses (1) summary, (2) conclusion, (3) recommendation, (4) implication, (5) limitations and future direction

5.2. Summary

On the descriptive analysis customer are differ on perceiving on the factors influencing buying intention. Past experience are the most important determinant in the mind of consumer in the buying decision followed by attitude, perceived value, fashion involvement and social influence.

Correlation analysis was conducted to determine whether the variables are correlated among themselves and with dependent variable. There is a significant positive relationship between dependent and independent variables: fashion involvement, social influence, attitude which is strong in relation and there is also a moderate positive relation with perceived value which is also significant correlation. Finally, there a low but still a positive good relationship with past experience. Generally speaking, this means that if consumers have a good view of all factors, this is related to the willingness of consumers to buy cultural clothing.

The regression analysis results involve factors; perceived value, fashion participation, social status, past experience, and attitudes have a positive impact on consumers' purchase intentions in the order of their importance from the most decisive factor to the least important. As a result of this discovery, it can be concluded that attitude is the most important factor influencing consumers' purchasing intentions. The results of this study indicate that attitude factors are the most important factor influencing consumers' purchasing decisions, followed by social influence, fashion participation, perceived value and past experience.

Social influence is the second important criterion in buying intention cultural clothes. This may indicate that people consume cultural clothes due to the pressure come from family, peers and people in the society. Therefore if the society gives equal importance to cultural clothes, the demand for the cultural clothes increases significantly.

Fashion involvement takes the third in influencing the buying intention of cultural clothes. It is the participation of a consumer to the inspiring new design styles which is straight lead to his/her purchase intention. Therefore, consumers buying intentions is influenced by fashion fallowness.

Most customers are value sensitive and want to be sure on the value they get before effecting any payment due to the income constraint. Therefore, perceived value is an important factor in the consumer's purchasing decision-making process, and consumers would buy products with high perceived value.

With respect to the past experience of customers', regression analysis shows that past experience has a significant impact on cultural clothing purchase intent. That is, customers pay more attention to their own experience, familiarity and knowledge when buying cultural clothing. Therefore; the five independent variables significantly predict cultural clothing purchase intention. The results of the study show that consumers of cultural clothing of different age groups do not have significant differences in all variables. The results of the research also show that there are no significant differences between consumers of cultural clothing of different educational levels.

The analysis also found that there is no significant variation in the respondents' income and employment position and what they believe are important factors affecting purchase intentions. Finally, the study found that consumers of cultural clothing have significant differences in the perceived value of their marital status, demonstrating that married couples pay more attention to the value they obtain than singles and divorcees.

5.3. Conclusion

This work was carried out to solve the factors considered to be very important for the formation of the capital's cultural clothing purchase intention. Based on these findings, the following factors were analyzed to examine their influence on the dependent variable. Consumer attitudes, participation in fashion, social influence, past experience and value perception are important factors in predicting purchase intentions.

Therefore, we can conclude that;

- People wear cultural clothes because of the love they have to their own culture.
- People wear cultural clothes to look attractive and get respect from families and other people.
- People buy cultural clothing because it is good value for money and the design is of high quality.
- The same kind of cultural dress is tedious. That is why they like to wear diverse and impressive new cultural costumes.
- People would be influenced by their past knowledge, familiarity, and experience with cultural and fashionable clothing. People attracted towards fashionable cultural clothes that go with different ethnicity and religion.

5.4. Recommendations

Based on the findings, the following recommendations have been found important:

- ✓ Firms or companies involved in producing and trading cultural clothes should worry about providing quality cultural clothes with attractive design and affordable price for all categories of age.
- ✓ Cultural clothes on the market should reflect the ethnicity and identity of the society wearing it and should keep the original tradition along with impressive and eye catching design.
- ✓ Ministry of trade and tourism should give attention and support this sector, weavers (shemane's) and small and micro institutions involved in producing cultural clothes that represent positive image of Ethiopia.
- ✓ Firms and retailers should highly alert and prepare themselves during peak seasons .especially during highly ceremonial days like timket (epiphany) ,meskel (the finding of the true cross) and irrecha celebration to supply diverse and quality cultural clothes with affordable price.
- ✓ The positive attitude of customers towards cultural clothing is the main key factor that leads to purchase intention. Therefore, marketers must pay attention to creating a good attitude by producing products in a way that suits the interests and happiness of consumers.
- ✓ Social influence is an important determinant that affects consumers' purchase intention of cultural apparel. Cultural clothing retailers and marketers need to pay more attention to the relationship between family and society as a whole, and then position their product decisions to increase the acceptance of cultural clothing supplied to the market.
- ✓ Firms also need to consider the experience the customers' had in the past regarding trends of familiarity ,experience and the knowledge they have about cultural clothes because past experience have found important factor in influencing customers buying intention.

- ✓ When the customers out for shopping they want to be attracted by new designs that placed on the white out fits or the style that is not out of the societies culture. Because customers
- ✓ Fashion involvement had found influential element in forming purchase intention. Therefore, designers and firms or retailers need to give attention in providing attractive, eye catching and impressive designed cultural clothes.

5.5. Limitations and Directions for Further Studies

Before heading on to generalizations of the findings certain there are certain limitations necessary to acknowledge them. The study uses convenience sampling techniques, so there may be biases. Using random sampling will help increase the credibility of the results. Because most of the interviewees are well educated and young it is difficult to generalize for the rest of other groups and The results of this study are only generalizable to this setting, while significance was discovered, no guarantee exists similar results will be found in other cities of Ethiopia.

The study is conducted at single point in time to address buying intention of customers toward cultural clothes. In order to have more reliable responses time series data would be better. The study also used only five influencing factors (fashion involvement, perceived value, past experience, social influence and consumers 'attitude) Consumers consider it important when considering the purchase intention of cultural clothing which is about 55.6%. As a result, it suggests that a variety of different factors can influence customers' desire to purchase cultural clothing.

However, this research leaves more room for improvement. More research can be done for different product categories, with a larger sample size or geographic area, to ensure that the results match actual customer purchase habits and produce higher confidence results.

It is better to recommend the use of time series methods and different qualitative methods to collect data, such as in-depth interviews or focus group discussions, to discover other variables that may have an impact on consumers' purchase intentions, so as to obtain better products.

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Appendix I

A questionnaire on “Purchase Intention towards Cultural Clothes”

(To be filled by purchasers)

Dear respondents

First of all, I would like to thank you for your kind cooperation for your kind cooperation to give you your honest and accurate response. Currently, I am studying research thesis on the Marketing Management department Ababa University school of Commerce for factors that affect customer’s intention. This questionnaire is prepared for my research used to fulfill a part of the grade level of Art Master in marketing management.

The goal of this survey is to learn more about the elements that influence customers' intentions to buy cultural clothes. The reaction it provides is very valuable to complete the success of the investigation, finding an important factor that can achieve the positive attitude of consumers that derive them buying intention

Lastly, I want to reassure you that the information you supply will be kept private and that this questionnaire will only be used for academic purposes. The questionnaire will not exceed twenty minutes. Make sure to provide an accurate answer, if you find any questions about the problem; please feel free to contact me at +251910412480/0983020334

Section 1: General Information

Note: For the following questions, choose an answer that best fits your current circumstances and circle it.

1) What gender are you?

1. a man

2. A woman

2) What is your age group?

1. 18-25 2. 26-35 3. 36-45 4. 46 and more

3) What category describes your educational level?

1. No education 2. Elementary school completion 3. High school graduation
 4. Diploma 5. First degree 6. A master's degree or higher

4) Which of the following categories best reflects your marital status?

1. Married 2. Divorced 3. Single

5) What is your current job situation?

1. Unemployed people
 2. Employed 3. Business owner 4. Others

6) Which category describes your monthly income?

1. Below 1000 birr 2. Birr 1,000- 2,000birr 3. Birr 2,001- 4,000birr
 4. Birr 4,001- 7,000 birr 5. Birr 7,001-10,000birr 6. Birr 10,001 and above birr

7) How much do you spend on cultural apparel on an annual basis on average?

1. Less than 1000 birr or none 2. 1001birr - 2000 birr 3. 2001- 4000birr
 4. 4001-7000birr 5. 7001-10,000 birr 6. Birr 10,001 and above birr

Part 2: Consumer-perceptual Oriented Variables: Choose the number that best expresses your sentiments and ideas about each topic as your answer to each question.

NO	Fashion involvement	Strongly disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
1	In general, I bought a well designed clothing in the season.	1	2	3	4	5
2	I give my friend many information about the new cultural design clothes.	1	2	3	3	5
3	I am interested in cultural clothing designed more than others.	1	2	3	4	5

4	Compared to most other people, it is likely to request advice on the new cultural clothing that most.	1	2	3	4	5
5	I'll read the fashion news regularly and I'll keep my wardrobe a day with the trend of fashion.	1	2	3	4	5
NO	Perceived value	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	By making a purchase decision, compare the price of several brands to provide optimal value for money.	1	2	3	4	5
2	I always reveal that I get the best value for money.	1	2	3	4	5
3	I am very worried about the low price, but I am concerned about the quality of the product.	1	2	3	4	5
4	I'm usually going to buy a low price store, but I have to meet some quality requirements before buying them.	1	2	3	4	5
5	I like to be sure that I have valid my money when I buy a product.	1	2	3	4	5
NO	Past experience	D.disagree	D.agree	Neutral	Agree	S.agree
1	I am familiar with the cultural clothing that I buy or want to buy.	1	2	3	4	5
2	I have experience with cultural clothing that I buy or want to buy.	1	2	3	4	5
3	I had knowledge about cultural clothing that I buy or want to buy.	1	2	3	4	5
NO	Social influence	Strongly disagree 1	Disagree 2	Neutral 3	4	Strongly agree 5
1	I would buy cultural clothes recommended by family member	1	2	3	4	5
2	I would buy cultural clothes recommended by friends	1	2	3	4	5
3	I would buy cultural clothes endorsed by third party.	1	2	3	4	5

NO	Attitude	S.disagree 1	Disagree 2	Neutral 3	Agree 4	S.agree 5
1	I feel happier when I buy cultural clothing.	1	2	3	4	5
2	I enjoy it when there are cultural outfits available to purchase in the product category.	1	2	3	4	5
3	Culture clothing is attractive to me.	1	2	3	4	5
4	Culture clothing is advantageous for me.	1	2	3	4	5
5	Cultural clothing	1	2	3	4	5
6	Cultural clothing is worth it for me.	1	2	3		5

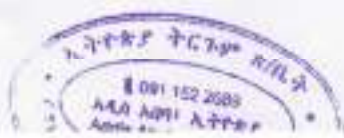
Section 3 Purchase Intent: The following questions ask about your purchase intent for cultural clothing. Please select the number that best describes your feelings and ideas about each issue as your answer to each question.

NO	Purchase intention					
1	I want to buy cultural clothes next time I go shopping.	1	2	3	4	5
2	The next time you find cultural clothing when you go shopping, you will buy it.	1	2	3	4	5
3	I will work hard to buy cultural clothes.	1	2	3	4	5
4	The possibility of buying traditional clothing is high.	1	2	3	4	5
5	I am very willing to buy traditional cultural products	1	2	3	4	5

1. ያልተቀጠሩ 2. ቢገነብ ማን 3.ተተጣሪ 4.ሌላ
- 6) የትኛው ምድብ የእርስዎን ወርሀዊ ገቢ ይገልጻል?
 1.ከ1000 ብር በታች 2.ከ1000-2000 ብር 3.ከ2000-4000 ብር
 4.ከ4001 -7,000 ብር 5. ከ7001 — 10,000 ብር 6.ከ10,001 እና በላይ
- 7) በአመት በአማካይነት በአልባሳት እና የተለያዩ እቃዎች ምን ያህል ወጪ ያደርጋሉ?
 1. ከ1000 በታች ወይም ምንም 2.ከ1001 -2000 3.ከ2001-4000
 4. ከ4001 -7000 5. ከ7001 — 10,000 6.ከ10,001 እና ከዛ በላይ

ክፍል 2፡ ሽማግሌን መሰረት ያደረገ፡ ለእያንዳንዱ ጥያቄ የእርስዎን ፍላጎት እና ምርጫ በአብላጫ የሚገልጸውን በመምረጥ የእርስዎን መልስ ይግለጹ

ተ/ቁ	የፋሽን ውስጥ መሳተፍ	ወጭ አልዎግም (1)	አልዎግም (2)	ምንም ዓይነት (3)	አስግንጠው (4)	ወጭ አስግንጠው (5)
1	በአጠቃላይ፣ ከበሬቱ ይልቅ እሁን በባህላዊ ጻዕደንድ የተደረጉ አልባሳትን እግባለሁ።					
2	የአዲስ ባህላዊ አልባሳት ጻዕደን በተመለከተ ለጓደኞቼ ዝርዝር መረጃ እሰጣለሁ።					
3	ከማንኛውም ሰው ይልቅ እኔ በባህላዊ አልባሳት ጻዕደን ፍላጎት አለኝ					
4	ከሌሎቹ ጋር ሲነጻጸር እኔ አዲስ የባህላዊ አልባሳት በተመለከተ ለምክር እጠየቃለሁ።					
5	ሁልጊዜ የፋሽን ጋዜጣዎችን እንባለሁ እና ያገኘሁትን ወደ የተሟላ ልብስ ፋሽን ስመቀየር እጥራለሁ።					
ተ/ቁ	የግንዛቤ ሞጋ	ወጭ አልዎግም (1)	አልዎግም (2)	ምንም ዓይነት (3)	አስግንጠው (4)	ወጭ አስግንጠው (5)
1	የግዥ ውሳኔ በሚያደርግበት ጊዜ፣ የተለያዩ ቁራንዶች ሞጋ በማንጻጸር የተሸበ ሞጋ በግንገት አረጋግጣለሁ።					



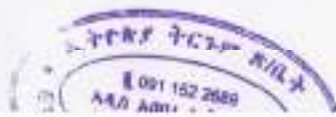
ቁጥር	አስተያየት	ፀሐፊ አስተያየት (1)	አላስተያየት (2)	ግንዛቤ አይነት (3)	አስተያየት (4)	ፀሐፊ አስተያየት (5)
1	ባህላዊ አልባሳት ለመግዛት ያስፈልጋል።	1	2	3	4	5
2	እኔ የምንገኘው ባህላዊ አልባሳት የምርት ምደባ ውስጥ በሚገኙበት ጊዜ በጣም አጠቃላይ።	1	2	3	4	5
3	ባህላዊ አልባሳት ያገኘሁልኝ	1	2	3	4	5
4	ባህላዊ አልባሳት በጣም የሚመዘኝ ነው።	1	2	3	4	5
5	ባህላዊ አልባሳት ለእኔ ጥሩ ነው።	1	2	3	4	5
6	ባህላዊ አልባሳት ለእኔ ጠቃሚ ነው።	1	2	3	4	5

ክፍል 3፡ የግዥ ፍላጎት፡- ከዚህ በታች የተጠቀሱ ጥያቄዎች ባህላዊ አልባሳት ለብሶችን በተመለከተ የእርስዎን የግዥ ፍላጎት የሚጠይቁ ናቸው። ለእያንዳንዱ ጥያቄ የእርስዎን ፍላጎት እና ምርጫ በአብዮት የሚገልጸውን በመሃረጥ የእርስዎን መልስ ይገቡ።

ቁጥር	የሽያጭ ፍላጎት	ፀሐፊ አስተያየት (1)	አላስተያየት (2)	ግንዛቤ አይነት (3)	አስተያየት (4)	ፀሐፊ አስተያየት (5)
1	በቀጣይ ጊዜ ወደ ገበያ በምሄድበት ጊዜ የባህላዊ አልባሳትን ለመግዛት አጠቃላይ።	1	2	3	4	5
2	በቀጣይ ጊዜ ወደ ገበያ በምሄድበት ጊዜ ባህላዊ አልባሳትን ካገኘው አጠቃላይ።	1	2	3	4	5
3	ባህላዊ አልባሳትን ለመግዛት ልዩ ጥረት አደርጋለሁ።	1	2	3	4	5
4	የባህላዊ አልባሳት ግዥ በጣም ከፍተኛ ነው።	1	2	3	4	5
5	የባህላዊ አልባሳት ምርቶችን ለመግዛት ከፍተኛ ፍላጎት አለኝ።	1	2	3	4	5

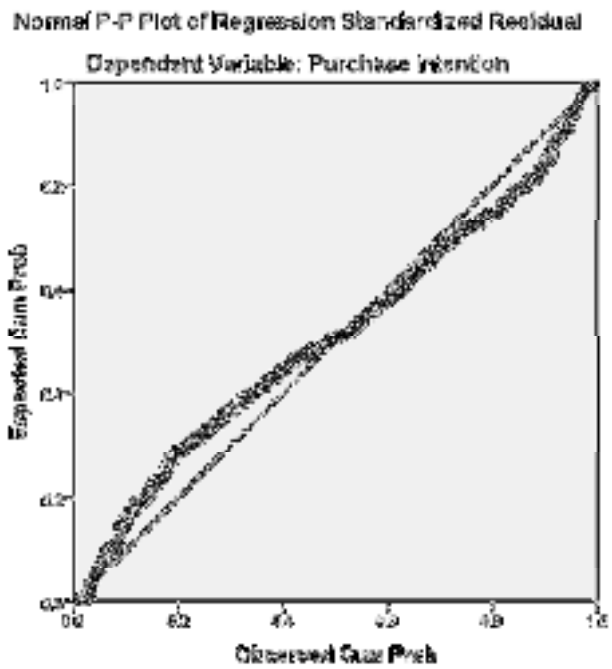
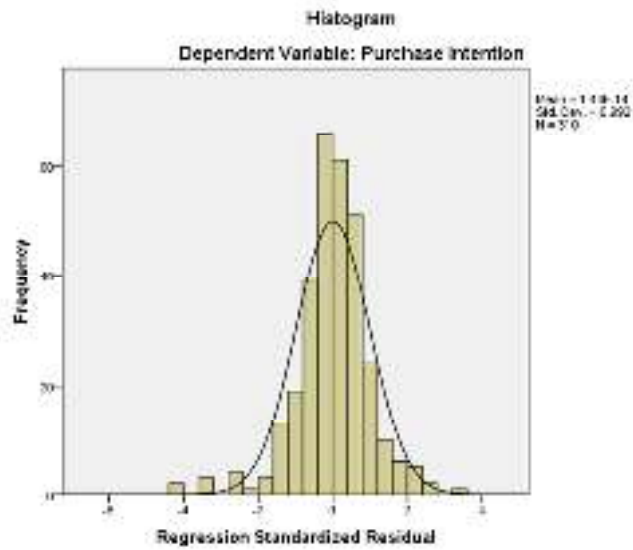


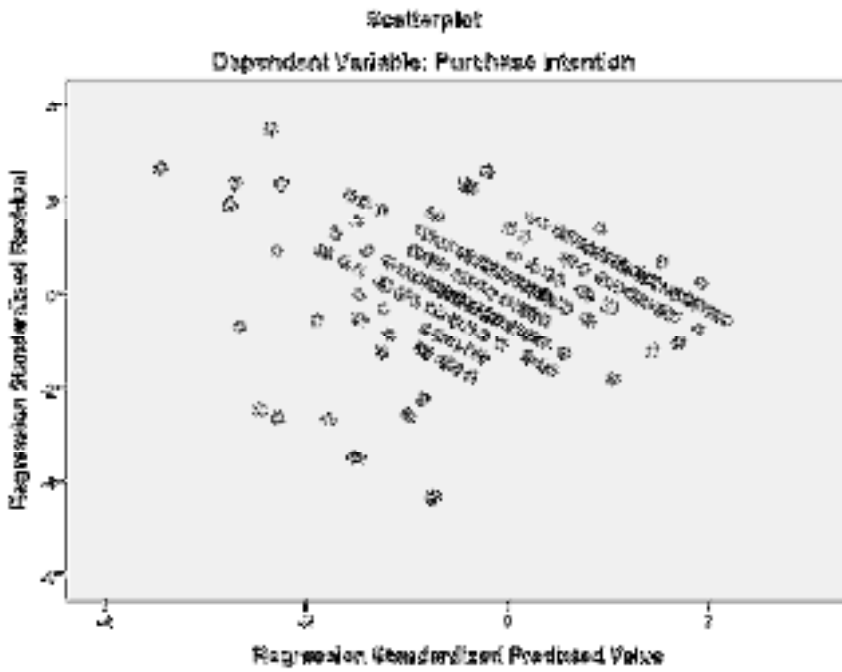
2	ጠጪ ለግንባርና ገንዘብ ትኩረት የሚያስፈልገውን የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
3	ገንዘብ ለማግኘት የሚያስፈልገውን የገንዘብ ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
4	እኔ በአጠቃላይ ገንዘብ ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
5	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
ተ/ቁ	ልምድ	የግንባር ስራዎች (1)	ልምድ (2)	የግንባር ስራዎች (3)	ልምድ (4)	የግንባር ስራዎች (5)
1	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
2	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
3	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
ተ/ቁ	የግንባር ስራዎች ተጽእኖ	የግንባር ስራዎች (1)	ልምድ (2)	የግንባር ስራዎች (3)	ልምድ (4)	የግንባር ስራዎች (5)
1	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
2	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5
3	የግንባር ስራዎች ለማስፈጸም ማረጋገጥ።	1	2	3	4	5



Appendix II

Normality test





Linearity

