

**The Effect of Consumer Ethnocentrism and Product Quality
on Purchase Intention:
A Case Study of Ethiopian Leather Footwear Industry**



**A Research Thesis Submitted to Addis Ababa University College of
Business and Economics School of Commerce for the Partial fulfillment
of the requirements for the Degree of Master of Art in Marketing
Management**

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Advisor: TemesgenBelayneh(PHD)

January, 2020

Addis Ababa

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**ADDIS ABAB UNIVERSITY
SCHOOL OF GRADUATE
STUDIES MA PROGRAM**

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A Case Study of Ethiopian Leather Footwear
Industry**

By: Lina Nuredin

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Letter of Certification

This is to certify that Lina Nuredin carried out his project on the topic entitled

“The Effect of Consumer Ethnocentrism and Product Quality on Purchase Intention: A Case Study of Ethiopian Leather Footwear Industry”.

This work is original in nature and is suitable for submission for the award of Master Art in Marketing Management.

Temesgen Belayneh (PhD)

(The Research Advisor)

Declaration

I, Lina Nuredin, declare that this research entitled —***The Effect of Consumer Ethnocentrism and Product Quality on Purchase Intention: A Case Study of Ethiopian Leather Footwear Industry***— is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the Research Advisor.

This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

By: Lina Nuredin (GSE/9457/10)

Signature_____

Date_____

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ABSTRACT

Imported leather shoes products from different Asian and European countries suffocated the local market. The entry of foreign footwear products along with domestic ones provide local consumers a variety of option to purchase and consume. This study intended to analyze the effects of consumer ethnocentrism and perceived quality product on the purchase intention of leather shoes products in Addis Ababa. This study used cross-sectional design study involving data from 314 consumers of in the city's metropolitan areas. Convenience sampling technique was applied to select the targets. The results showed that the respondents had a medium level of consumer ethnocentrism but low level of perceived quality to local leather shoes. It also showed that demographic characteristics in terms of sex, age and income; ethnocentrism and perceived quality of domestic leather shoes products had a significant effect on the leather footwear product purchases. Specifically, consumers who had a higher level of ethnocentrism were less likely to purchase foreign leather shoes. Meanwhile, consumers who had a higher level of perceived quality of foreign product were less likely to purchase the domestic leather products. Marketing promotion should be aggressively conducted to enhance the level of consumer ethnocentrism as well as the quality should fit the required performance.

Keywords: *Consumer, Ethnocentrism, Perceived Quality, Local leather shoes, foreign leather shoe, Purchase Intention, Addis Ababa*

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1. CHAPTER ONE

I. Introduction

This chapter introduces the concepts of consumer ethnocentrism, perceived quality of product, and their influence on purchase intention of consumers. It identifies the research gap, set objectives, underlines the importance and scope of the intended research.

1.1. Background of the Study

The ever escalating openness in globalization accelerates elimination of entry barriers and trade liberalization resulted in providing business companies with a tremendous opportunity to access foreign markets (Chowdhury, 2013). Expanding business activity across boundaries serves as a gateway for business firms to obtain new markets easily along with facilitating to get more access for consumers to various products from different edges of the world than ever before. Such development of market arena has resulted in increased stiff competition as firms extend their coverage to include a wide range of domestic and international markets to satisfy their specific target consumers.

The need to survive in such competitive environment has stimulated firms to enhance their focus towards understanding the behavior of consumers in target markets from the perspectives of supplying quality products per their perception as well as the challenges and levels of consumer ethnocentrism against foreign brands. Both issues have significant contribution or influence on their purchase intentions of a specific product (Tsai, 2013).

An understanding of the behavior of consumers in foreign markets is particularly important in that it helps marketers to design effective marketing strategies (Keller, 2004) for the fact that customers become more subjected to ever-expanding choice of purchase options with a variety of both foreign and domestic products. Making purchase decision regarding products with surplus alternatives or scenarios often put them in dilemma of choosing imported products with relatively higher perceived quality against ethnocentrism *ceteris paribus* other socioeconomic factors.

Consumer ethnocentrism, the intrinsic factor, affects consumer purchase decision for the fact that it is the beliefs and values related to moral issues of purchasing foreign made products in place of domestic ones hurts local economy (Shimp and Sharma 1987). Whereas, perceived quality, the extrinsic factor, is all about their perception towards the overall product quality with respect to their innate needs and wants relative to other alternatives.

In these regards, the emerging and growing globalization substantially creates the good opportunity for consumers to pursue reliable leather products that outfit the purpose and able to stand the intended functions (Garvin, 2006). Demanded high quality shoes, in particular with relatively competitive prices that substitute's local products, can easily be imported and inducted to the local market in bulk. Local producers in developing countries in particular, strive to survive and focus on consolidating their position in the local market due to severe competition and ease of foreign companies' inflow to the market (Porter, 1990).

However, domestic manufacturers ignore the importance of consumer ethnocentrism on purchase intention of local consumers. The higher of the ethnocentrism, the more consumers will prefer domestic products than foreign products even though consumers with medium ethnocentrism may have certain tendency to buy imported products (Alsughayir, 2013). A leather footwear product consumer in Ethiopia is not far from such critical facets.

Ethiopian domestic leather shoes markets which are filled with various imported shoes privileged domestic consumers with multiple choices of shoes around the world (Zemenu, 2014). Despite their inferior qualities and higher prices relative to the imported ones, however, the proportion of domestic leather footwear consumption has been substantially increasing from 31% in 2010 to 49% in 2019 (Ethiopian Revenue and Custom Agency – ERCA, 2020). The existence of such consumer ethnocentrism offers the local produces with huge opportunity to scale up their market share and profitability if integrated with their marketing strategy. Exerting unlimited efforts to grasp these factors in a given market by local business firms pay backs rewards in terms of earning attractive profit and outstanding market share to grow further or just to survive in a highly competitive domestic market (Rao, 2008).

The aim of this study is, thus, to determine the effect of consumer ethnocentrism and product quality on purchase intention of local leather shoes taking consumers in Addis Ababa as a case.

The results of the findings may have a significant benefit for the management and marketers of local leather footwear producers to have a clear picture of their local consumers' perception towards their product as well. It serves as a spring board in the course of formulating their marketing strategy to attract more customers, promote the desired profit and enhance the existing market share substantially.

1.2. Statement of the Problem

Ethiopian leather footwear industry is a relatively older industry for about a century involvement in processing leather and producing leather products (Zemenu, 2014). The country is well known for its huge herd of livestock in the world that makes it the first in Africa and the quality of its leather and hides due to their preferred grains structures and fine surface textures are more prominent in European market as well.

However, the local footwear market is characterized by a massive import of similar products across national boundaries, china, India, Europe and America in particular. The imported leather and synthetic footwear products have relatively preferable perceived quality in terms of aesthetic, seasonality and fashionable features but suffer from less durability and inferior leather quality. However, in conjunction with perceived quality of local leather shoes, the influence of consumers' level of ethnocentrism on purchase intention of domestic consumers is not clearly known so as to protect the local market from engulfing foreign substitute products suffocated the market. Then, it has become a critical bottleneck for domestic producers to earn more profits and enhance their share of the domestic market sustainably. Nonetheless, their successes mostly depend on the ability to satisfy the targeted customers by delivering products with higher perceived quality (Arthur, 2010).

It is evident that different types of shoes from different countries are available on the Ethiopian foot wear markets (Zemenu, 2014). Foreign direct investment policy and joining the world trade organization aggravates the emergence of foreign companies resulted in cornering local companies to search for unique strategic competitive arenas. In addition to other customary marketing strategic moves, commencement of different marketing promotional mix campaigns is invaluable option in terms of depicting Ethiopian iconic logos, signs, marks, flags, monuments or historic event representation. Since the intensity of consumer ethnocentrism varies with socio-

demographic related factors such as age, income, education, etc., the marketing mix strategies should be tuned accordingly to get the best out of it.

Integration of such marketing moves towards consumer ethnocentrism with product quality will have more impact on the sales volume of local leather shoes. The perceived product quality towards the product performance will directly linked to customer's value and satisfaction that drives them to purchase (Kotler, 2005). It is vital to identify and determine the level of ethnocentrism and what attributes of leather shoes quality, with respect to socio-demographic characteristics, affect the purchase intention of the domestic buyers. It helps the local shoes producers that plunged in stiff competition to attract and retain customers through exceling their demands. Besides, the protection of local companies from foreign intrusion, consumer ethnocentrism is one of the most powerful intangible and non-tariff barriers to international trade and its consequences has been studied and confirmed in a number of countries (Hanuer, 2014; Shankamahesh, 2006; Zemenu, 2014).

Extant studies (Part and Vida, 2013; Rahmawati and Mulfikharti, 2016; Kalichran, 2014; Sukmaningtyas and Hartayo, 2013) proved that there was an effect of consumer ethnocentrism on domestic product quality. However, lack of literature and few researches conducted on the subject in Ethiopian consumer's context were found to be the gap to be filled. In this regards, researchers tried to investigate either product quality (Zemenu, 2014) or consumer ethnocentrism (Hanuer, 2014) on purchase intention for local leather footwear products. The previous studies also reflected the tendency of local shoes buying decision but the purchase intention of foreign leather footwear also the subject needs to be assessed.

This study, thus, investigated the influence of consumer ethnocentrism and product quality on purchase intention of both foreign and domestic leather shoes under the control of related sociodemographic factors which had been overlooked for a while. These can be achieved through addressing the following research questions. The questions are:

- 1- What socio-demographic characteristics of the consumers determine the level of consumer ethnocentrism in Ethiopian Leather Shoes Industry?
- 2- What is the level of Ethiopian leather shoes consumers' ethnocentrism?
- 3- How do consumers perceive both local and foreign leather shoes products?

- 4- How do ethnocentrism and product quality perception affect purchase intention of domestic and foreign shoes products?

1.3. Objectives of the Study

1.3.1. General Objective of the Study

The general objective of the study is to investigate the effect of consumer ethnocentrism and product quality perception on purchase intention of leather shoes in Ethiopian footwear industry.

1.3.2. Specific Objectives of the Study

The basic objective of the study is attained through addressing the following specific objectives. These are to:

- i. Identify what socio-demographic characteristics of leather shoes consumers affect consumer ethnocentrism in Ethiopian leather footwear industry.
- ii. Determine the level of Ethiopian leather shoes consumers' ethnocentrism.
- iii. Investigate the level of consumer's perception towards both local and foreign leather shoes.
- iv. Analyze the effect of consumer ethnocentrism and product quality perception on purchase intention of domestic and foreign shoes products.

1.4. Significance of the Study

The finding of this study will have a number of significance in many ways. The output of this study primarily benefits local leather shoes producers in designing and implementing relevant marketing mix strategies for their specific products so as to sustain in the market.

This knowledge may help the marketers to segment and target its consumers. The researchers also believed that this study offers some clue to the international marketers how they can penetrate to the Ethiopian market. The knowledge of the attitudes of Ethiopian consumers may help them to focus on non-ethnocentric consumers.

The finding of the study will also be useful for the leather manufacturing sector to contribute for domestic gross products by enabling leather factories to protect and defend their business from

stiff foreign company's competition. It can also be taken as a base to launch a Made-In-Home advertising campaign strategy to create awareness of domestic consumers.

Taking the requirement for the partial fulfillment of academic awards helps the student researcher to acquire broader knowledge about the subject matter under the study. Additionally, the findings of this research can contribute to the existing body of knowledge as a reference material and help to illuminate the role of consumer ethnocentrism, product quality perceptions and socio-demographic factors and how they influence buying behavior pattern of consumers.

It may also serve as a spring board for further research in similar industries.

1.5. Scope and Delimitation of the Study

The scope of this study is delimited geographically, conceptually and methodologically. It targeted leather shoe consumers in Addis Ababa, Ethiopia.

The scope of this study is delimited in terms of geographic, conceptual and methodological aspects. Since domestic leather footwear producers have established their most factory sale outlets in Addis Ababa, the capital city of Ethiopia. Thus, the scope is bound on geographically by taking only consumers visiting factory outlets at selected market areas in Addis Ababa. Other regional cities are intentionally excluded for the reason that most (63 out of 227) of the retail shops were located at metropolitan areas of the city.

Besides, conceptually it is also limited by assessing the effect of consumer ethnocentrism and product quality perception on purchase intention. It focused only the perceived quality of the shoes based on consumer's perception rather than product's standard (technical or objective quality) exceeding their specifications. On top of that, other marketing factors such as price, distribution, promotion and other relevant factors that affect behavioral intention (repurchase and positive word-of-mouth) were intentionally excluded as they are out of the scope of this study.

Methodologically, Teenagers below eighteen (18 years-old) were also excluded as the student researcher believed that they might have difficulties to understand the contents of the questionnaire and the purpose of the study as well. This study was conducted within a period of April – May, 2020 which is believed to be enough to examine all the issues at stake. Besides,

only leather shoes products are taken as a case study and other footwear manufacturers are neglected due to the heterogeneity of the materials (non-leather) used for production.

1.6. Definition of Key Terms

The under listed are definitions of the key terms of the study. These are:

Ethnocentrism - The view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it (Sumner, 1906. Pp. 134 -144).

Consumer Ethnocentrism - The tendency to prefer domestic over foreign products (Shimp & Sharma, 1987. Pp. 52-71).

CETSCALE – It is a 17 item scale designed to measure consumers' ethnocentric tendencies related to purchasing foreign versus American products (Shimp and Sharma, 1987).

Perceived Quality - Product quality is the collection of features and characteristics of a product that contribute to its ability to meet given requirements (Kotler, 2004. Pp. 107-126).

1.7. Organization of the Study

This study attempts to investigate the effect of ethnocentrism and product quality perception on consumers purchase intention in Ethiopian leather footwear industry. Accordingly, the paper is organized into five chapters. The first chapter contains introduction, background of the study, statement of the problem, general and specific objectives, research model and questions, scope, research hypotheses, significance, delimitation and organization of the study. The second chapter will discuss detail review of literatures on concept of ethnocentrism, product quality perception, socio-demographic factors, and their effect on consumers buying intention specifically on both local and foreign leather products in Ethiopia. Chapter three will presents the methodology used in the study. The fourth chapter will contain to the detail analysis and discussion of the data collected for the study. Chapter five will includes summary of findings, conclusions, recommendations, limitations and implications for future research.

2. CHAPTER TWO

II. Review of the Related Literature Review

This chapter comprises a review of different related literatures on consumer ethnocentrism, product quality perception, socio-demographic factors and their relationship with purchase intention. The aforementioned study variables are explained from the perspectives of different theoretical approaches. Summary of gap identified and conceptual framework are set based on theories and review of empirical studies as well.

2.1. Theoretical Reviews

Consumer ethnocentrism is a knowledge structure and thought process held by consumer about the appropriateness indeed morality of purchasing foreign made products in place of domestic ones (Shimp and Sharma 1987).). It was developed to predict and explain consumers' use of country of origin information and to understand how such product evaluations can be useful to marketers of both domestic and foreign products. Quality refers to the ability of a product to consistently meet or exceed customer requirements or expectations. Different customers will have different expectations, so a working definition of quality is customer-dependent. When discussing quality one must consider design, production and service. Product quality has become a main topic of discussion in different countries for the fact that quality serves as an important criterion for consumers when purchasing product products and it builds customer value and satisfaction (Steenkamp, 1989).

2.1.1. Ethnocentrism

Before discussing consumer ethnocentrism, let us consider ethnocentrism theoretically. Ethnocentrism was first introduced by an American sociologist called William Graham Sumner in 1906. At the start, ethnocentrism was a purely sociological construct, describing in-group vs. out-group encounters. Sumner defined ethnocentrism as the view of things in which one's group is the center of everything, and others are scaled and rated with reference to it. Each group nourishes its own pride and vanity, boasts itself superior, praises its own divinities and looks with contempt/disapproves on outsiders." (Sumner, 1906)

According to Forbes, 1985 the notion of ethnocentrism has two implications, the first one implies that the groups are naturally antagonistic among themselves and the second one is ethnocentrism produces a series of feelings of loyalty among members of the same group and leads to rejection of the other groups.

According to Booth (1979) and Worchel and Cooper (1979) the concept of ethnocentrism symbolizes a universal tendency to see an individual's own group as the center of the universe and interpret social units from a group perspective. By doing so they accept people who are culturally similar but reject people whose cultures are different.

Rudolf and Hartmut (1994) was able to highlight that later studies dealt with ethnocentrism as a psychological construct, describing the tendency of an individual to identify strongly with their own in-group and culture, the tendency to reject out-group or the tendency to view any economic, political, or social event only from the point of the in-group. The psychosocial view relates ethnocentrism to individual personality levels as well as to social and cultural references (Levine and Campbell, 1972; Booth, 1979; Worchel and Cooper, 1979).

From a psychological perspective, Freud (1955) defined ethnocentrism as the narcissism of the group": So long as a group formation persists or so far as it extends, individuals in the group behave as though they were uniform, tolerate the peculiarities of its other members, equate themselves with them, and have no feelings of aversion toward them.

Psychologist Donald Campbell and his associates (Brewer & Campbell, 1976; Campbell & Levine, 1968) have shown that all people have tendencies to:

- Describe what goes on in their own cultures as "natural" and "correct" and what goes on in other cultures as "unnatural" and incorrect";
- Notice in-group customs as universally valid; that is what is good for us is good for everybody;
- Think that in-group norms, roles and values are obviously correct;
- Consider that it is natural to help and cooperate with members of one's in-group;
- Act in ways that favor the in-group;
- Feel proud of the in-group and Feel hostility toward out-groups

AS, the socio-psychological concept of ethnocentrism in a business context was started to be emphases and which led to the study of consumer ethnocentrism. Consumer ethnocentrism expresses the wish to contribute to economic growth, and thus the domestic political, social, and economic welfare as it supports the domestic economy by favoring domestic products more than foreign products. (Rudolf and Hartmut, 1994).

2.1.1.1. Consumer Ethnocentrism

Consumer ethnocentrism is derived from the more general psychological concept of ethnocentrism. Basically, ethnocentric individuals tend to view their group as superior to others. As such, they view other groups from the perspective of their own, and reject those that are different and accept those that are similar (Netemeyer et al., 1991; Shimp & Sharma, 1987). This, in turn, derives from earlier sociological theories of in-groups and out-groups (Shimp & Sharma, 1987). Ethnocentrism, it is consistently found, is normal for an in-group to an out-group (Jones, 1997; Ryan & Bogart, 1997).

Consumer ethnocentrism specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987). According to (Klein, 2002; Netemeyer et al., 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987). Consumers may come to conclusion that it is not appropriate, and possibly even immoral, to buy products from other countries. As result obtaining foreign products may be viewed as improper because it costs domestic jobs and hurts the economy. The acquisitions of foreign products may even be viewed as simply unpatriotic

According to the concept, highly ethnocentric consumers may think that buying foreign made products hurts the economy of their country, causing unemployment, and is unpatriotic. Conversely, those who do not reveal ethnocentric tendencies, think that foreign products should be evaluated on their own merits without consideration to where they were made in.

Shimp and Sharma (1987) described the following points as the characteristics of consumer ethnocentrism: which result from

- Love and concern for one's own country and the fear of losing control of one's economic interests as a result of the harmful effects that imports may have on one-self and countrymen.

- It comprehends the intention or willingness not to purchase foreign products.
- It refers to personal prejudices against imports
- A general tendency as opposed to a specific attitude.
- Inelastic with respect to price or other product related attributes.
- Assumed to be socialized during childhood like other behavioral patterns.

Balabanies and Diamantopoulous (2004) associate consumer ethnocentrism as the general preference to buy domestically produced products and the negative attitude towards products originated from particular foreign countries. Thus, consumer ethnocentrism refers to the perception that imports might harm the national economy as they represent the potential competition to local business and employments (Cumberland, et al 2010, Evanschitzky et al. 2008, and Sharma, Shimp & Shin 1987). Similarly, this negative biases against foreign imported goods lead to a purchase unwillingness of foreign made product. Consumer ethnocentrism is a three-factorial phenomenon:

1. It is manifested in the sense of attachment to the group (country), and the fear of losing control over it, or results of harmful effects on economic interests.
2. Willingness or intention not to purchase non-domestic goods.
3. Finally, it is a prejudice of an individual against imported products, despite the assumption that the overall level of consumer ethnocentrism in a social system is the sum of individual tendencies (Sharma et al. 1994).

According to the authors (Sharma et al., 1994), consumer ethnocentrism on one hand leads to overestimation of domestic production, and at the same time underestimation of the foreign production. On the other hand, it is a kind of moral obligation to purchase and prefer only domestic goods.

2.1.1.2. Consumer Ethnocentrism Measurement (CETSCALE)

Shimp and Sharma (1987) developed consumer ethnocentrism into a measurable construct through the use of the consumer ethnocentric tendencies scale (CETSCALE). The initial development of the CETSCALE began with 225 different questions, which were narrowed down to 100 before being sent to a survey group for the first purification study. Through repeated

purification studies, the number of questions was finally reduced to 17. Repeated studies by Shimp and Sharma validated the CETSCALE in the U.S.

While the 17-item CETSCALE is the original version developed by Shimp and Sharma (1987), shortened versions have been used. One, with 10 items, was developed alongside the full version.

This is probably the most frequently used version of the CETSCALE, as a result of its relatively few number of questions (Balabanis et al., 2001; Klein, 2002; Klein et al., 1998; Neese & Hult, 2002; Netemeyer et al., 1991; Vida & Dmitrovic, 2001). Other versions have been used with success, including a version used by Klein (2002) with just four items that was found to have a .96 correlation with the 10-item version.

The first major test of the validity of the CETSCALE in countries other than the U.S. was carried out in 1991 (Netemeyer et al., 1991; Wang, 1996). Netemeyer et al. surveyed students in the U.S., France, Japan, and West Germany and compared the results.

Both the 17-item version and the 10-item version were tested. It was found that both versions of the CETSCALE were reliable across the different cultures where it was tested. The results also helped validate the CETSCALE as a measure of consumer ethnocentricity. Since that time, the CETSCALE has been used in many studies in many different countries and cultures.

The original 17-item scale, version developed by Shimp and Sharma (1987)	
NO	Items
1	American people should always buy American-made products instead of imports.
2	Only those products that are unavailable in USA should be imported.
3	Buy American-made products. Keeps American working.
4	American products, first, last, and foremost.
5	Purchasing foreign-made products is un-American.
6	It is not right to purchase foreign products.
7	A real American should buy American-made products.

8	We should purchase products manufactured in America instead of letting other countries get rich off us.
9	It is always best to purchase American products.
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.
11	Americans should not buy foreign products, because this hurts American business and causes unemployment.
12	Curbs should be put on all imports.
13	It may cost me in the long-run but I prefer to support American products.
14	Foreigners should not be allowed to put their products on our markets.
15	Foreign products should be taxed heavily to reduce their entry into the USA.
16	We should buy from foreign countries only those products that we cannot obtain within our own country.
17	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

Table 1 the original 17-item scale version of CETSCALE

Source Shimp and Sharma (1987)

2.1.2. Definitions of Quality

A number of researches and scholars have tried to define quality from different perspectives. Quality is defined in terms of filling the gap between expectation and perception of the users. It implies quality as the interaction between the customer and the product/ service provider, since the customer sees the product/ service quality through comparing his expectations of this product/ service with the actual performance.

From strategic perspective, it can be defined as an essential working strategy largely understood in the consumers' expectations in and outside whether these expectations are explicit or implied. Quality can also be seen as the mark for using any product or service that has to meet the

consumers' expectations. Quality is the constant development of the product the meet up with the consumer needs with the least costs. It can be generalized quality as a standard of correspondence between the actual performance of the service with the customers' expectations or the difference between the customers' expectations and their realization of the service's actual performance (Andersen, 1994).

2.1.3. Concepts of Product Quality

Product quality is the collection of features and characteristics of a product that contribute to its ability to meet given requirements. There are three views for describing the overall quality of a product. First is the view of the manufacturer, who is primarily concerned with the design, engineering, and manufacturing processes involved in fabricating the product. Second is the view of the consumer or user. To consumers, a high-quality product is one that well satisfies their preferences and expectations. This consideration can include a number of characteristics, some of which contribute little or nothing to the functionality of the product but are significant in providing customer satisfaction. A third view relating to quality is to consider the product itself as a system and to incorporate those characteristics that pertain directly to the functionality of the product. This approach includes overlap of the producer and customer views (Kotler, 2005).

Quality control is the collection of methods and techniques for ensuring that a product or service is produced and delivered according to given requirements. This includes the development of specifications and standards, performance measures, and tracking procedures, and corrective actions to maintain control. Concurrent engineering, quality function deployment, and totalquality management (TQM) are modern management approaches for improving quality through effective planning and integration of design, manufacturing, and materials management functions throughout an organization. Quality improvement programs typically include goals for reducing warranty claims and associated costs because warranty data directly or indirectly impact most of the product quality dimensions. According to ISO 9000:2000 standards (cited in McGraw-Hill Concise Encyclopedia of Engineering, 2002), quality is the ability of a set of intrinsic characteristics to satisfy requirements. In practice, there are two types of quality:

External quality – it corresponds to the satisfaction of clients. Achieving external quality requires providing a product or services that meet client expectations in order to establish customer

loyalty and therefore improve market share. The beneficiaries of external quality are a company's clients and external partners. This type of procedure therefore requires listening to clients but also must allow implicit needs that are not expressed by clients to be taken into account.

Internal quality – it corresponds to the improvement of a company's internal operation. The purpose of internal quality is to implement the means that make it possible to best describe the organization, and to spot and limit dysfunction. The beneficiaries of internal quality are the company's management and employees. The purpose of quality is therefore to provide the client with a suitable offer with controlled processes while ensuring that this improvement does not translate into additional costs. It is possible to improve a large number of problems at a low cost. However, the closer you get to perfection, the higher the costs reach.

In the absolute, for private sector companies it is not really a question of exhaustively meeting client expectations ("zero defects") but rather of meeting them better than the competition. In the public sector, quality reveals whether or not public funds are being used expertly in providing a service that is adapted to citizens' expectations (Grunert, 1995).

One of the basic principles of quality is prevention and continual improvement. This means that quality is a never-ending project whose goal is to spot dysfunction as quickly as possible after it occurs. Improving both internal and external quality allows a company to work with its beneficiaries in the best conditions, which translates into a relationship of trust and gains that are both financial (increased profits) as well as personal (clarification of roles, needs and the product/service; employee motivation) in nature.

According to Kotler (2005), quality is one of the marketer's major positioning tools. Quality has a direct impact on product performance; hence, it is closely linked to customer value and satisfaction. In narrow sense quality can be defined as free from defects. But most customer-centered companies go beyond this narrow definition. Instead, they define quality in terms of customer satisfaction. 'Quality is when our customers come back and our products don't.' This customer-focused definition suggests that quality begins with customer needs, goes beyond customer satisfaction and end with customer retention.

Total quality management (TQM) is an approach in which all company's people are involved in constantly improving the quality of products, service and business processes. When applied in context of customer satisfaction, however, total quality principles remain a requirement for

success. Although many firms do not use the total quality management label any more, for most top companies, customer driven quality has become a way of doing business. Today, most companies taking a return on quality approach, viewing quality as an investment and holding quality efforts accountable for bottom-line results(Grunert, 1995).

Product quality has two dimensions- level and consistency. Quality level will support the product's position in the target market. Here, product quality stands for the ability of the product to perform its functions. It includes the product's overall durability, reliability, precision, ease of operation and repair. Beyond quality level, high quality can also mean high level of quality consistency. Here, product quality means conformance quality- free from defects and consistency in delivering a targeted level of performance. Thus, many companies today have turned customer driven quality into a potent strategic weapon. They create customer satisfaction and value by consistently and profitably meeting customers' needs and preference for quality. In fact, quality has now become a competitive necessity in twenty first century, only companies with the best quality will thrive(Grunert, 1995).

According to Belay (2009), ensuring quality is the best means of winning consumer confidence and sales. Many manufacturing firms find that they must meet new and different standards criteria (national, corporate, regional, or international) to compete in the global marketplace. In the area of imports, quality standards provide a basis for assessing quality of products and services. Suppliers are provided a guide as to the quality of product to be manufactured, while buyers are provided with the confidence that the goods are safe and meet high quality standards. Identifying a quality product has the potential to increase profits. Today's consumers tend to be quality/brand name conscious and are more willing to pay a higher price for good quality products.

The provision of quality service is often as important as the quality of the goods imported. Importers have often managed to offset the disadvantage in the provision of quality service through efficient use of computer technologies such as quick response, just-in-time, and warehouse management systems. Lee (2008), in his part defines quality as an objectively measurable ranking-based attribute inherent in the product. In natural terms, quality is whether the product is thought to be good by the others. Because high quality results in the high product evaluation, accordingly, it is followed by the high purchase intentions.

2.1.4. Types of Product Quality

There are four different types of product quality. These are product-oriented quality, process-oriented quality, quality control, and user-oriented quality. Product-oriented quality is measured by means of product's physical properties, like fat percentage, muscle size of meat, sell content in milk, etc. Process-oriented quality is concerned with characteristics of the production process, which are not necessary mirrored in physical characteristics of the product, like the fulfillment of ecological and ethical production standards. Quality control refers to the extent to which product- and process-oriented quality remains stable at pre-specified levels. Finally, user-oriented quality is the subjective quality perception of a user (Grunert, 1996)

The four types of quality are interrelated. Specifically, the user-oriented quality was affected by the other three types of qualities. In addition, the user-oriented quality is influenced not only by the physical characteristics of the product, but also by its price, the purchase situation, the type of the retail chain, etc.(Juhl,1995).

Much of the discussion on quality in the product industry is concerned with product and process-oriented quality and quality control, while the consumer evaluates and pays for subjectively perceived quality. Since product- and process-oriented quality can be measured at the product itself by physiological methods, it may also be called objective quality. The user-oriented quality can be measured only at the user, and can differ for the same product between users; thus, it may also be called subjective quality. Changes in the objective quality will lead to a better competitive position of the product firm, only if these changes lead to cost reductions for the participants in the product chain or if the changes in objective quality lead to changes in subjective quality (Grunert, 1995).

2.1.5. Approaches to Analyzing Perceived Quality

There are a number of approaches used for analyzing user-oriented quality and some of them are economics of information approach, multi-attribute approach, hierarchical approach, and integrative approach (Olson, 1974).

2.1.5.1. Economics of Information Approach

In the discussion for subjective quality, economic theory on product quality is applied, which makes a major distinction between Search characteristics are those that can be ascertained in the search process prior to purchase, such as the size of eggs or the color of meat. The experience quality dimension, e.g. taste, freshness of product, convenience, can be ascertained after the purchase as the product is used. The third characteristic cannot be ascertained in normal use. Such characteristics, as for example, whether vegetables were ecologically produced, or meat was produced using an animal friendly process, are not visible and cannot be validated by the consumer even after trying the product. Health is a typical credence quality attribute, since there is no direct relation between consumption and effect. Thus, credence characteristics are based on credibility and trust. In conclusion, this approach does not provide a model for the quality perception process. (Andersen, 1994)

2.1.5.2. Multi-attribute Approach

The multi-attribute approach considers quality as a multi-dimensional evaluation, such as the overall quality is described by a set of cues that are perceived by the buyer. A cue is defined as any informational stimulus about or relating to the product (Olson, 1972).

A cue is a very broad concept, encompassing such various product-related aspects as price, brand name, color, and so on. The used cues are weighted so as to form the quality evaluation of the product. Consumers use quality cues, because product quality aspects cannot be sensory evaluated at the point of purchase (like taste, vitamin content, etc.). Quality cues are characterized as *intrinsic* and *extrinsic* cues. Intrinsic quality cues are part of and specific to the physical product – they cannot be changed without changing the essence of the product itself.

The relevance of this type of cue for products, particularly fresh product, is easily recognized. The appearance of fresh fruits, vegetables, meat and fish of the expected perceived quality. Depending on the particular product, shape, color, structure and size may serve as quality indicators as well (Olson, 1972)

Extrinsic quality cues, on the other hand, are everything else that is related to the product or its production process. These are also called ‘image variables’ such as brand name, price, peer

support and origin. Extrinsic attributes are not product-specific and serves as a general signal for quality across different products. Price, brand name, and level of advertising are frequently associated with quality in research, although there are many other extrinsic cues useful for the consumer. Consumer prefer intrinsic attributes over extrinsic attributes in the formation of perceived quality judgements, and use the latter only if they do not feel competent to evaluate a product on its intrinsic attributes (Grunert, 1986).

Multi-attribute approach is the most often used approach to analysing quality judgements in consumer behavior but it also provokes a lot of critics. One is that the importance of the attributes is assumed to be constant, although it may be dependent on purchase situations – as for example, the weighting of taste and convenience in a product may be different for weekday and weekend use. Another critique is that the interrelationship of attributes is not taken into account – that is, all of the attributes are treated at the same level. For example, consumers may infer taste from price or healthiness from fat content (Grunert, 1989).

2.1.5.3. Hierarchical Approach

The two critics mentioned in the end of the previous subsection are considered in the hierarchical approach. It describes that consumers infer some attribute from other attributes. The most widely used model in this approach is the means-end chain model. This model implies that consumers' subjective product perception is established by associations between product attributes and more abstract, more central cognitive categories such as values, which can motivate behavior and create interest for product attributes. Product attribute is not relevant in and by itself, but only to the extent that the consumer expects the attributes to lead to one or more desirable or undesirable consequences. Means-end chains are the links, which a consumer establishes between product perceptions and abstract motives or values. For example, a consumer will inspect the colour of a piece of meat (a product characteristic) because s/he believes it to be related to the taste of the meat when prepared (expected quality), and the taste will lead to enjoyment while eating (abstract purchase motive). (Brunsø et al., 2002)

2.1.5.4. Integrative Approach

Finally, the integrative approach to analyzing user-oriented quality looks at the determinants of experienced as opposed to expected quality and the technical product specifications, which will

determine both the intrinsic quality cues the consumer can perceive and the quality finally experienced. Another focus is on the sensory characteristics of the product, such as taste, color, smell, which are regarded as an important mediator between technical product specifications, meal preparation and experienced quality. Further, the consumer's expected quality evaluation will determine the consumer's intention to buy only in relation to the perceived costs associated with the product, where costs can be both monetary and other costs. Finally, the focus is turned to consumer's purchase motives, which are included in the Total Product Quality Model discussed later in the thesis.(Olson,1972)

2.1.6. Factors Affecting the Quality Perception Process

Personal and situational factor are two major factors that affect the quality perception process.

Personal Factors is the most important personal variables affecting the quality perception process are involvement, prior experience with the product, level of education, perceived-quality risk, and quality consciousness. Quality judgments might differ among consumers; therefore, it is useful to distinguish among several important personal variables that have an influence on the perceived quality (Marshall,2004).

Involvement with products affects the motivation to process information about the product. In this case, high-involved consumers are assumed to use more quality cues, to attach more importance to intrinsic quality cues than low-involvement consumers. For example, involvement with product was related to a high pleasantness and buying probability for a particular product. Higher levels of product involvement are associated with living with two or more friends, cooking for one's self, having regular meals, and being older. He also claims that in relation to product involvement, more highly involved individuals tend to make healthier product choices.(Marshall,2004)

Prior experience - People with more prior knowledge about a product will process quality-related information at a more deeper, more abstract, and more elaborate level. Level of education- plays also an important role in the information processing. Individuals with less education are less competent in information processing and use less information in decision processes. In this case, less educated consumers will use fewer cues in the quality perception process and rely on cue information from personal sources rather than neutral sources of information. When quality

risk is perceived, consumers use one or a few cues in the quality judgements as those that experience high risk use fewer quality cues in the quality perception process than consumers experiencing low risk. Quality consciousness is a motivational factor, posited to lead to consistent responses with respect to quality-related aspects, meaning that an individual exhibits approximately the same set of responses in different situations, and for different products. (Steenkamp, 1990)

Situational Factors - These can be defined as all those factors particular to time and place of observation, which do not follow from a knowledge of personal (intra-individual) and stimulus (choice alternative) attributes and which have a demonstrable and systematic effect on current behavior (Steenkamp, 1989). They might influence the formation of quality judgements through the influence that they will have on cue choice and cue importance, and on the importance and evaluation of the quality attributes. The most important situational variables are the usage goal for which the product is purchased, physical surroundings, social surroundings, and time pressure. The perceived quality of a product depends on the degree to which it fulfills the consumer's *usage goals*. Usage goals determine the usage of quality cues and the relevance of the quality attributes in the overall quality judgements. For example, when a product is purchased as a gift, cues like packaging and brand name, and an attribute like exclusiveness might be relatively important in the quality perception process, while for the same product, intrinsic cues and reliability may be more important when the product is purchased for personal use.

The physical surroundings in which the quality perceptions are formed can affect these perceptions. For example, in the butcher shop, there is special lighting on the cooled displays to make the meat look better. Thus, the physical surroundings affect the total image of the store. The social surroundings affect the consumer in the purchase situation, when s/he knows that the consumption situation will involve other people. For example, parents will always consider the nutritional quality of the product they will buy for their kids. The **time pressure** variable is conceived in such a way that the consumer's quality perception was affected by the time that an individual has available for making quality judgements in three specific ways. First, in order to make the evaluation process more easy, consumers weight negative information more heavily when they are under time pressure than when they are under more relaxed conditions. Second,

persons in time pressure use fewer quality cues. Third, consumers tend to categorize quality cues into acceptable and unacceptable when they are under time pressure (Steenkamp, 1990).

After the description of the personal and situational factors affecting each of the subprocesses, it is time to give a description of the model. The first step in the quality perception framework refers to the cue acquisition and categorization, a process by which the consumer selects cues on the basis of which further quality attribute beliefs are formed. A consumer chooses cues according to their importance and the importance of a cue is affected by the personal and situational variables. The strength of the perceived relationship with quality attributes. The second step of the quality perception process includes the formation of experience and credence quality attribute beliefs. The author claims that experience attributes are weighted more heavily in the formation of perceived quality judgements than are credence attributes. The overall quality evaluation is further hypothesized to be based upon the perceptions of the products with regard to quality attributes. In summary, the distinction between quality cues and quality attributes enables researchers to clarify the effect that cues have on perceived quality in terms of the quality attributes and helps them develop new products and marketing strategies (Myers, 1987).

2.1.7. The Dimensions of Product Quality

Before discussing on dimensions of quality, it should be discussed three aspects associated with definition of quality: quality of design, quality of conformance, and quality of performance.

Quality of Design - Quality of design is all about set conditions that the product or service must minimally have to satisfy the requirements of the customer. Thus, the product or service must be designed in such a way so as to meet at least minimally the needs of the consumer. However, the design must be simple and also less expensive so as to meet the customers' product or service expectations. Quality of design is influenced by many factors, such as product type, cost, profit policy, demand of the product, availability of parts and materials, and product reliability.

Quality of Conformance - Quality of conformance is basically meeting the standards defined in the design phase after the product is manufactured or while the service is delivered. This phase is also concerned about quality is control starting from raw material to the finished product. Three broad aspects are covered in this definition, viz. defect detection, defect root cause analysis, and defect prevention. Defect prevention deals with the means to deter the occurrence of defects and

is usually achieved using statistical process control techniques. Detecting defects may be by inspection, testing or statistical data analysis collected from process. Subsequently, the root causes behind the presence of defects are investigated, and finally corrective actions are taken to prevent recurrence of the defect.

Quality of Performance - Quality of performance is how well the product functions or service performs when put to use. It measures the degree to which the product or Service satisfies the customer from the perspective of both quality of design and the quality of conformance. Meeting customer expectation is the focus when we talk about quality of performance. Automobile industry conducts test drive of vehicles to collect information about mileage, oil consumption. Bulbs are life tested to understand its reliability during useful life. Customer survey is conducted to find customer's perception about service delivered. If product or service does not live up to customer expectation, then adjustments are needed in the design or conformance phase. Garvin (1984) also provides discussion of eight critical dimensions of product quality. The summarized key points concerning these dimensions of quality is provided below.

Performance - This we have already discussed. It talks about evaluation of product or service performance with respect to certain specific functions and determine how well it performs from customer's perspective.

Reliability (how often the product can fail within a stipulated time?)- It talks about probability of not failing of components of say automobiles or airbus while on service for a specified time period. Less the reliability, more the chances of repair or replacement.

Durability (how long can the product last?)- This is the effective life of the product or longevity before it is declared as unfit for use. Repair is not possible after this phase of life.

Seasonality (how compatible with the fashion trends?)-Customer's view on quality is also influenced by how quickly adaptable with seasonal trends. It should be fashionable and its features are compatible with seasonal fashion trends by matching with other suits.

Aesthetics (how appealing does the product look like?)- This is all about visual appeal of the product, often taking into account factors, such as style, color, shape, packaging, tactile characteristics, and other sensory features.

Features (value or what does the product can actually do?)- Customers tend to purchase products that have more value added features. This can be beyond basic criteria to enter into the market. A spreadsheet package may come with built-in statistical quality control features while its competitors did not in the same price range. Feature may also be definite as addition or secondary characteristics attached and supplements primary functionary of a product. Thus, car stereo is a feature of an automobile whose primary function is transportation.

Perceived Quality (what is the customer's feeling about the product after intended use?)- This is all about impression of a customer after using the product and/or service. This dimension is directly influenced by any failures of the product that are highly visible to the public or the way customer is treated when a quality-related problem with a product is addressed. Customer loyalty and repeated business are closely related with perceived quality. For example, if you make regular business trips by a particular airline, which almost always arrives late with few incidence of luggage lost in transit, you will probably prefer not fly on that carrier and prefer its competitor. So you will rate this dimension very low for such carrier(Myers,1987).

2.1.8. Product Perceived Quality and Purchase Intention

Perceived superiority is defined as consumer finding about a product performance and how this product compared with their expectation. Superiority can also be defined as the whole features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). Perceived superiority view is dissimilar from manufactures based and product based approach. Most organizations approve their superiority description from market point of view. Consumer's perception of product superiority is compared with their anticipation. Customers calculate product superiority in terms of how much happiness they received from that product. On the other version, brand reliability is estimated to impact the perceived superiority of the product. Perceived superiority could be defined as the consumer finding about a product on the whole supremacy and excellence.

In marketing customer satisfaction is the most important result of marketing practice and occupies a significant position in both observation and theory (Churchill, 1982). Before the position of organizational arrangement and strategies the customers are the early aspect measured by managements. The questions asked in the strategic forecast ranges from who will

require to consume these offers, where are they and for how much can they buy to how to attain the customers and will it suspend them maximum satisfaction? Customer' estimation of the product depends on its demand and the accessibility of alternative service in the marketplace and information available to the customer. Whether an organization provides superiority services or not it depends on the customers' feedback on the pleasure they get from consuming the products, since higher levels of superiority express to higher levels of customer satisfaction (Kotler, 2009).

Satisfaction is differing from one person to a new as it is expensive. "One man's meal is another man's poison," an old saying avowed describing utility; thus significance the reality that it is at times very hard to satisfy everybody or to conclude satisfaction along with group of people Campbell (2004).

$$\textbf{Product perception - Product expectation = perceived product}$$

Through this equation we describe the customer satisfaction and its effects, when customer gains its perceived superiority product it tends to customer satisfaction, it also tells that customer satisfaction can be managed and controlled by company superiority management. It is judgment that a product offers a pleasant level of utilization-associated fulfillment, consumer feel satisfactory after the convention of product. Customer satisfaction is a feeling of someone after comparing the product presentation he perceived with the expectation(Zeithaml, 1996).

Customers consume his effort, time and money to purchase the product so purchase intention has great importance in his life. Customers are always influenced by their preferences and perception in purchasing process. Perceived quality of a product as becomes "the estimation made by the consumer relying on the whole set of basic as well as outer dimension of the product or the service". Consumer behavior is quite different as the events that consumers task in searching for, using, purchasing, evaluating, and disposing of products that will assure their needs (Pelau, 2011).

There are lots of factors that impact the consumers buying behavior, but dealer cannot control, such as individual, social, psychological and literary factors. In order to achieve target customers efficiently, these factors must be taken into consideration. On the basis of actuality, persons make dealings and decisions, the marketers should recognize the whole concepts so, they can more readily conclude what influences them to buy. Study of consumer judgment process is extremely important for understanding consumer purchase intention. "An individual awake plan

to make an attempt to purchase” The product relates with the quality perception(Kotler et al. 2005).

Product perceived quality directly influences to purchase intention. Customers have some perceptions about the product quality, price and styles before going to purchasing the product. After using of product, purchase intention increases as well as decreases, because it has direct relations which affect each other's. If the quality is high, purchase intention of customer is also high. Rust (1994) proposed two differences between perceived quality and satisfaction. The customers considered perceived quality as a more specific concept based on product and service features. The company can have a degree of control over quality. So, it is suggested when perceived quality is regarded as overall assessments, then perceived quality is understood as the source of satisfaction.

The satisfaction is considered the most important constructs in marketing. Satisfaction plays the vital role in marketing because it is a good predictor of purchase behavior. Various theories have been developed in an effort to determine the construct and explain satisfaction in different compensation in products. The quality is that which satisfies the needs of users which may include different features and it enhances the performance of the product. A study by showed that the product quality is to understand and measure the requirements of the consumers. The evaluation of product by customer after the use is known as purchase intentions. The behavior is viewed as a key for Predicting consumers' purchasing behaviors and their intentions(Rao, 1997).

2.1.9. Socio demographic characteristic of consumers

According to Chowdhury (2013) consumers' demographic characteristics could play a vital role in influencing the behavior of consumers. Demographic variables such as gender, age, education and income are some of the critical variables that are used to segment markets (Solomon 2010). As such, it is critical to understand how consumer behavior is subject to demographic characteristics of the consumer (Chowdhury 2013; Schiffman et al. 2010).

Demographics can be defined as the quantifiable statistics of a given population in a specific location. In some cases, demographics are also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point in time (Power & Elliott, 2006). Commonly examined demographics include

age, race, gender, level of education, income level, disabilities, mobility, home ownership, employment status, among others. Studies related to both import purchasing behavior and consumer ethnocentrism take demographics of the respondents as a separate set of antecedents (Shankarmahesh, 2006). This presents an opportunity to the researcher of segmenting consumers according to their favorable and unfavorable preferences to foreign as well as domestic products or services.

2.1.10. Purchase Intention

Purchase intention is one of the outcome variables in marketing studies that explained consumer behavior in decision making (Khalid et al. 2017). According to Sun et al. (2014), cultures and subcultures in consumption behavior have influence on consumer's purchase intention. Intentions cannot act as attitudes (Khalid et al. 2017). Therefore, intention can be defined as, "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken 1995). Thus, intention is recognized as a determination to perform an action of purchase (Schiffman & Kanuk 2010). Purchase intentions are performed when the product is congruence with the consumer self-image or reflect themselves (Khalid et al. 2018).

Purchase intention is an important factor that attracts consumer to make final purchase decision, by a good product branding and advertising strategy (Hartmann & Apaolaza-Ibanez 2012). Based on Rezvani et al. (2012), purchase intention refers to an act of making a decision that shows a person's manner in terms of particular products. Additionally, previous study found that, the most powerful factors influencing purchase intention in Ethiopia includes government initiatives, durability and price, peer pressure and quality, style, culture attitude towards behavior (Zemenu (2014) and Endale, 2016).

2.1.10.1. The Purchasing Decision Process

Morrison (1979) refers to purchase intents as outcomes of a stochastic process whose latent (unobserved) variable is the true purchase intent at the time of the survey. Intentions to perform a given behavior are influenced by three key factors: a perceived social pressure to perform or not perform the behavior (subjective norm); a favorable or unfavorable evaluation of the behavior (attitude toward the behavior); and self-efficacy in relation to the

behavior (perceived behavioral control) (Ajzen, 1987). Past studies used different constructs such as purchase intention, willingness to buy domestic products, and willingness to buy foreign products (Shankarmahesh, 2006).

The intention to adopt a certain course of action logically precedes actual performance of the behavior (Ajzen, 1991). Hence individual level of discrepancies between purchase intent and behavior can be explained by a random change in true purchase intent after the survey as determined by an exogenous switching probability and/or the very nature of stated purchase intents and behavior variables. As such, it is necessary to understand the process followed in making purchase decisions and the main factors which influence the outcome of that decision for the final consumer.

According to Kotler (2003), there comes a time when an individual will have to take a decision about buying a product. The product's purchase decision is a process and it is inter-related. The decision involves five stages though it is not every consumer who undergoes all the stages as some consumers may not especially in low involvement purchases such as buying products like detergents and tooth paste. Some stages may be skipped while it is possible to reverse some stages.

StageOne: Recognition of Need. This is the starting point where the consumer realizes some needs in his life and he is motivated to solve the problem. A man must first know that he lacks something and should have the urge to meet his wants.

StageTwo: Information Search. This has to do with the description of the information a consumer tends to obtain about a product he is in need of.

StageThree: Evaluation of Alternative. The buyer has to evaluate the market information regards how to satisfy the recognized need. Here, preference is established as regards methods of brand, product and stores to buy.

StageFour: Purchase Decision. This is the stage where a buyer resolves to choose the specific product and stores out of the diverse alternatives.

Stage five: Post Purchase Evaluation. Here, the product purchase must have been done, after which ascertainment of the correctness or otherwise of his decision is necessary to the consumer.

This evaluation will permit the consumer to discern whether or not the product has met his need and this will in addition be the starting point of future purchase decision.

2.1.11. The Relationship Between Socio Demographic , consumer ethnocentrism And Purchase Intention

There has been mixed evidence on the influence of age on consumer's purchase intentions. For instance Balabanis et al. (2001) and Sharma et al. (1995) found that older consumers are more ethnocentric than younger consumers (Shankarmahesh, 2006). Conversely Bannister and Saunders (1978) and Schooler (1971) found that younger consumers are more ethnocentric than older consumers. Other studies that show positive relationships are Caruana and Magri, (1996) and Shimp and Sharma, (1987). Josiassen et al. (2011) posited that older consumers have tendency to be more ethnocentric than younger consumers. According to them, the results confirmed the theoretical foundation laid by Sharma et al. (1995).

According to Ray (1990), people with a higher level of education tend to be less conservative. Sharma et al.(1994) found that consumers with higher levels of education exhibited significantly fewer ethnocentric tendencies than consumers with lower levels of education. However, Keillor et al.(2001) did not find any differences in ethnocentric tendencies among consumers who had different levels of education. Nevertheless, according to Bawa (2004), there is something of a consensus that a higher level of education is associated with a lower level of consumer ethnocentrism.

Subsequently empirical support in several studies seems to disagree on the proposition that an increase in income has negative or positive effects on the relationship between consumer ethnocentrism and willingness to buy. Studies that support negative relationship include Sharma et al. (1995 and Caruana, (1996). Those who found no effect include Han and Terpstra (1988) and Josiassen, et al. (2011) while those who reported positive relationship are Tan and Farley (1987) and Balabanis et al. (2001). Although there are a number of demographics variables, the study only focused on those demographic antecedents where previous studies posited mixed results that is age, education and income.

2.2. Empirical Studies

People used shoes as a way of expressing their personality and uniqueness and to show their personal status. In the past, shoes had express different roles of people. Shoes are intended to protect and comfort human feet while doing different activities. Its original purpose as a protection of feet has transferred to as an item of decoration, fashionable products that are used to enhance self-image. Hence, shoes may play an important role in creating a first impression about a person (Pospisilova, 2013). The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair (Wikipedia, the free encyclopedia).

The primary purpose of studying consumer behavior is to understand why and how consumers make their purchase decisions. The firm's marketing efforts, the influence of family, friends and neighbors, and society's existing code of behavior are all inputs that affect what consumers purchase and how they use what they buy (Leon, 2007). According to consumer behavior theories, the purchase of product is guided by consumers' assessment and evaluation of the attributes defining the product. Consequently, consumers are influenced in product evaluations and buying decisions by factors such as brand, price, and color. Consumer researchers are interested not only in which cues are used and the relative impact of each cue, but also with the ways the cues are combined to arrive at judgments and choices (Liefeld, 1993). A study conducted in Turkey to determine factors affecting university students in shoe selection identified that the comfort element and wearing style are big factors in shoes preference. Moreover, the study has been detected that flats and rounded toe shoes are demanded more than others (Hatice, 2013).

The study conducted to determine the influence of product and place factors on consumer buying behavior in formal footwear sector in India identified that comfort is the factor which is more important for the customers followed by quality, durability, and brand. Place factors are not much important to consumers compared to the product factors. Convenience is the

most influential factor under place. Male customers are found to prefer branded products and Female customers give more importance to the style of the footwear. Male customers are ready to pay more for branded product and product which are comfortable and they are not a frequent purchaser. Females purchase often as they give more importance to the design and color of the footwear.

One research on Taiwan female customer showed that comfort, style, color, materials and collectability attributes of shoes are the most desired attributes. In addition to that, nowadays, females viewed shoes are not considered just footwear to protect and comfort foot, but as fashion product for decoration and express self-image (Yun, 2014). Research study carried in Nigeria, Cross River State revealed that there is a significant relationship between product quality, price, distribution channel, advertising and consumer choice of made in Nigeria shoes (Glory, 2013).

The research study conducted in Ethiopian context by Endale (2016) showed that imported leather shoes had superiority in comfort ability, fashionable and range of variety while the domestic leather shoes had in durability and price. In addition, the study tried to indicate that quality, style, price, friends and culture as the major factors influenced the consumers' shoe preference. Another study done by Zemenu (2014) showed that quality, durability, quality design, and fashion of the product has contributed consumers to have positive attitude towards foreign footwear.

2.3. Conceptual Framework

Smyth (2004) defined a conceptual framework as a constructed model of variables. Researchers use conceptual framework in order to reach the study's aim by organizing the workflow. Based on the literature analysis, impact of socio demographic, product quality and consumer ethnocentrism on purchase intention were discovered. Moreover, therefore, to explore the effect of consumer ethnocentrism and product quality on purchase intention in Ethiopian leather market the research framework is derived and illustrated in Figure 1.

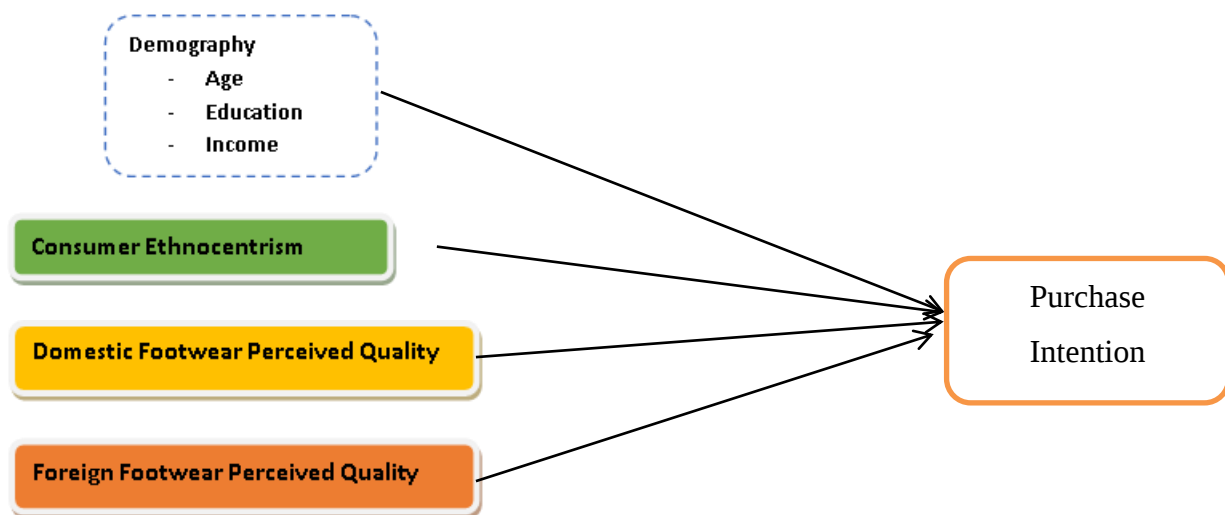


Figure 1 The Conceptual Framework Of The Study

3. CHAPTER THREE

III. Research Methodology

This chapter deals with overall methodological approach of the research which includes research design, population, sample size, and sampling techniques, source of data, data collection tools and data analysis method that the study were used.

3.1.1. Research Design

Based on purpose, research is classified into three main categories such as descriptive, exploratory and explanatory researches. The goal of exploratory research is to discover ideas and in-sights; descriptive research is usually concerned with describing a population with respect to important variables; and explanatory research is used to establish cause-and-effect relationships between variables. It is a causal analysis concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables (Creswell, 2009). Explanatory research design is applied as it is appropriate to realize the objectives of this study through addressing the aforementioned research questions. Both descriptive and inferential statistics was used to describe the demographic profiles of the respondents and study variables based on their responses; and infer meaningful prediction from causal relationship of dependent and independent variables. This study, thereby, can be classified as explanatory research design as it was used to evaluate the effect of consumer ethnocentrism and product quality perception on purchase intention.

3.1.2. Research Approach

There are two basic research approaches, quantitative and qualitative approach. The former involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. While qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. Research in such a situation is a

function of researcher's insights and impressions. Such a design to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis (Creswell, 2009). This study, thus, follows basically quantitative approaches for the reasons that quantitative data was used to examine the relationship amongst study variables.

3.1.3. Population

The total populations of the study are the consumers of leather footwear products in Addis Ababa. According to the Central Statistics Agency of Ethiopia (2019), currently the total population of the city is estimated 4.5 million. Besides, there are 21 different leather shoes producers are active role players in the industry. There are 63 factory retail outlets in metropolitan area, the place where majority of their respective company's outlets are located, are considered as a target population.

3.1.4. Sampling Technique

There are two sampling techniques to select the targeted respondents from the sampling frame. These are probability or non-probability sampling methods (Creswell, 2009). The former refers random (equal chance) selection whereas the latter is subjective and depends on the judgment or the justification of the researcher. Convenience sampling is one of the non-probability sampling techniques that helps select the targets based on researcher's convenience. The reason for applying non-probability sampling method is the difficulty or impracticality of accessing the whole list of all consumers of leather footwear products. Company's outlets located at major metropolitan areas such as Merkato, Piassa, Mexico and 22-Mazoria are targeted to contact the targets.

3.1.5. Sample Size

In addition to deciding how to select the samples for the qualitative and quantitative components of a study, researchers should also determine appropriate sample sizes for each phase (Saunders, 2004). The choice of sample size is as important as it also determines the extent to which the study can make statistical and/or analytic generalizations. Since the eligible respondents are large and dispersed all over the city as well as the exact number is unknown, Cochran's formula for

proportionate unknown population sample size determination is used. According to Cochran (1963), a large population's sample size can be calculated by using the formula:

$$n = \frac{z^2 \times p \times q}{e^2} = \frac{(1.96^2 \times (0.5) \times (0.5))}{(0.05)^2} = 384.5 \cong \underline{\underline{385}} \text{ Respondents}$$

Where: P – Estimated proportions of an attribute; Q – (1 - P); Z – 95% confidence interval (1.96); e – Sampling error (5%).

Thus, the sample size was a total of 385 targeted respondents who was contacted at the aforementioned metropolitan areas in Addis Ababa. Taking ***Covid-19 debacles***, relatively high non-response rate is expected. To achieve the desired number of respondents, 10% of the calculated sample size is added to the total number which equals to a total of 424 respondents.

3.1.6. Source of Data

There are two sources of data, primary and secondary, which can be used for research analysis. In this case, primary sources are preferred to use for having advantages of getting fresh and detailed first hand data along with their relevancy for specific study. Primary data was gathered through observations, questionnaires and focus interviews. Since the aim of this study is to measure and analyze different elements of customer's experience of shoes' quality, consumer ethnocentrism and their effect on their purchase intention, a survey questionnaire is more suitable method (Saunders, 2009). Thus, it was collected from shoe buyers who visited the main factory outlets at the aforementioned metropolitan area accordingly.

3.1.7. Data Collection Instrument

Questionnaire as a survey instrument is used for collecting the primary data. As suggested by (Creswell, 2009), administering questionnaires allows the researcher to collect data with low cost even when the universe is large and is widely spread geographically, it is free from the bias of the interviewer; answers are in respondents' own words, respondents have adequate time to give well thought out answers. Respondents who are not easily approachable can also be reached conveniently and large samples can be made use of and thus the results can be made more dependable and reliable.

Questionnaire design describes the scales of measurement for consumer ethnocentrism, product quality perception and purchase intention. The data was collected is based on each main constructs for both study variables namely Purchase Intention and the attributes of consumer based perceived quality (Garvin, 1984). While, consumer ethnocentrism dimensions are adapted from modified 10–item versions of the CETSCALE (Shimp,1987).

A Five-point Likert scale is used to answer questions under each section and it consists of three parts. The first part of the questionnaire comprises demography of the targeted respondents; second part refers about consumer ethnocentrism and product quality perception dimensions while the third part is all about the purchase intention attributes. Then, the questionnaire is translated into Amharic by the researcher, and to check its proper translation, it will also be retranslated back into English by two different licensed translators.

3.1.8. Data Collection Procedure

The research was conducted in person and to be done for the fulfillment of academic requirement. A total of 30 questionnaires were distributed to Shoes Factory in Addis Ababa to pretest the validity and reliability of the scaling instrument. Then once confirmed their validity, the questionnaires was distributed to the targeted respondents.

Due to the COVID-19 debacle, it's really hard to disseminate questionnaires physically but the student researcher tries to take all the necessary precautions to protect her as well as the contact persons as well. Respondents fill the questionnaires accordingly after having their full consent and briefed the purpose of the study clearly. A sum of 424 responses is expected from the respondents.

3.1.9. Reliability and Validity of the Instruments

In the study the items/constructs are adopted from Garvin (1987) in that the reliability and validity of the study should be checked. The quality and credibility of a research is measured by its reliability and validity. It is important to take the issues of research quality seriously to consider it credible and to be able to maintain consistency (Saunders, 2009).

3.1.9.1. Validity Test

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Creswell, 2009). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research are checked. According to him, Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looks into the appropriateness of the questions and the scales of measurement

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory constructs of a sound theory. For determining construct validity, a set of other propositions was associated with the results received from using measurement instrument. If measurements on our devised scale correlate in a predicted way with these other propositions, it can be concluded that there is some construct validity. Therefore, in order to test the construct validity, correlation coefficient for the independent and dependent variables was calculated. Content and face validity was used in determining the validity of the research. Content validity is the extent to which a measuring instrument provides suitable coverage for current study that is research items measure the variables while face validity is face to face check.

3.1.9.2. Reliability Test

To evaluate the research instruments, reliability is one of the major criteria. Reliability estimates the consistency of the measurement or simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects (John, 2013). Reliability is essentially about consistency. That is, if something is measured many times and the result is always the same, then we can say that our measurement instrument is reliable. If a study

involves observations or ratings by judges, some effort must be undertaken to assure consistency of measurement across raters or judges (Zikmund, 2010). In this research Cronbach's alpha was used to test the reliability of the measures. Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the underlying construct.

For this study Cronbach's alpha is used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability. But if the result of the Cronbach's alpha for this study's instrument is found to be below 0.7, the questions with alpha values below the threshold was removed.

3.1.10. Data Analysis and Presentations

All the variables was coded and entered into the SPSS to analyze data obtained through questionnaires. Descriptive statistics is used to describe the usefulness of the data set and examine relationships between variables. In order to describe the data, preliminary descriptive statistics such as frequency, percentages, and mean scores was computed. To view the internal consistency of the scale items, Cronbach coefficients (alpha) are computed. Multiple regression analysis is performed using the six selected consumer based consumer ethnocentrism and perceived quality perception dimensions as independent variable and the purchase intention as dependent variable. The basic aim is to see the extent to which the purchase intention is affected by the level of ethnocentrism and perceived quality dimensions in terms of coefficient of determination (R^2 value), the regression coefficient (Beta coefficient) and the P-values for the significance of each relationship. Correlation coefficients were used to quantitatively describe the strength of the association between the variables. According to Hair (2016) the Pearson correlation coefficient measures the degree of linear association between two variables. It varies between -1.00 to +1.00, with 0 representing absolutely no association between the two variables. The model used by Garvin (1984) and Shimp (1987) to measure the effect of consumer ethnocentrism and product quality perception on behavioral intention. Since it is customizable to this study, the researcher utilizes it with modifications of variables and indicators accordingly.

Model Summary - Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent (Kothari,2004). Multiple linear regressions was conducted to identify the relationship and to determine the most dominant predictors that influence the construct. The study uses multi-regression analysis models for testing the impacts of the independent variables drawn from the conceptual framework. To evaluate the relation between the predictors and construct variables, the multi-regression analysis is depicted as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e$$

Where: Y = Behavioral Intention; X₁ = Age; X₂ = Education; X₃ = Income; X₄ = Ethnocentrism X₅ = Perceived Quality of Domestic Shoes and X₆ = Perceived Quality of Foreign Shoes; e = error term; β_0 = constant, term; $\beta_1, 2, 3, 4 \text{ \& } 5$ = coefficient terms .

3.1.11. Ethical Considerations

After taking these ethical principles into considerations and fully living up to the requirements this study can be classified as ethical for the fact that there are descriptive questions about the respondent's' demographic profile but this information is not enough to identify the person.; ethical principle to consider is the lack of informed consent; and targeted participant should receive as much information needed to make a decision whether to participate or not. The survey will contain information about the research and contact details for further questions. The third ethical principle concerns the invasion of privacy. The respondent might find some questions too private and do not wish to make the answer public. In this study the respondent has the opportunity to skip a question if it is judged sensitive.

4. CHAPTER FOUR

4.1.Data Presentation,Analysis and Interpretation

This chapter presents the results of the data analyses and their interpretations. The analyses were summarized under descriptive and inferential analysis. The descriptive statistics describes the demographic profile of respondents, analysis of responses in each attributes of the study variables namely product quality perception and purchase intention. Whereas the inferential statistics includes scale reliability test, assumption test and multiple regression analysis. Finally, all the findings are discussed briefly for further clarification.

The results provide detailed analysis of the data collected through self-administered questionnaire which has four parts. The first part comprises consumer's demographic characteristics such as sex, age, education, marital status, monthly income, occupation, ethnicity, religion, and preferences; second part contains consumer ethnocentrism attributes; the third one includes product quality perception variables; and, the fourth part goes to buying intention dimension.

After distributing a total of 424 questionnaires for consumers who visited factory outlets and boutiques located in different shopping malls at selected metropolitan areas, 377 questionnaires were filled and returned, which accounted for 88.9% of the total distributed questionnaires. However, after having screened the collected questionnaires for missing data and other discrepancy, it was found 314 valid and usable questionnaires for statistical analysis. The current situation, COVID-19 debacles has contributed its own influence on the non-responses for the reason that inability to approach the respondents to pursue them to fill the questionnaire completely and properly due to the physical distancing restriction. Then, collected responses were encoded in to SPSS 22.0 and went through coding as well as error correction to make them suitable for proposed technique of data analysis.

Missing data frequently occurs in a situation in which a respondent cannot respond to one or more questions of a survey (Hair, 1998). According to him, mean substitution is a widely used method for replacing missing data, whereby missing values for a variable are replaced with the mean value based on all valid responses. In this case, above one percent (1%) missing value on a single item, was considered as incomplete and the response was rejected from further analysis.

Because of low percentages of missing values considered, the primary procedure used in this study was to replace missing values with mean substitution.

4.1.1. Demographic Characteristics

The demographic characteristic of the respondents provides information about the sample respondents under study. It includes sex, age, ethnic, marital status, education, occupation, income and preference. Table 4.1

Table 4.1 Demographic Characteristics of the Respondents

Table 4.1 1Demographic Characteristics of the Respondents

Characteristics (n=183)	N	(%)
Sex		
Male	211	67.2%
Female	103	32.8%
Total	314	100.0%
Age		
18 – 30	112	35.7%
31 – 45	149	47.5%
46 – 60	53	16.9%
Total	314	100.00%
Ethnicity		
Amhara	51	16.2%
Oromo	79	25.2%
Somali	13	4.1%
Afar	6	1.9%
Tigre	62	19.7%
Southern	44	14.0%
Others	59	18.8%
Total	314	100.00%

Table 4.1 Demographic Characteristics of the Respondents (Continued...)

Characteristics (n=183)	N	(%)
Marital Status		
Single	79	25.2%
Married	135	43.0%
Divorced	63	20.1%
Widow	37	11.8%
Total	314	100.0%
Education		
No formal	0	0.0%
Primary	31	9.9%
Secondary	114	36.3%
College/Univ.	169	53.8%
Total	314	100.0%
Occupation		
No Job	33	10.5%
Self-employed	81	25.8%
Employed	177	56.3%
Others	23	7.3%
Total	314	100.0%
Monthly Income (Birr)		
>10,000	118	37.6%
10,000 - 20,000	140	44.6%
20,001 - 30,000	37	11.8%
>30,000	19	6.1%
Total	314	100.0%

(Source: Own Survey, 2020)

Demographic characteristics of the respondents shows that out of 314 respondents participated, female respondents comprised 211(67.2%) and the rest 103(32.8%) were their male counterparts. The proportion of female participants is nearly similar two third of the total respondents which implies female consumers were more in number.

In terms of the age range of the respondents, majority 194 (47.5%) was found to be within the age range of 31 - 45 years followed by 112(35.7%) from 18 – 30 years. The rest 53(16.9%) were

from 31 – 45 years range. This indicates that elder respondents who preferred leather shoes were less in number relative to young consumers.

Regarding their ethnic groups, in descending order, the categories represent 79(25.5%) Oromo, 62(19.5%) Tigre, 51(16.2%) Amhara, 44(14.0%) Southern, 13(4.1%) Somali and 6(1.9%). But others constituted 59(18.8%) of the total respondents. It has an implication that there was a variation of major ethnic groups' proportion against their presence in this survey. More investigation is required to identify why such disproportion happened. Majority 135(43.0%) was found married, 79(25.2%) single, 63(20.1%) divorced but the rest 37(11.8%) were widows. Married respondents went for shopping leather shoes in shopping malls.

Their educational background reflects majority 169 (53.8%) of the respondents were college/ university graduates while 114(36.3%) were from secondary school and only 31(9.9%) were from primary school levels. Relatively higher educated consumers were more fans of leather shoes.

Finally, the findings also revealed that monthly income of majority 140(44.6%)of the respondents ranges from 10,000 – 20,000 Birr. About one third of them, 118(37.6%) earned below 10,000 Birr. But the rest 37(11.8%) and 19(6.1%) had gotten 20,001 – 30,000 Birr and above 30,000 Birr respectively. This can be taken as an indication of relatively medium income consumers came for shopping for leather shoes.

In general, it can be concluded that the overall demography of the respondents was characterized more female consumers, educated adults with relatively medium monthly income were found to be consumers of the Leather Shoes. Domestic consumers had a tendency of purchasing more of imported or foreign branded leather footwear products than local ones. These might be the reason that local leather shoes are known for their lack of variety, aesthetic and seasonality issues.

4.1.2. Descriptive Statistics of Study Variables

The descriptive analysis comprises two parts. The first part is description of demographic characteristics of the respondents participated in the study, while the second part captured items on consumer ethnocentrism, product quality perception dimensions (aesthetic, durability, seasonality, reliability, image and performance) and overall purchase intention attributes.

4.1.2.1.Distribution of Consumer Ethnocentrism

As the results shown on Table 4.2, majority of the respondents in this study strongly believed that Ethiopian consumers should purchase leather shoes instead of imported ones (mean 4.27) unless it's hard to find domestic products in local market (mean 4.52). They also agreed that real Ethiopians should always buy home-made leather shoes (3.93). Beside, even if it costs them in the long run, they preferred to support Ethiopian leather footwear industry (mean 3.89) for the reason that buying foreign or imported leather shoes hurts the local business (mean 3.71). However, they showed disagreement on Ethiopian shoes products turned out to be their option to buy always (mean 2.88), it's not right to purchase foreign products because it puts Ethiopian out of jobs (mean 2.86), and purchasing foreign-made leather footwear is un-Ethiopian (mean 2.79). The overall consumer ethnocentrism was found to be grand mean score of 3.61 which indicates that majority of the respondents slightly agreed on ethnocentrism.

Table 4.2 Consumer Ethnocentrism Attributes

Table 4.2 1 Consumer Ethnocentrism Attributes

Description	N	Mean	Std.
We should purchase local leather shoes instead of imports.	314	4.27	.411
Ethiopian leather shoes products first, last, and foremost.	314	2.79	.559
Ethiopians should not buy foreign leather footwear, because it hurts local businesses	314	3.71	.551
Only leather shoes which are hard to find in Ethiopia should be imported.	314	4.52	.492
It is not right to purchase foreign products, because it puts Ethiopians out of jobs	314	2.86	.444
A real Ethiopian should always buy Ethiopian-made leather footwear.	314	3.93	.606
It may cost me in the long-run but I prefer to support Ethiopian leather footwear.	314	3.89	.710
Purchasing foreign-made leather footwear is un-Ethiopian.	314	2.88	.681
Average	314	3.61	.557
Valid N	314		

(Source: Own Survey, 2020)

The distribution of the consumers based on consumer ethnocentrism, Table 4.3, a total of 52.9% of consumers was found to be within medium level of ethnocentrism while 32.2% of consumers were categorized high.

Table 4.3 Distribution of the respondents based on Consumer Ethnocentrism

Table 4.3 Distribution of the respondent 1

Consumer Ethnocentrism	N	(%)
Low (<18)	47	.150
Medium (18-29)	166	.529
High (>29)	101	.322
Total	314	100%
Valid N	314	

(Source: Own Survey, 2020)

The minimum and maximum scores of consumer ethnocentrism value were 10 and 40 respectively. The mean score of consumer ethnocentrism was 24. This indicated that in general they were categorized in the medium level of ethnocentrism. It implied that, in general, the respondents less agreed with all statements of consumer ethnocentrism attributes.

4.1.2.2. Product Perceived Quality

Product quality superiority perception refers to consumer finding about a product overall performance and how this product compared with their expectation. Superiority can also be taken as the whole features and characteristics of a product that bear on its ability to satisfy stated or implied needs (Kotler, 2002). In this regard, the study evaluates perceived quality of leather footwear product through classifying the perceived quality of domestic leather shoes products and perceived quality of foreign leather shoes products.

4.1.2.2.1. Local Leather Shoes Perceived Quality

Referring Table 4.4, the results showed that majority of the respondents agreed that they would like to buy local leather shoes for their relatively fair prices (mean 3.92) and preferred domestic leather shoes for availability of size variety (mean 3.79). On the other hand, they disagreed that

the local shoes fit their purposes (mean 2.71) and availability of different design options (mean 2.46). The overall perception of respondents regarding leather shoes quality based on their perception was found to be average (mean 3.22) which implies that the local shoes didn't satisfy them in terms of providing them with different design options and fitting their intended purposes.

Table 4.4 Local Leather Shoes Perceived Quality

Table 4.4 Local Leather Shoes Perceived 1

Description	N	Mean	Std.
I prefer domestic leather shoes for varieties of design options	314	2.46	.427
I would like to buy local shoes for availability of required sizes	314	3.79	.503
I prefer local leather footwear products for their fair prices	314	3.92	.399
I prefer local leather shoes for suiting my purposes	314	2.71	.481
Average	314	3.22	.453
Valid N	314		

(Source: Own Survey, 2020)

4.1.2.2.2. Foreign Leather Shoes Perceived Quality

Regarding the preference of foreign leather shoes products, the result was found is different in comparison with preference towards local leather shoes as majority of the respondents showed agreement on foreign shoes had variety of different design options (mean 4.67), and suiting for their purposes (mean 3.88). However, they also complained on availability of a variety of different sizes (mean 2.94) as well as took neutral stand against fairness of foreign leather shoes' market prices. Despite their complaints, they perceived imported leather shoes positively (mean 3.70). This implies that the imported leather footwear products were more preferable due to their appealing designs with many options and the ability of fitting their purposes which might be in terms of comfort or fashion trends.

Table 4.5 Foreign Leather Shoes Perceived Quality

Table 4.5 Foreign Leather Shoes Perceive 1

Description	N	Mean	Std.
I prefer foreign leather shoes for varieties of different design options	314	4.67	.331
I would like to buy foreign shoes for availability of different sizes	314	2.94	.412
I prefer foreign leather footwear products for their fair prices	314	3.31	.505
I prefer foreign leather shoes for suiting my purposes	314	3.88	.643
Average	314	3.70	.473
Valid N	314		

(Source: Own Survey, 2020)

The distribution of product quality perception based on the above two analyses (Table 4.4 and 4.5), is presented on Table 4.6 as follows. The distribution of respondents in regards to their perception towards local leather footwear product, the range with minimum and maximum scores were found 4 and 20 respectively, with the average of the total score were 6.29. This score is categorized under low level, meaning, the respondents disagreed with all statements of perceived quality of domestic leather shoes. Regarding the foreign leather products, the minimum and maximum scores were 4 and 20 respectively, with the average of the total score were 18.44 categorized in high level. The analysis resulted that perceived quality of domestic leather footwear was only 20.4% (low) while the foreign leather shoes was found high level (68.8%). It implied that the respondents considered the perceived quality of foreign leather shoes products were better than local products.

Table 4.6 Distribution of Consumers Based on Consumer Ethnocentrism

Table 4.6 Distribution of Consumers Base 1

Category	Domestic		Foreign	
	N	(%)	N	(%)
Low (<10)	144	.459	30	.096
Medium (10-15)	106	.338	68	.217
High (>15)	64	.204	216	.688
Total	314	100%	314	100%
Valid N	314		314	

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(Source: Own Survey, 2020)

4.1.2.2.3. Consumer Preferences

Based on preferences, the results also revealed that majority 177(56.4%) of the respondents preferred to buy foreign leather shoes while 52(16.6%) wanted to have local leather shoes but 85(27.1%) were indifferent of both foreign and local leather shoes. Foreign or imported leather shoes were more preferred by the respondents.

Table 4.7 Distribution of the Respondents Based on the Purchase of Leather Shoes

Table 4.7 Distribution of the Respondent 1

Preference	N	%
Domestic Leather Shoes	52	16.6
Foreign Leather Shoes	177	56.4
Mix (Domestic and Foreign)	85	27.1
Total	314	100.0%

(Source: Own Survey, 2020)

4.1.3. Multinomial Logistic Regression Analysis

The inferential statistics comprises reliability test of data collection instrument, correlation among variables and different assumption test of the data itself for their suitability or fitness to the intended regression analysis model. It includes normality, collinearity, linearity and homoscedasticity.

4.1.3.1. Reliability Test

Reliability of the data collection instrument involves the consistency of the result obtained with the instrument. Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. Scales with coefficient

alpha between 0.6 and 0.7 indicate fair reliability According to (Zikmund, 2010). Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

Table 4.8 Reliability Test

Table 4.8 Reliability Test 1

	N	Cronbach's Alpha
Consumer Ethnocentrism	5	.782
Local Product Perceived Quality	5	.788
Foreign Product Perceived Quality	5	.750
Purchase Intention	5	.882
Total	25	.816

The result was found to be in the acceptance range, alpha greater than 0.7. Thus showing as indication of acceptability of the scale for further analysis since all the three dimensions (Consumer Ethnocentrism, Local Product perceived quality, Foreign Product perceived quality) and purchase intention attributes were above 0.7. The reliability score of the construct yielded a Cronbach's alpha of $r = 0.816$ as shown in Table 4.9 below.

4.1.3.2. Multiple Regression Assumption Test

Linear regression is an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. The regression assumptions are correlation (linear relationship), Multicollinearity, Multivariate Normality and Homoscedasticity.

4.1.3.2.1. Correlation Analysis

To determine the relationship between product quality perception, consumer ethnocentrism, consumer characteristics and purchase intention. Pearson correlation was first investigated. Demographic characteristics (Sex, Age and Income), consumer ethnocentrism and perceived quality dimensions were taken as independent variables and overall purchase intention was used as a dependent variable in this study. As per the guide line suggested by Field (2005), the strength of relationship 0.1 to 0.29 shows weak relationship; 0.3 to 0.49 is moderate; > 0.5 shows strong relationship between two variables.

Table 4.9 Correlation Analysis

Table 4.9 Correlation Analysis 1

Correlations		SEX	AGE	INC	CET	FPQ	LPQ	PUR
Sex (SEX)	Pearson Cor.	1						
	Sig. (2-tailed)							
	N	314						
Age (AGE)	Pearson Cor.	.467**	1					
	Sig. (2-tailed)	.004						
	N	314	314					
Income (INC)	Pearson Cor.	.056	.307**	1				
	Sig. (2-tailed)	.334	.362					
	N	314	314	314				
Consumer Ethnocentrism (CET)	Pearson Cor.	.223	-.010	.279	1			
	Sig. (2-tailed)	.000	.860	.000				
	N	314	314	314	314			
Foreign Perceived Quality (FPQ)	Pearson Cor.	.265	.191	.246	-.520**	1		
	Sig. (2-tailed)	.000	.001	.000	.000			
	N	314	314	314	314	314		
Local Perceived Quality (LPQ)	Pearson Cor.	.111	.191	.246	.500**	.562**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	314	314	314	314	314	314	
Purchase Intention (PUR)	Pearson Cor.	.344**	.492**	.432**	.317**	.608**	.403**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	314	314	314	314	314	314	314

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

(Source, Own Survey, 2020)

The result on Table 4.9 shows that all the aforementioned six dimensions (independent variables) had strong positive and significant relations with overall Purchase Intention. For instance, purchase intention had positive relation with Sex ($r = .344$, $p < 0.01$), Age ($r = .492$, $p < 0.01$), Income ($r = .432$, $p < 0.01$), Consumer Ethnocentrism ($r = .317$, $p < 0.01$), Foreign product perceived quality ($r = .608$, $p < 0.01$) and Local product perceived quality ($r = .403$, $p < 0.01$). However, Foreign product perceived quality had negative and weak relation with Consumer Ethnocentrism ($r = -.520$). This implies that all the independent variables showed positive and significant relation with Purchase intention and can be taken them as good predictors.

4.1.3.3.Multicollinearity

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power. Thus, the impact of Multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. “Tolerance” and “variance inflation factors” (VIF) values for each predictor is a means of checking for Multicollinearity. Tolerance value below 0.1 and VIF value above 10 percent indicate a Multicollinearity problem, (Robert, 2006). It shows that the collinearity statistics analysis of variance inflation factors (VIF) value ranges from 1.043 to 1.141 and Tolerance value ranging with 0.876 to 0.959 indicated that there was no collinearity problem. This could be taken as a confirmation that there were no multi-collinearity problems to proceed for regression analysis. That means when the independent variables in this model were highly related with one another, they would have been basically measuring the same thing or they both convey essentially the same information.

4.1.3.4.Homoscedasticity

The normal Q-Q chart plots the values you would expect to get if the distribution were normal (expected values) against the values actually seen in the data set (observed values). The expected values are a straight diagonal line, whereas the observed values are plotted as individual points. If the data are normally distributed, then the observed values (the dots on the chart) should fall exactly along the straight line (meaning that the observed values are the same as you would expect to get from a normally distributed data set). Any deviation of the dots from the line represents a deviation from normality. So the Q-Q plot of the all variable considered in this study looks like a straight line with a wiggly snake wrapped around it then it showed little deviation from normality.

4.1.3.5.Multivariate Normality

To check that a distribution of scores is normal, it needs to look at the values of Kurtosis and Skewness. Both of which have an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive values of skewness indicate a pile-up of scores

on the left of the distribution, whereas negative value indicates a flat distribution. The further the value is from zero, the more likely it is that the data are not normally distributed. Both of which have an associated standard error. However, the actual value of skewness and kurtosis are not, in themselves, informative. Instead, it needs to take the value and convert it to a z-score. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0. In this regards, it was found that all motivation dimensions' z-scores skewed to the right side but was found to be within acceptable range (skewness within -2.0 to 2.0; and Kurtosis within -3.0 to 3.0). Therefore, it is pretty clear then that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution.

4.1.3.6. Multinomial Regression Analysis

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the values of dependent variables, and given the values of the independent (Kothari, 2004). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predicts the value of the dependent variable.

Based on the above regression assumption test results, the analysis used to examine the factors affecting on domestic and foreign leather products was the multinomial logistic regression test. This analysis was used because the independent variables (Y) of this study were nominal data type (purchase of the product which is represented as a dummy variable). Meanwhile, the dependent variables (X) examined were income, ethnocentrism, perceived quality of domestic food products, and perceived quality of foreign food products which were selected based on relation analysis test and from literature for more significant results.

As indicated in the model summary of the analysis in the above Table 4.10, the value of R (.802) indicated relations of the six independent variables with the dependent one affecting approximately 64.3 % (R^2) of the variance in purchase intention. However, the remaining percent (35.7%) was explained by other factors. This result also viewed that there might be other variables that could have been discussed by this study in predicting Purchase Intention.

Table 4.10 Model Summary

Table 4.10 Model Summary 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	Df 1	Df 2	Sig. F Change
1	.802 ^a	.643	.631	.287	.643	72.214	6	307	.000

^a. Predictors: (constant), Sex, Age, Income, Ethnocentrism, Local perceived Quality, Foreign Perceived Quality.

As indicated in Table 4.10 of ANOVA test, the results of the simultaneous analysis accepted based on the analysis results of the goodness of fit represented by the R^2 of 0.643. It indicates the proportion of the variables that affected buying behavior of leather footwear products in this model about 64.3% at $p < 0.001$ with the chi-square value of 16.214, and the rest (35.7%) was the variables that weren't not included in this study. Therefore, it can be inferred that with 64.3% of variance (R Square), demographic characteristics, consumer ethnocentrism and perceived quality are significant and the model appropriately measured the dependent variable. In short, the regression model predicts overall purchase intention and explained by the aforementioned six independent variables.

Table 4.11 ANOVA Analysis

Table 4.11 ANOVA Analysis 1

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	23.943	6	3.991	84.904	.000 ^b
Residual	14.524	307	.047		
Total	38.466	313			

^a. Dependent Variable: Purchase Intention

^b. Predictors: (constant), Sex, Age, Income, Ethnocentrism, Local perceived Quality, Foreign Perceived Quality.

Table 4.11 shows the odds ratio values in “foreign only” (logit 1) and “Mix” (logit 2). Referring Logit-1 analysis, except Age of the respondents and consumer ethnocentrism, the multinomial regression analysis revealed that the beta coefficients of all the other variables had positive and

significant effect on purchase intention. Ethnocentrism also has significant but negative effect whereas Age doesn't have significant effect at all.

Table 4.12 The Results of Multinomial Logistic Regression Test

Leather Shoes Purchase Intention	Predictors	B	Exp (B)	P-value (Sig)
Foreign Only	Constant	1.052		0.911
	X ₁	0.000	1.000	0.922
	X ₂	0.209	0.814	0.291
	X ₃	0.160	1.355	0.001*
	X ₄	-0.317	1.212	0.000*
	X ₅	-0.223	0.162	0.006**
	X ₆	0.373	1.214	0.080**
Mix (Local and Foreign)	Constant			
	X ₁	0.000	1.000	0.872
	X ₂	0.067	1.065	0.441
	X ₃	0.417	1.652	0.000*
	X ₄	0.213	0.604	0.011**
	X ₅	0.320	0.741	0.000
	X ₆	0.201	1.004	0.147
<i>Chi-Square</i>			16.214	
<i>R-Square</i>			.643	
<i>P-Value (Sig.)</i>			.001*	

Note: (*) Significant at $p < 0.1$; (**) Significant at $p > 0.05$

X₁: Sex

X₂: Age

X₃: Income

X₄: Ethnocentrism

X₅: Perceived Quality of Local Leather shoes

X₆: Perceived Quality of Foreign Leather shoes

(Source: Own Survey, 20202)

Based on the results of variables (logit-1), revealed that Sex, Age and Income factors had positive and significant effect on purchase intention of foreign leather shoes only. Income had positive significant effect on purchase intention ($B = 0.201$, $p < 0.01$) of foreign leather shoes only. When the higher the income of the consumers, the higher the opportunity to buy foreign leather shoes only (1.335) than local ones.

Besides, the result also indicated consumer ethnocentrism ($B = -0.317$; $p = 0.01$) gave a negative effect on the purchase of foreign leather footwear products only. It means when the higher value of ethnocentrism, the lower opportunity of the respondents that have to buy foreign leather shoes only. It was lower than the purchase of domestic products only (about 0.212 times).

Meanwhile, the effect of perceived quality of domestic leather shoes had negative but significant effect ($B = -0.223$; $p = 0.01$) on purchase intention of foreign leather shoes only. It was lower than foreign leather shoes only (0.162 times). Perceived quality of foreign leather shoes had positive significant effect ($B = 0.373$; $p = 0.01$) on purchase intention of foreign leather shoes only. It was higher than purchase of local leather shoes only (1.214).

Regarding the results of Logit-2, the regression analysis revealed Age had significant positive effect ($B = 0.167$, $p < 0.01$) on purchase intention of mixed leather shoes. The results also showed that the sex and income had positive effect on the purchase of mixture products, but it didn't significantly affect the purchase intention.

It also found that consumer ethnocentrism had positive and significant effect ($B = 0.213$; $p < 0.05$) on purchase intention of mix. The higher consumer ethnocentrism, the higher opportunity had to buy both the local and imported leather shoes (0.685 times) implying that it was lower than the purchase intention of local leather shoes only.

The perceived quality of local shoes leather shoes products gave a negative effect ($B = -0.320$; $p < 0.05$) on the purchase of the mixture (domestic and foreign products) but it wasn't significant. It was also found that perceived quality of foreign products gave insignificant effect.

5. CHAPTER FIVE

5.1. Summary, Conclusions and Recommendations

This chapter constitutes the summary of major findings, conclusions based on findings and relevant recommendations based on findings and conclusions.

5.1.1. Summary of Major Findings

Based on the analyses, the results of the findings present the outcomes of both descriptive and inferential statistics. The descriptive statistics referred to the demographic characteristics of the respondents, summary of consumer ethnocentrism, product quality perception and purchase intention. It helped to address the first specific objective which was intended to analyze the level of consumer ethnocentrism; and the second objectives of investigate the level of consumer perception towards both local and foreign leather shoes. Meanwhile, the inferential statistics accounted for determining the third specific objectives which tried to determine the effect of demographic characteristics, consumer ethnocentrism and perceived quality of both foreign and local leather shoes on overall purchase intention.

Demography -

The overall demography of the respondents was characterized by:

- Almost two third of the respondent, 211(67.2%), were Female consumers.
- Majority 194 (47.5%) was found to be within the age range of 31 - 45 years
- Their educational background reflects 169(53.8%), of the respondents were college/university graduates
- Monthly income of the majority, 140(44.6%), ranges from 10,000 – 20,000 Birr.

Objective – 1 Level of the respondents' consumers' ethnocentrism towards leather shoes

- The level of consumer ethnocentrism of the respondents was categorized in the medium level of ethnocentrism for it was found the mean score of 24 within the range of minimum (10) and maximum (40) scores.

Objective – 2 Investigate level of perceived quality of both local and foreign shoes quality

- The level of perceived quality of local/ domestic leather shoes was categorized under low level as its mean score of 6.29 was found within the range of minimum and maximum scores were found 4 and 20 respectively.
- The level of perceived quality of foreign/ imported leather shoes was categorized under high level as its mean score of 18.44 was found within the range of minimum and maximum scores were found 4 and 20 respectively.
- The analysis resulted that perceived quality of domestic leather footwear was only 20.4% (low) while the foreign leather shoes was found high level (68.8%).

Objective – 3 analyze the effect of demographic characteristics, consumer ethnocentrism and product quality perception on purchase intention of domestic and foreign leather shoes

Demography

- The findings revealed that Sex, Age and Income factors had positive and significant effect on purchase intention of foreign leather shoes only.
- Age had also positive significant effect ($B = 0.167$, $p < 0.01$) on purchase intention of mixture (foreign/ imported) of leather shoes.

Ethnocentrism

- Consumer ethnocentrism ($B = -0.317$, $p < 0.01$) had negative and significant effect on purchase intention of foreign leather shoes only. It was higher than to buy local ones only.
- Consumer ethnocentrism ($B = 0.213$, $p < 0.05$) had positive and significant effect on purchase intention of mixture of leather shoes. It was lower (0.604) than to purchase local leather shoes only.

Perceived Quality

- Perceived quality of local shoes ($B = -0.223$, $p < 0.01$) had negative effect on the purchase of foreign leather footwear only. It was lower than the purchase of local shoes only.
- When the perceived quality of foreign leather shoes is higher, the opportunity to purchase local leather shoes became lower (0.514). Its effect ($B = -0.320$; $p = 0.01$) on purchase intention is significant at $p < 0.10$. And it was higher than purchasing local shoes only.
- Perceived quality of foreign leather shoes had positive significant effect ($B = 0.373$; $p < 0.01$) on purchase of foreign leather shoes only (1.214).

5.1.2. Conclusion

The main objective of this study is to assess the effect of demographic characteristics, consumer ethnocentrism and product quality perception of local and foreign leather shoes on purchase intention in the case of Ethiopian leather footwear industry. Hence, the study sought to identify the most important attributes of demographic characteristics, consumer ethnocentrism and consumer's perception towards local and imported leather shoes to enhance sales performance and market share of the industry by focusing on which attributes or dimensions matters to them.

For this, the first specific objective of the study was to assess or determine the level of Ethiopian leather shoes consumers' ethnocentrism based on the perception of the respondents. Leather shoes consumers had medium level consumer ethnocentrism. Their judgments against foreign products based on their own country's perspective were somehow moderate. In this regards, it has an implication of purchasing foreign leather shoes is not considered as against the benefits of the country as long as other preconditions are fulfilled.

The second objective, investigate the level of perceived quality of both local and foreign leather shoes quality, it was found that the level of perceived quality of foreign/ imported leather shoes was categorized under high level while the domestic was perceived lower. It is obvious that foreign shoes producers have competitive advantages in terms of modern technology, skilled labor and financial leverage to manufacture products with better quality and lower price. Thus, positivity of perception towards foreign footwear shoes is merely expected.

The third objective, determination of the effect of demographic factors, consumer ethnocentrism and product quality perception on purchase intention of domestic and foreign leather shoes, sex and income have significant effect on purchase intentions of foreign products only whereas as age gave significant effect on mix purchase intention though. Production of local leather shoes factories need to consider the socio-demographic characteristics of the targeted consumers. Regarding consumer ethnocentrism, it was also found that higher ethnocentrism had higher negative effect on purchase intention of foreign product only. Developing consumer's ethnocentrism helps in promoting local product consumptions. Perceived quality of local shoes had also negative effect on the purchase of foreign leather footwear only. When the perceived quality of foreign leather shoes is higher, the opportunity to purchase local leather shoes became lower on purchase intention. Perceived quality of foreign leather shoes had positive significant effect on purchase of foreign leather shoes only.

It can be concluded that demographic characteristics, consumer ethnocentrism and perceived quality of leather shoes products have significant effect on behavioral/ purchase intention. Medium level of consumer ethnocentrism along with lower perceived quality of domestic footwear products may aggravate the switching of consumers to the imported leather products easily. Therefore, care should be taken while producing local leather shoes in regards to their qualities to meet the needs and wants of the local consumer.

5.1.3. Recommendations

This study has shown the relationship between socio-demographic characteristics, consumer ethnocentrism and product quality perception dimensions and purchase intention of leather shoes product consumers in Addis Ababa. Meanwhile, it accepted that the aforementioned attributes had significant effect on purchase intention and could be taken as suitable predictors to measure overall purchase intention keeping other variables constant. Based on the results of this study, the following recommendations are forwarded to leather shoes producer managements so as to improve sales performance of their respective companies and the market share of the domestic products at large with the existing technology and skilled workforce. The recommendations are:

- Results showed that consumer ethnocentrism in this study was in the medium category while the income of two third of the consumers participated was above ten thousand birr. To improve the ethnocentrism of consumers on preferring domestic products, giving

more promotion targeting these consumers to love and choose domestic products should be done intensively.

- Perceived quality of consumers was found in the category of low level. Continuous customer marketing survey should be conducted to identify which perceived quality attributes affect local consumers' perception towards local leather shoes products.
- The variation of the aforementioned variables such as demography, consumer ethnocentrism and perceived quality on purchase intention was found to be $R^2 = 0.643$. This happened because the variables studied were limited. Further study should be conducted by adding other variables that have not been included.

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Appendix I - Survey Questionnaire



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

QUESTIONNAIRE

Dear Sir/Madam

My name is Lina Nuredin and I am a post-graduate 3rd year student at Addis Ababa university school of commerce and currently, I am doing research on the title “***The Effect of Consumer Ethnocentrism and Product Quality on Purchase Intention: A Case Study of Ethiopian Leather Footwear Industry***” for the partial fulfillment of Masters of Art Degree in Marketing Management and you are requested to participate in this research by filling the following questionnaires. The finding of the study will be very important for the Local Companies, academicians, managers and investors etc. Therefore, you are kindly requested to assist in data collection by responding to questions in the accompanying questionnaires. The report of the study will only be communicated in aggregate form to protect the identity of the respondents and the information provided will exclusively be used only for academic purpose.

For any further information the researcher may be reached on the following addresses.

Lina Nuredin

Cell Phone: 0912878479

Email: linanua49@gmail.com

Thank You, for your cooperation and timely response in advance.

I. General Information

Please mark [X] in the appropriate box to indicate your choice

1. Sex ☐ Male ☐ Female
2. Age (Years) ☐ 18 – 30 ☐ 31 – 45 ☐ 46 – 60
3. Ethnic ☐ Amhara ☐ Oromo ☐ Somali
☐ Afar ☐ Tigre ☐ Southern
☐ Others, please specify _____
4. Marital Status ☐ Single ☐ Married ☐ Divorced ☐ Widow
5. Education ☐ Elementary ☐ High school ☐ College/ University
☐ Others, please specify _____
6. Occupation ☐ Unemployed ☐ Employed ☐ Self-employed
7. Income (‘000) ☐ < 10 ☐ 10 – 20 ☐ > 30
8. Preference ☐ Domestic ☐ Foreign ☐ Both

II. Study Variables

Here under the questions with regard to the consumer ethnocentrism, product quality perception and purchase intention. Therefore, you are kindly requested to put “X” mark on the box which represents your degree of agreement.

1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree.

Description	Scale				
	1	2	3	4	5
Only leather shoes which are hard to find in Ethiopia should be imported.					
It may cost me in the long-run but I prefer to support Ethiopian leather footwear.					
It is not right to purchase foreign products, because it puts Ethiopians out of jobs.					
A real Ethiopian should always buy Ethiopian-made leather footwear.					

We should purchase local leather shoes instead of letting others get rich off us.					
Ethiopians should not buy foreign leather footwear, because this aggravates unemployment.					
Ethiopian leather shoes products first, last, and foremost.					
Purchasing foreign-made leather footwear is un-Ethiopian.					
	1	2	3	4	5
I prefer domestic leather shoes for varieties of different options					
I would like to buy local shoes for availability quantity in bulk					
I prefer local leather footwear products for their fair prices					
I prefer local leather shoes for suiting my purposes					
	1	2	3	4	5
I prefer foreign leather shoes for varieties of different options					
I would like to buy foreign shoes for availability quantity in bulk					
I prefer foreign leather footwear products for their fair prices					
I prefer foreign leather shoes for suiting my purposes					

Many thanks!!!

Appendice II: Questionnaire (Amharic)



አዲስ አበባ ዩኒቨርሲቲ

የንግድ ስራ ትምህርት ቤት

በምርምር ጥናት ላይ ለሚደረግ ተሳትፎ ፍቃደኝነትን ስለመጠየቅ

እኔ ሊና ኑረዲን በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የ3ኛ ዓመት ተማሪ ስሆን የማስተርስ ዲግሪዬን በማርኬቲንግ ማኔጅመንት ለማግኘት በአሁኑ ወቅት “በሀገር ምርት እና እቃ ጥራት መኮራት የሀገር ምርትን የመግዛት ሀሳብ ላይ ያለው ተጽዕኖ” (The Effect of Consumer Ethnocentrism and Product Quality on Purchase Intention: A Case Study of Ethiopian Leather Footwear Industry) በሚል ርዕስ ምርምራዊን በማከናወን ላይ እገኛለሁ። ስለሆነም በዚህ ምርምር ሊይ የሚከተለውን መጠይቅ በመሙሉት እንድትሳተፉ ጥያቄዬን አቀርባለሁ።

የጥናቱ ውጤት ለድርጅቱ፣ ለተማሪዎች፣ ለሃላፊዎችና ለሌሎች አስፈላጊ በመሆኑ ምሊሽዎ ጠቀሜታው ከፍተኛ ሲሆን በጥናቱ መሳተፍ ምንም ዓይነት ጉዳት የለውም። የጥናቱ ሪፖርት በጥቅል የምሊሽ ሰጪዎችን ማንነት በማይገለፅ ሁኔታ የሚቀርብ ሲሆን የጥናቱ ውጤት ለትምህርታዊ አገልግልት ብቻ ይውላል።

ለማንኛውም ጉዳይ ተመራማሪውን በሚከተለው አድራሻ ማግኘት ይቻላል።

ሊና ኑረዲን አብደላ

ስልክ: 0912 87 84 79

ኢሜይል: linanua49@gmail.com

ለትብብርዎ በቅድሚያ ከልብ አመሰግናለሁ።

l. ክፍል አንድ

ስለ ምላሽ ሰጪዎች መረጃ

1.ጾታ ወንድ ሴት
 ☐ ☐

2. ዕድሜ 18 - ☐0 31 - 4 ☐ 46 - 6 ☐

3. ጎሳ አማ ☐ አሮሞ ☐ ሶማሌ ☐
 ☐ አፋር ☐ ትግር ደቡብ ☐
 ☐ ሌላ _____

4. የጋብቻ ሁኔታ ☐ ያላገባ/ች ያገባ/ች ☐ የፈታ/ች ☐

5. የትምህርት ደረጃ የ ☐ ጀመሪያ ደረጃ ት/ቤትኮሌ ☐ ዩኒቨርሲቲ
የሁለተኛ ደረጃ ት/ቤት ☐ _____ ☐

6. ሥራ ሥራ ፈርቶ ተቀጣሪ በግል ተዳ ☐ ☐

7. ገቢ ('000) < 10 ☐ 10 - 20 ☐ > 30 ☐

8. ምርጫ ፎገረ ውሰጥ ምርት የውጭ ምርት ሀሰቱን ☐

ክፍል ሁለት

ከዚህ በታች ያሉ ጥያቄዎች ሀገር ወዳድነትን፣ ብሄራዊ ስሜትን፣ለውጭ ባህል ክፍት መሆንን፣ በሀገር ውስጥ ምርት ስለመከራት እና የሀገር ውስጥ ምርት የመግዛት ፍላጎትን በተመለከተ ከጥናቱ ተሳታፊዎች መረጃ ለመሰብሰብ የተዘጋጁ ናቸው። “5” ትን “X” በተገለፀው ሀሳብ በጣም እንደሚሰማው ያመለክታል። በአንጻሩ “1” ዓ “X” በሀሳቡ በጣም እንደማይሰማው ያመለክታል። ስለሆነም ጥያቄዎችን በጥንቃቄ በመመለስ እንዲተባበሩኝ በድጋሚ እጠይቃለሁ።

መግለጫ	Scale				
	1	2	3	4	5
በኢትዮጵያ የማይገኙ ምርቶች ብቻ ከውጭ መግባት አለባቸው።					
ምንም እንኳ ወደ ፊት ሊጎዳኝ ቢችልም የኢትዮጵያ ምርት መደገፍ እመርጣለሁ።					
የውጭ ዕቃ መግዛት ኢትዮጵያውያን ስራ ተኞችን ስራ አጥስሎ ሚደርግ ትክክል አይደለም።					
ትክክለኛ ኢትዮጵያዊ ሁሌም የኢትዮጵያ ምርቶችን ብቻ መግዛት አለበት					
ሌሎች ሃገራት በእኛ ተጠቃሚ ከሚሆኑ፣ የሀገር ውስጥ ዕቃ ብቻ መግዛት አለብን።					
ኢትዮጵያዊ የውጭ ምርቶችን መግዛት የለበትም፤ ምክንያቱም ይህ ተግባር የኢትዮጵያውያን ቢዝነስ በመጉዳት ስራ አጥነትን ሰለሚያመጣ።					
በኢትዮጵያ የሚመረት ዕቃ መጀመሪያ ምየመጨረሻ ምምርጫ የነው።					
ከኢትዮጵያውጭ የተመረቱ ዕቃዎችን መግዛት ኢትዮጵያዊነት አይደለም።					
	1	2	3	4	5
ለተለያዩ አማራጮች ዝርያዎች የየአገር ውስጥ የቆዳ ጫማዎችን እመርጣለሁ።					
እኔ በብዛት ለመገኘቱ የየአገር ውስጥ ጫማዎችን መግዛት እፈልጋለሁ።					
ለትክክለኛ ዋጋቸው የየአገር ውስጥ የቆዳ ጫማ ምርቶችን እመርጣለሁ።					
ዓለማዊን ለማሳካት የአገር ውስጥ የቆዳ ጫማዎችን እመርጣለሁ።					
	1	2	3	4	5
ለተለያዩ አማራጮች ዝርያዎች የውጭ የቆዳ ጫማዎችን እመርጣለሁ።					
እኔ በብዛት ለመገኘቱ የውጭ ጫማዎችን መግዛት እፈልጋለሁ።					
ለትክክለኛ ዋጋቸው የውጭ የቆዳ ጫማ ምርቶችን እመርጣለሁ።					

ዓላማዬን ለማሳካት የውጭ የቆዳ ጫማዎችን እመርጣለሁ፡፡					
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ከልብ አመሰግናለሁ፡፡