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Addis Ababa University School of Commerce Marketing Management Program Unit

Factors Affecting Consumer Preferences of Domestic Furniture in Ethiopia: Evidence from some selected shops around Gurd Shola, Addis Ababa

**A Thesis Submitted to Graduate Studies of Addis Ababa University in Partial
Fulfillment of Master's Degree in Marketing Management Program**

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**June, 2022
Addis Ababa, Ethiopia**

Approval

Addis Ababa University School of Commerce Marketing Management Program Unit

This is to certify that the thesis is prepared by Mr. Tesfa Mengesha Biset, entitled "Factors Affecting Consumer Preferences of Domestic Furniture in Ethiopia: Evidence from some selected shops around Gurd Shola, Addis Ababa" (MA) in partial fulfillment of the necessities for Master's in Marketing Management MA with the regulation of the university and the accepted standards with respect to originality.

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Declaration

I, **Tesfa Mengesha**, hereby declare that this research paper entitled “**Factors Affecting Consumer Preferences of Domestic Furniture in Ethiopia: Evidence from some selected shops around Gurd Shola, Addis Ababa**” is an original work. I have carried out the present study independently with the guidance and sustenance of the research advisor **Beza Libeyesus (Phd)**. This study has not been used by others for any other requirements for the award of any Program in this or any other organization, and all sources of information in the study have been appropriately acknowledged.

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Letter of Certification

This is to certify that Tesfa Mengesha has completed out his thesis on the topic entitled: **“Factors Affecting Consumer Preferences of Domestic Furniture in Ethiopia: Evidence from some selected shops around Gurd Shola, Addis Ababa”**. This work is original in nature and appropriate for the award of Masters of Arts (MA) in Marketing Management.

Beza Libeyesus (PhD)

June, 2022

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Abbreviations

ERCA	Ethiopian Revenues and Customs Authority
EU	United Kingdom
H1	Hypothesis one a (similar interpretations to other hypothesis too)
n	Sample size
N	Number of cases in the analysis
PLC	Private Limited Company
p-value	probability Value
Sig.	Significance
TV	Television
PG	Post Graduate
MA	Master of Arts
SPSS	Statistical Package for Social Science
BSc	Bachelor of Science
BA	Bachelor of Arts
Std	Standard Deviation
NGO	Non-Government Organization
LC	Letter of Credit

Abstract

Introduction: A consumer preference is a tendency of consumer to choose one product over the other. Consumers' behavioral factors such as social, personal and Psychological factors affect consumers on their purchase decisions.

Objective: the objective of this study is to address the factors affecting consumer preferences of domestic furniture in Ethiopia: the case of Addis Ababa. The study addressed five basic research questions: Does quality affect or not Consumer Preferences of Domestic Furniture? Does design affect or not Consumer Preferences of Domestic Furniture? Does price affect or not Consumer Preferences of Domestic Furniture? Does availability/accessibility of the product affect or not Consumer Preferences of Domestic Furniture? Does advertizing affect or not Consumer Preferences of Domestic Furniture?

Research Methods: quantitative and qualitative data were utilized from primary and secondary data. Convenience sampling technique was employed to select sample respondents from furniture. After that the quantitative data were analyzed using descriptive statistics such as mean, standard deviation, frequency, pie chart and figures. Furthermore, the researcher used one sample t- test to know the significant effect of product attributes on domestic furniture consumer preference.

Results: finding of the study depicted that domestic furniture quality, design, availability and advertised have a significant effect on consumer preference of domestic furniture at the significant level of 0.05/0.01.

Conclusions: the study concludes that most of the respondents didn't prefer domestic furniture due to the quality problem of the product they need.

Recommendations: The study recommended that the furniture manufacturers and the government try to solve unavailability problem of raw materials which extremely affects the furniture production.

Keywords: Advertising, Availability, Design, Price, Quality

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Research

Marketing, more than any other business function, deals with customers. Marketing means the process by which companies create for customers, if companies know more about the consumer decision making process, they can design marketing strategies and promotional messages that will affect consumers more effectively and build strong customer relationship in order to capture value from customers in return. It consists of the firms marketing mix, the set of marketing tools the firm uses to implement its marketing strategy (Kotler, 2010, p. 36).

Business companies are frequently challenged due to the continuous change in their surroundings. All those companies are challenging for product attributes, market situation and concern which are the base for the achievement of their goals; which is receiving revenue and smartly operating in the competitive atmosphere. Nations like Ethiopia, where a great number of the buyer products are bought from other countries, this situation is influential for domestic product producers like furniture. Bearing in mind other strategy of the organization, what factors affect user's preferences is a basic marketing strategy to sustainably operate the business (Yonatan, 2011).

Consumers make buying decisions every day and many people have their own factors that drive them to this buying decision. There are characteristics behind every buying decision that can come from cultural, social, personal and psychological factors (Tsedey, 2018).

Consumers buy different products for their immediate problem solving and extensive problem solving. For the immediate problem solving goods there is no much searching and comparing the goods. Consumers buy these products immediately when they need. But in the case of extensive problem solving for example in our case to buy a furniture materials consumers goes to different markets and compare and contrast a number of brands. In this case the purchasing decision affected by the above stated different factors. Each of these factors have their own indications for marketers to decide how to satisfying their customers by meeting the needs and preferences of consumers (Tsedey, 2018).

In addition to this, Andaleeb & Cownway (2006:3-11) explained that over the quality of product, product price, income, education and other attributes contribute to purchase or repurchase decision of product. In addition to behavior; users, product attributes like quality, price, style or design of a given product are the influential factors for consumers' preferences. As Aaker (1991:85) specified, the user's insight of general quality or dominance allied to other alternatives of a given product determine preference.

In exploration for market, most capable firms are winning the local market of third world (developing) countries via their advanced and least price goods and services. Among the developing nations Ethiopia which largely use foreign produced products such as furniture and others. Although, local firms in the furniture sector are nearer to fulfill consumers' preferences, there is a hole to be narrow at the moment.

According to the Addis Ababa City Administration's Small & Micro Enterprises Development Agency (2015), there are 3,000 companies involved in the sector. Competition between imported furniture and locally manufactured goods is high and this is putting pressure on many of the actors in the sector (Fortune Magazine, 2014).

Therefore, this study mainly focused on factors affecting consumer preferences of domestic furniture in Ethiopia: evidence from some selected shops around Gurd Shola, Addis Ababa

1.2. Statement of the Problem

Unsatisfactory financial performance of a business can be attributed to a variety of possible reasons within sales and marketing, including failures of proper product development, ineffective promotion, and misidentified target markets (Rouzlies, 2005, p.356). The lack of communication between marketing and sales also has been suggested as a root cause of the problem (Hughes & Malshe, 2012, p 48). Marketing and sales functions are principally responsible for revenue generation for the firm.

In particular, marketing considers competitive pressures and consumer preferences when establishing the revenue per unit for a company's products and services through the marketing strategies. The achievement of markets becomes factual if it gratifies its buyers and wins market competition which resulted from tactically operative the business with efficiently using resources of the firm. Particularly where there are many competitors of the firm, the business person has to struggle to overwhelm the tricky that might arise due to unsatisfying users (Kotler and Armstrong, 2004:12).

The business thinking signifies that, “attaining organizational objectives based on defining the needs and wants of target markets and distributing the anticipated pleasure more efficiently than participants do” (Kotler and Armstrong, 2004:12).

Users by themselves are one the many determinant factors for the achievement of the firm. In any marketing areas consumers are one of the determinant factors for the success of the firm. Whatsoever any business entity delivers the product, it can be sold if it is worked on consumer preference that is going to be supported with readiness and capability to purchase. This produces an income to the dealer. To retain considerable income, users might be there to choose the product of the identified manufacturer to entrants.

Focusing on this research; according to Fortune Magazine Published (2014), even though there is a high competition between domestic and imported furniture markets, quality and promotion give greater market share for imported products.

Data obtained from Ethiopian Revenues and Customs Authority (ERCA) stated that the domestic furniture market sales performance indicate declining movements from 2011 to 2015. Consequently, a sharp rise in furniture imports in the five years gap, in 2011 importers have imported 584,538 units of furniture which increased to 20,415,495 in 2015, representing 3,392.5% increase. These imports had a total value of ETB 1.75billion in 2011 and ETB 4.3 billion in 2015, an increase of roughly 146%.

As far as my knowledge is concerned, there isn't adequate research conducted on the factors affecting consumer preferences of domestic furniture in Ethiopia around Gurd shola in Addis Ababa. However, Tsige (2018) has studied on factors affecting consumer preference and decision making of furniture brand in some selected furniture PLC. She addressed the social factors, personal factors, psychological factors and brands. In the same way, Tsedey(2018) has a studied on the personal factors which affect consumers buying decision and the nature of influence social factors have on the consumer buying decision/behavior. Similar studies done by Beldina (2020) about the effect of economic factors on consumer purchase decisions in Kenya's home furniture industry, the effect of psychological factors, influence consumer purchase decisions in Kenya's home furniture industry and the social-cultural factors affecting consumer purchase decisions in Kenya's home furniture industry.

Moreover, Patryk (2017) has studied on the determinants of consumer behaviors in the furniture market. He classified the determinants as indirect one is economic and demographic while from the direct determinants marketing and psychological has been assessed. Therefore, the above researchers haven't clearly addressed the effect of quality, design, price, availability and advertising of products on consumer preferences. In line with this, this study tries to fill issue gaps and knowledge gaps about the factors affecting consumer preferences of domestic furniture in Ethiopia: evidence from some selected shops around Gurd shola, Addis Ababa.

1.3. Research Questions

1. Does quality affect Consumer Preferences of Domestic Furniture?
2. Does design affect Consumer Preferences of Domestic Furniture?
3. Does price affect Consumer Preferences of Domestic Furniture?
4. Does availability/accessibility of the product affect Consumer Preferences of Domestic Furniture?
5. Does advertng affect Consumer Preferences of Domestic Furniture?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of the paper is to recognize and analyze factors that affect consumer preferences of local furniture in Ethiopia.

1.4.2. Specific research objectives

The specific or precise objectives of the paper are expressed as follows;

1. To explain the effect of quality on consumer preferences of domestic furniture.
2. To explain the effect of design on consumer preferences of domestic furniture.
3. To explain the effect of price on consumer preferences of domestic furniture.
4. To explain the effect of availability/accessibility on consumer preferences of domestic furniture.
5. To explain the effect of advertising on consumer preferences of domestic furniture.

1.5. Hypothesis of the study

Hypothesis is an unverified proposal or probable answer to a problem, it is a supposition. It is supportive in making perfect about the research anticipation, and hypothesis is also significance flavor in defining the kind of data requisite in analysis (W. G. Zikmund, 1997:552).

In order to give answer some of the research questions, the under stated hypotheses are claimed.

H1: Furniture quality is significantly affecting consumer preferences of domestic furniture negatively as the main factor.

H2: Design of domestic furniture, compared to imported furniture is significantly less attractive, so it affects consumer preferences negatively.

H3: Price of domestic furniture, compared to imported furniture is significantly higher, so it affects consumer preferences of domestic furniture negatively.

H4: Availability of domestic furniture, compared to imported furniture is significantly low, so it affects consumer preferences negatively.

H5: Advertising has significant and positive effect on consumer preferences of domestic furniture.

1.6. Definition of terms

- **Accessibility:** denotes geographic availability, which is determined by how easily the customer can physically reach the provider's site.
- **Advertising:** As the Advertising Association of the United Kingdom, It is a means of announcement with the consumers of a product/service. Advertisements are information given for by those who send them and are intended to indicate or inspire individuals who receive them.
- **Availability:** The degree to which the vender has the necessary resources, such as employees and technology, to satisfy the needs of the consumer.
- **Consumer preference:** User preference is well-defined as the interest of individual clients, measured by their satisfaction with the items after they have purchased them. (David Weedmark, 2018)
- **Consumer:** Consumer is an individual or a group who aims to order, or consumes purchased goods, products, or services mainly for personal, , family, social, household and identical desires, not directly associated to business activities. (Wikipedia, the free encyclopedia)

- **Design:** A plan or drawing produced to display the look and function or workings of a building, furniture, or other object before it is made. Furniture can be a product of design and can be measured a form of attractive art. (Furniture Wikipedia)
- **Domestic furniture:** Furniture which are produced domestically by small industries and factories through the processing of wood material as a major input.
- **Furniture:** Portable substances planned to lever numerous human activities like; Stools, Chairs, sofas, tables & desks, beds, cupboards and shelves. (JSTOR. 2008)
- **Price:** The sum of money, which must be paid to retain a given product, or the amount which individuals are ready to pay for merchandise signifies its value. (Wikipedia, the free encyclopedia)
- **Producers:** Peoples who produce local furniture.
- **Quality:** The capability of furniture to execute its purposes, containing the materials general permanence, strength & reliability and all other valued features by users.

1.7. Significance of the Study

In any marketing process, marketing study is one of the most significant events anticipated to be done for the favorable business environment process.

Without identifying what users need or want, and what they are suppose from particular marketing product, products may not generate income. A smart seller is found to be the one who best assist and gratify the need and wants of clients. This research will be assisted the furniture producers, as it gives insight about what consumers say, and expect from furniture producers on their products. It will give a suggestion about consumers' needs of domestically produced furniture, consequently that they can insight to their business activities from users' part.

The research was also produce valuable information on factors affecting consumer preferences of domestic furniture, that might support policy makers at various levels to make relevant decisions for the development of furniture production, and designing of appropriate policies and strategies. It may also serve as a reference document for extra research on similar and related topics.

1.8. Scope of the Study

The study was conducted on the following domestically produced furniture:

- Sofas
- Beds
- Cupboards
- Tables
- Kitchen cabinets
- TV stands and chairs

The main purpose of choosing this listed furniture is that, materials are locally produced furniture in Ethiopia for which sales or demand is on the decreasing phase. The raw materials and accessories which are more than sixty five percent of the whole inputs are imported (Ethiopian Business Review, 2016).

The study was focused on identifying factors affecting consumer preferences of domestic furniture in Ethiopia. The research population is restricted to Addis Ababa, capital of Ethiopia since time and cost has to be considered. It is not only chosen due to time, access and cost restriction, however also it is supposed that a substantial number of furniture consumers are available in Addis Ababa.

All promising variables stated in the questions raised, and those of which were delivered by respondents in open and close ended questions were considered consistent with the research objective.

Time of the paper (data assortment): primary data were collected from the date April 16, 2022 to May 05, 2022.

1.9. Limitations of the Study

The main limitations of the paper are:

- The sample size of the study cannot entirely signify the opinion of the entire furniture consumer population.
- Since this study is for educational purpose, it is not without financial expense and time constraints.
- Misinterpretation of questions by respondents (consumers), and overstatement of answers on small number questions can disturb the correctness of the finding.
- Reluctance of some of the respondents (consumers) to finish the questionnaire after responding to some questions were the major problems faced.

1.10. Organization of the Study

The paper is organized in five chapters in the following manner.

Chapter One: This chapter deals with background of the study, statement of the problem, research question, objective of the study, hypothesis of the study, definition of terms, significance of the study, scope of the study, limitation of the study and organization of the study.

Chapter Two: contain the theoretical and empirical literature review about consumer preferences.

Chapter Three: methodology of the study, sampling technique, sample size, data collection method and data analysis technique.

Chapter Four: contain data analysis, testing the hypothesis and finding.

Chapter Five: include summery, conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Theoretical review

2.1.1. Consumer Preferences

Consumer preference is the process that consumers decide to buy a given product. Consumer can choice different product by taken into consideration to important techniques. The first one is attribute determination. In this context, consumers decide what attributes consumers utilize when they want to assess different products. On the other hand, attitude determination is an essential component in in which consumers decide to buy a product. This means consumer search all the produced they want before deciding to buy (Biggsby; Rai, and Ozanne, 2013).

According to Kotler et al(2004:183-189) noted that consumer markets can explain greater than 6 billion individuals to choice different goods and services. It is an opportunity for persons who are offered various goods and services so as to fulfill the demand of consumers based on their choices. Koteler et al(2004:183-189) clearly articulates that consumer can different from different perspectives in the context of gender, age, income status, educational background and tastes. As a result of this, the differences existed among the consumers as well as information flow can affected to choice different products, services and companies.

In addition to this, Armstrong (2005:143) indicated that consumers may have bought various products for many reasons. As, Armstrong (2005:143) explained that the motive consumers purchase what they buy is often comes on their mind. Based on this, consumers don't truly know what influences their purchase as ninety-five percent of the emotion, thought, and learning that derive our purchase, arise in the unconscious mind which is without our awareness".

As Kotler et al (2005:255-256) noted the different factors that consumer to decide about the different products. These factors such as cultural, personal, social, and psychological factors which a marketer has to take into contemplation in order to reach the target market in active manner. Therefore, each of the factors briefly discussed as follows.

2.1.2 Factors affecting consumers' purchasing decision

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior (Solomon, 2004, pp. 6-8.)

Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind (Kotler&Armstrong, 2010, pp. 160).

Generally consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages (Kardes et al. 2011, p. 8.).

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior; marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler&Armstrong, 2010, p. 160). Some of the factors of consumer preferences are stated briefly as follows.

2.1.2.1 Social factors

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status (Perreau, 2014). Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group.

This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers' behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits.

Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspirational groups are groups where a consumer aspires to belong and wants to be part in the future (Kotler & Armstrong, 2010, p. 164; Khan, 2006, p. 58.)

Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits (Kotler & Armstrong, 2010, p. 169; Khan 2006, p. 68.). For example, the consumers who have created brand perceptions when they were young can carry out these same brand selections in the adult life without even recognizing that their family influenced these selections. Individuals play many different roles in their lives

2.1.2.2 Personal factors affecting consumer's purchase in furniture

According to Bezawit (2019), Personal factors also influence buyer behavior. The important personal factors, which influence buyer behavior, are:

a) **Age:** of a person is one of the important personal factors influencing buyer behavior. People buy different products at their different stages of cycle. Their taste, preference, etc also change with change in life cycle.

b) **Occupation:** or profession of a person influences his buying behavior. The life styles and buying considerations and decisions differ widely according to the nature of the occupation. For instance, the buying of a doctor can be easily differentiated from that of a lawyer, teacher, clerk, land lord, etc. So, the marketing managers have to design different marketing strategies suit the buying motives of different occupational groups.

c) **Income:** level of people is another factor which can exert influence in shaping the consumption pattern. Income is an important source of purchasing power. So, buying pattern of people differs with different levels of income

2.1.2.3 Psychological factors and Consumer Preference

A buyer's choices are also influenced by for psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times (Kotler & Armstrong, 2010, p. 173). According to Maslow's hierarchy of needs from the most pressing at the bottom and the least pressing at the top, the basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Maslow's needs are:

- Physiological: basic need such as sleep, food or water.
- Safety: need to feel secured and protected.
- Belongingness: need to feel loved and be accepted by others.
- Ego needs: to accomplish something and have status among others.
- Self-actualization: to have enriching experiences and feel self-fulfillment.

Consumers might neglect many stimuli in the environment and only focus on those related to their current need. For example, a consumer who desires to have a new car will pay more attention to different car ads while neglecting ads about houses. Selective distortion describes how people will interpret information in the way that it supports what they already believe. Every individual have different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example for brands, the message that brands communicate will never be the same among different consumers.

When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what person will retain from particular stimuli or situation.

This can be seen when consumers remember good points about brand they favor and forget everything good about rival brand (Kotler & Armstrong, 2010, p. 174).

2.1.2.4 Economic Factors Affecting Consumer Purchase Decisions

Taylor (2011) opined that the type and amount of goods a consumer purchases were contingent to their earnings. In the possibility that the consumer had a higher income; the more the likelihood they would buy luxury goods. A decrease in the income steered a consumer to purchase inferior goods. In the incidence that old-fashioned pointers of social status, such as occupational esteem or affluence, were not obtainable, individuals decide on products that symbolized status.

Beldina (2020) sought to determine the effects of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents among students of universities in Nairobi CBD. The study adopted a descriptive cross-sectional research design. Structured questionnaires were adopted to collect primary data from 600 respondent's selected using random sampling method. The findings show that all agents of consumer socialization influenced brand awareness and loyalty though to various degrees with E-platforms being the most influential. Purchase behavior was greatly influenced by Economic factors, E-platforms were the major sources of brand awareness and price, quality, performance, availability and brand name were the factors that led to brand loyalty.

Oblak et al. (2017) analyzed the buying purchase decision of furniture buyer is Slovenia and Croatia by Applying AHP Method. The study identified very important differences in the buying behaviour between buyers of the two different contexts. In both countries the consumers' behaviour was impacted by the low prices offer, less likely affected by the company/'s marketing and least by the marketing staff. Initially at the stage of information search, the buying behaviour was not any different. The first information search stage was the internet for all buyers and also the consumers would seek information from the shops that sell furniture.

According to Arupillai and Phillip (2015) established that most of the fast food industry in Bangladesh are booming due to increase in per capita income among consumers and most of them can now afford expensive outlets. Price, location, convenience, quality of food, environment of the outlets, quality of service influence consumer satisfaction. It was also concluded that all the factors have significant influence on the consumer satisfaction except price. Ying (2016) conducted study on consumption behavior of generation Y in Malaysia among fast food consumption. He wanted to find out how personal lifestyle, price quality, health issues and promotion influence the changing behavior of generation y. He concluded that there is more aspect that affects the consumer behavior of generation y apart from the listed ones.

Olise (2015) examined the factors that affect the consumer's patronage in fast food industry and established that atmospheric quality, environments, consumer demographics, service quality, have significant influence towards the customers patronage. It was concluded that for Nigeria fast food restaurants to ensure there is consumer patronage they should improve their services quality, perceived value, consumer demographics and modernity. Ogachi (2014) established factors that influence the consumer behaviour on women who buy clothes in Mathare and Garden estates in Nairobi in which it was concluded that there are more married women in both estates and they spend less than two hours shopping for clothes. Income, status, social class, occupation status, influences women during shopping.

2.1.3. Product Attributes

Consumer preference of a product cannot be precisely measured but can be known the choice of when consumer decision is showed from an item. For this context, product attributes have a crucial contribution in determining their choice towards a product he/she want to purchase. A different feature of a product can influences consumer preferences. It can be tangible (physical) and intangible (non-physical). Tangibles aspects include characteristics such as size, color, smell, product design, weight, materials used in construction, design features, country of origin etc. Intangible refers to attributes like price and quality. Consequently, consumers consider different product features while buying a product. As Jing (2009:129) noted that in China rom the elements that constitute a product; color is the most eye-catching, the most active and sensitive so that it has incalculable value for product design and development.

Furniture comfort, style, and color are amongst the first highest mean scorer in affecting consumer preferences (Zhiming Zhang et al, 2002:53-62). Therefore, the product attributes are discussed briefly as follows.

2.1.3.1 Product Quality

According to Kotler and Armstrong, (2004:283) pointed out that product quality is the ability of a product to perform its aim such as the products overall durability, strength & reliability and all other valued attributes by consumers. They create customer satisfaction and value by reliably and profitability meeting consumers' needs and preferences of quality and other important attributes. Susana et al (2010:411-415) assured that furniture quality and prices were the most determinant factors which affect the consumers preferences of a product. But existence of one of two important factors can abolish the a product even if the quality of a product is high

In the same way, Kotler and Armstrong (2004:283-289) explained that various product characteristics can be used as competitive instruments for distinguishing the company's product from competitor's product (Quality and comfort are parallel concepts. Furniture which is made of quality materials is usually comfortable.

In addition to this, Rodriguez; Ooms, & Montañez (2008) added that comfort is related with quality attitude and which ultimately leads to satisfaction of consumers to decide by different products. Ribbin; Van Riel; Liljander, & Streukens, (2004) noted that consumers who are loyal can comfortable the quality services and they became satisfied a product offered to them.

Consumer evaluate product feature in terms of its quality and other important attributes against its price. Acceptable quality in the eyes of consumer may be evaluated as free of defects or ability to perform the required objective. Marketers have to strategically think of such factors to achieve their goals, especially in a fierce competitive business environment.

2.1.3.2. Product Design, Style and Material

According to Megan (2006:13-14) expressed that a product design and style can influence consumer preferences in many ways. Consumers form preferences about many product designs in different aspects of their daily lives. He clearly noted that significance that relates to a consumer's own identity. Megan(2006:13-14) also explained that aesthetics is taken into account essential in product design, however designers also search with necessary components such as technology, ergonomics, usability, human factors and material technology.

Consumer prefer lightweight furniture which are made of wood-based-panels with sub-criteria like design, price, quality and guarantee even with a bit more price,

According to Khojasteh-Khosro; Shalbafan; & Thoemen (2020) wood is one of the essential methods of material of furniture though it reveals several finer attributes compared to other raw materials and also wood is good looking and trendy and finding a substitutes of it is difficult to achieve (Pakarinen, 1999). Likewise, Kaputa. Barcic., Matová, & Motik (2018) explained that wood is the most favorite furniture related to others that affects customers in of interior and exterior furniture buy decisions.

Armstrong et al (2005:284) indicates that product style refer to the appearance of a product, eye catching or yawn producing- just sensational attention and product pleasing aesthetics. However, design goes to is the center of a product which is more than its looks. This implies that consumer furniture preferences may be influences by fashions that bring an overall image sense.

Because of an amazing alteration in consumer preference as competition brings difference in offering, popularity is no longer a popularity of style or a type; it also includes timber styles, colors, and many other elements (Jing, 2009:130) which composed forms the overall style together with color fashion.

2.1.3.3. Price

According to the view of Gijsbrechts (1993) price is the sign of quality. Consumer decision process is affected by pricing strategy (Some consumer suffers from price discrimination bias (Haucap & Heimeshoff, 2011).

In the same way, Malc, Mumel & Pisnik (2016) noted that the persuasion of price fairness increase customer's target to purchase but it has also some adverse effect like negative-word of-mouth activity, switching the seller etc. This idea also supported by Konuk (2019). He clearly assured that creating a positive among price fairness, trust, satisfaction and buying intensions were important issues come on consumers mind.

Han, Gupta and Lehmann (2001) added that consumers are price sensitive in nature but higher price dictates higher quality. Intense competition in the market leads consumers to be more sensible towards loss and less sensible towards gains.

According to Kotler and Armstrong (2004:345), price is definite as “the sum of money charged for a product or service or the sum of values that users exchange for the benefits of having or using the product or service”.

Baker (1996:323) argues that “buyers always prefer the supplier product the lowest price, the market for several goods and services contain a variability of different price for superficially of identical offering”. This shows that marketer has to consider its product’s price and also of competitors.

It can use as a strategy to take advantage to competition more likely when consumers are price sensitive. Consumer doesn’t place purchase as one step shot prior to the purchase or repurchases intention.

Consumers’ investigation a number of attributes in their choice sets. The attributes choice sets are placed according to importance and relevance, amongst these attributes are price, comfort and durability.

Price is an indicator of value of a product. Consumer may relate price with value for a given product (Eric and Berkowitz et al, 2003: 345), so that inventive marketers engage in value pricing (the instantaneous increase of product benefits and maintaining or decreasing price). Price is one of the product attributes, which is an extrinsic cues that affect consumer preferences. Moreover, when a product has attribute such as quality, price, design etc..., these attributes and their connected levels represent the factors that can considerably affect consumer preferences. This can also assist marketers to know what affects consumer’s preferences about their product. Andaleeb and Cownway (2006:3-11) also arguable that in addition to quality product price, education, income and other attributes consider to contributes to purchase or repurchase decision of a product.

2.1.3.4 Product Availability

Contrary to common belief, product availability does not require businesses to keep all items on-hand at all times throughout all locations.

Instead, product availability refers to having access to inventory whenever the customer needs it. This requires having connections to suppliers and external partners, as well as excellent inventory visibility.

Product availability includes the cost of designing, manufacturing, storing, and delivering different item variances. Product availability is the probability of a product being accessible in saleable condition when a customer comes to seek it on a store shelf. According to Iglesias and Guillen (2004:373-379), consumers has gone via five stages of purchase process and the first

phase is that consumers perceives product considering its availability. This leads consumers to compare amongst various items, and decide whether to buy or not to buy.

2.1.3.5. Advertising

Advertising is the way of communication with the consumers of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, in that advertisement is an important factor which affects preference since it affects awareness too. (The Advertising Association of UK)

Alicia (2008:20) stated that awareness of consumer increase as a result of advertisement by 25%, however preceding experience and information have significant role. According to the research findings of Rajagopal (2010:19-23) celebrity confirmation has a significance influence in affecting consumer preferences and belief.

Michaela and Daniel (2010:31-33) also clearly indicated that that an increase in advertisement improve awareness of consumers especially if consumers have low level of product awareness, when firms improve their position relative to competitors.

Companies today have access to a wide variety of advertising options. Advertisements can reach customers in various places, including while watching television, walking around town or browsing the internet. To determine which types of advertising best suits its needs, a company may need to consider numerous factors, such as budgets or the consumers it wants to target.

Print advertising, Direct mail advertising, Television advertising, Radio advertising, Podcast advertising, Mobile advertising, Social media advertising, Paid search advertising, Native advertising, Display advertising, Outdoor advertising, Guerrilla advertising, Product placement advertising, and Public service advertising are the fourteen different types of advertising that companies can use to promote their products or services. (Indeed Editorial Team, 2021).

2.2. Empirical Review

There are limited empirical studies were existed in the literature. Few of them briefly discussed as follows

Nayeema and Husna (2015) identified that sensitivity, durability, uniqueness, customization, finishing quality, innovative design, wood quality and influence of media (expression of self-image) have influence on Furniture preference. On the other hand, Hassan; Muhammad & Bakar, (2010) assured that store image and Customer lifestyle are additional factors that influence customer preference in furniture market.

According to Gustafsson et al. (1999) indicated that choosing the product attributes and attribute's levels, it is important to maintain that attribute's levels described reflect as closely as possible the real life situation facing consumers. Attributes should be closely related to the products that are available to customers.

Similarly, Yoon and Cho, (2009) clearly identified eight factors that have influence on making choice or selecting furniture, those are: ease of maintenance, comfort, price, style, quality, color, material and matching with other items. (Mona Kamal Ismail, 2010), identified that before buying furniture customer undertake some pre purchase search such as role, cost, durability of furniture which has connection with customer characteristics.

As noted by Aaker(1991:85) perceived quality of a given product can be stated as “the consumers’ or user’s insight of the overall quality or superiority of a product or service with respect to its proposed purpose, relative to substitutes”. In the same way, Iglesias and Guillen (2004:373-379) explained that different phases of purchase process, consumers perceive a product considering its quality. This signs consumers to differentiate amongst different items, and decide whether to buy or not.

Researchers such as Rodriguez. Ooms & Montañez, (2008) proved that product quality had positive influence to consumer preference.

H1: Furniture quality is significantly affecting consumer preferences of domestic furniture negatively as the main factor.

In addition to this Postell (2012) indicates that furniture design rely on people’s preference like how they sit, rest, work which are influenced by cultural, political, and societal conditions. Similarly, Block (1995) assured that having a good design is an unquestioned determinant in attracting customers and builds a good experience of quality and uses. According to Megan, (2006:13-14), consumers form preferences about various product design in different aspects of their day to day lives, in that preference is established for a product when a product has a clear social meaning that associated to a consumer’s own identity. As Duong, Thi Hanh and Phuong, (2016) stated that consumers are fascinated by new design, which are uncommon and avoid obsolete one. It is therefore, there is a positive and significant relationship between design and preference. In addition to the above researchers, Tran (2021) proved that quality has a significant positive effect on the preferences of consumers.

H2: Design of domestic furniture, compared to imported furniture is significantly less attractive, so it affects consumer preferences negatively.

Among the various attribute, price is one (extrinsic cues) that influence consumer preferences. As stated by Kotler and Armstrong (2004:345), price is expressed as “the sum of money paid for a product or service or the amount of values that users exchange for the benefits of having or using the product or service”. Consumers compare cost of products for making decision on purchase.

Baker (1996:323) argues that “buyers always prefer the supplier product the lowest price.

Consumer preference is affected by pricing strategy (Gijbrecchts, 1993). Consumers are price sensitive in nature. (Herrmann et al. 2007), Price reasonability has a substantial association to customer preference. If there is a satisfactory price from another seller, customers may switch to this provider. This shows that giving a affordable price for customers retains them for a longer period of time (Ali et al. 2010).

H3: Price of domestic furniture, compared to imported furniture is significantly higher, so it affects consumer preferences of domestic furniture negatively.

Product availability has traditionally been believed to enhance involvement levels and consequently purchase intention. Product availability is correlated to consumer preference. (Goldsmith, 2002; MoutinhoandBian, 2011; Sawyer and Howard, 1991; Shamdasani, Stanaland and Tan, 2001 and Zaichkowsky, 1986).

Conlon & Mortimer (2009); and Stayinfront (2011) explained that marketers have spent significant effort and monetary resources on keeping products continuously available on shelves. It is therefore, product availability enhances consumer preference.

H4: Availability/accessibility of domestic furniture, compared to imported furniture is significantly low, so it affects consumer preferences negatively.

Kumar and Raju (2013) have a studied on the role of advertising in consumer decision making. They found that the role of advertisement is to influence the consumer decision-making process and influence consumer decisions in all stages based on the marketing and advertising goals. They also clearly noted that advertisements are able to change the consumer’s opinion about a particular product.

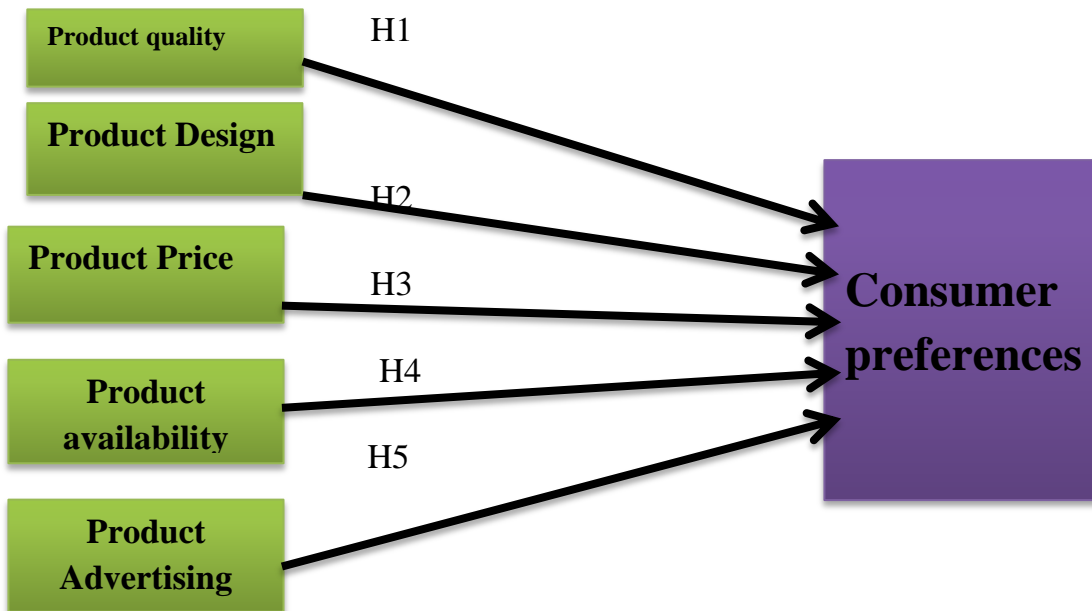
In that, Advertisements have a major role in influencing customers' preference. Sharma, (2009) confirms that advertising has a direct and positive effect on the customer preference.

H5: Advertising has significant and positive effect on consumer preferences of domestic furniture.

2.3 Conceptual Framework of the Research

On the base of the overall review of theoretical review and empirical study the subsequent conceptual framework is developed. As per the conceptual frame work reveals here under, the study focused on the independent variables; product attributes (quality, design, and price), product availability, and Advertising over the dependent variable, consumer preference. Therefore, the study analyzed the influence of these stated variables on consumer preferences either positively or negatively. Considering this the conceptual framework of the hypothesis is summarized.

Fig. 2.1 Conceptual framework of the study



Source: own constructed from literature (2022)

CHAPTER THREE

3. RESEARCH METHDODOLOGY

To attain the purpose of this study, researcher used different research methods. Some of the methods were briefly indicated as follows.

3.1. Description of the Study Area

The study was delimited in Addis Ababa, the capital of Ethiopia. The purpose for choosing this source population was that, there are 3,000 companies involved in the sector (Fortune Magazine, 2014). The dense population of Furniture Company in the city makes the research paper easy in terms of related inputs. Furthermore, the population situated in Addis Ababa has extra access to both local furniture and imported furniture compared with the people living in the rural area.

3.2. Research approach

According to Aliaga and Gunderson (2002) pointed out that quantitative research approach is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics.

According to Matthews & Ross (2010), quantitative research methods were used to the collection of data that is structured and which could be represented numerically.

Quantitative research approach was applied in this study. Because of the nature of the research question this approach is appropriate to quantify the magnitude of the effect of the independent variables on dependent variable, consumer preference.

3.3. Research Design

A research design is the 'procedures for collecting, analyzing, interpreting and reporting data in research studies' (Creswell & Plano Clark 2007, p.58). It is the overall plan for connecting the conceptual research problems with the pertinent (and achievable) empirical research.

Grey (2014) clearly explained that the research design sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question.

In this research paper both explanatory and descriptive research design methods were used to recognize factors that affect consumer preferences of domestic furniture. This implies that descriptive research design used to describe the different factors of consumer preferences in domestic furniture.

At the same time, this study employed explanatory to explain the correlation and the effects of independent variables on the dependent variable. To accomplish this study, explanatory method was appropriate and supportive to analyze the finding.

3.4. Population and sample

A population is a set of persons, data or objects from where a statistical sample can be designated (Saunders et al., 2007). A sample is a respondents or an item that are selected from a population of interest that can symbolize a total population from which it is selected in order to crop a small cross section (Kothari, 2004:55).

Therefore, the population of the study was both imported furniture and domestic furniture consumers of all age groups of educational status, socio-economic status, gender, and age at Gurd Shola furniture market area in Addis Ababa.

The researcher has believed that customers in Addis Ababa, Gurd Shola furniture market area are similar behavior with other furniture market areas in the city.

3.5. Sampling techniques

A sample is a respondents or an item that are selected from a population of interest that can symbolize a total population from which it is selected in order to crop a small cross section (Kothari, 2004:55). The sampling design is a substantial aspect of the research. The survey has conducted using sample from the population through some specified rules. According to Kothari (2004:55-56) the nominated respondents, which are called a sample, are selected through a process called sampling technique. This sampling method is not a fixed or predefined selection process. This makes it difficult for all elements of a population to have equal opportunities to be included in a sample. For this study, convenience sampling technique which is one of non-probability sampling method, was used to select furniture consumers/respondents from the area were furniture market is concentrated around Gurd Shola, the capital of Addis Ababa. The reason to use convenience sampling techniques is to gather information's based on appropriate time and space when consumers available.

To approximate the research sample, as convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach, consumers who found at the furniture shops at the time of data gathering was selected assuming consumers expediency for the data to be collected, is how the appropriate consumers were selected by adapting this method from Opoku and Akorli (2009:352).

On the base of this concept, 10 (Ten) furniture shops were selected from each 2(Two) market areas, and 17 (Seventeen) conveniently available respondents were selected from each shops, these amounts to the total sample size of 340 (i.e. $10 \times 2 \times 17 = 340$).

3.6. Sample size

The decision of sample size is a crucial element of the study. Sample size is the number of respondents from where we can gain the required information, and is commonly represented by letter (n)” (Kumar, 2005:165). Hence, sample size is the respondents from which the essential information is gathered to make an interpretation.

To define sample size, various information has to be compulsory. Information such as whether the population of interest is finite or infinite, the confidence level and standard deviation or margin of error is the subject matter to be recognized.

Considering the population of size 500,000 to infinity (Zikmund, 1997:466-467), the sample size n for a proportion is considered as:

$$n = \frac{Z^2 \cdot P(Q)}{E^2} = \frac{Z^2 \cdot P(Q)}{E^2} =$$

Where: n = number of items in sample (sample size)

Z^2 = square of the confidence interval in standard error units

P = estimated proportion of success

Q= 1-p = estimated proportion of failure

E^2 = square of the maximum allowable for error between the proportion and sample proportion.

Considering the above formula, the sample size for this paper was calculated as follows:

At 95% of confidence level, 67% of success rate and 33% of failure rate, with 5% of margin of error, the sample proportion is calculated as:

$$n = \frac{Z^2 \cdot P(Q)}{E^2} = \frac{(1.96)^2 \cdot 0.33 \cdot 0.67}{(0.05)^2} = 340$$

The study were selected 340 respondents/consumers in ten furniture shops, who were able to read and write the questionnaire from the total population located at Gurd Shola furniture market area in Addis Ababa city.

3.7. Data source and Type

Primary Sources: The primary sources of data for this research were users of furniture. Consumers of furniture which are accessible at the time of study at identified furniture shops around Gurd Shola furniture market area in Addis Ababa city were taken as a sample for the primary data sources. It has collected directly by a researcher in accordance to their own standards.

Secondary Sources: According to Schiffman and Kanuk (1997:28), “Secondary data is whichever data originally produced for some purpose other than the present research objective” According to O’Leary, (2009) utilizing primary and secondary data together is very significant. The central sources of secondary data for this paper were Fortune Magazine, Ethiopian Revenues and Customs Authority (ERCA) and different furniture related studies. The secondary data were used only to support as an orientation to begin the research in recognizing the main problem. Considering the data, the statement of the problem and research questions for this study was developed.

3.8 Research Instrument

Pre-tested valid and reliable questionnaire were used for the study to collect data from consumers of furniture population. The research questionnaire has three parts, the first part is about the respondent, the second part is related to consumers’ preferences & product attribute, and the third part comprise questions connected with independent variable and dependent variable with 5 point linker scale weighing as 1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree, and the third part is about general background information of the respondent.

3.9 Data Collection Procedure

Primary data collection instrument: Questionnaire, which is scheduled, was an instrument for primary data collection. According to Ruane (2005:123), a questionnaire can be divided in to two types: structured, which entails multiple choices, scale, or dichotomous questions, while unstructured questionnaire is an open-ended question in which respondents response in their own words or phrases.

On the bases of these features, the scheduled questionnaire was used for this research purpose to gather data from users of furniture. The scheduled questionnaire has filled by respondents /consumer respondents, who are specially appointed for the purpose.

Scheduled questionnaire was selected because; the questions asked were not about complex issues in which respondents were unwilling to respond (Kumar, 2005:132-135).

The questions were developed not only based on the guidelines in Saunders, Lewis, and Thornhill, (2007:354-365), Schiffman and Kanuk (1997:243-253), Zikmund, (1997:328-337) and Ruane (2005: 123-129) and former researches, however also recognizing the main problems in the furniture market.

The questionnaire was presented in English language. Before administering the survey, the questionnaires were pre-tested on a sample of 15 consumers of furniture.

3.10. Data Analysis

The raw data from primary was coded to easily transform into information, it was analyzed using SPSS (Statistical Package for Social Science) Version 25. Descriptive method of analysis was used as the method of transforming raw data into a form that has made them easy to realize and give meaning; readjust, ordering, and operating data to produce descriptive information (W.G. Zikmund, 1997:522).

For this study descriptive data analysis was used to describe the demographic factors, the information has analyzed by using percentage, frequency, mean and standard deviation. One sample t- test was applied to show the significant effect of various attributes of products on domestic furniture of consumer preference.

3.11. Validity

According to Ghauri and Gronhaug, 2005, Validity is how sound the collected data overseeing the actual area of exploration. Before running the Study, the questionnaires were pretested on a model of 15 consumers of furniture.

The importance of pretesting is to know for the clearness or easily understandable of the questions. The result from the pilot test showed that most of the respondents provide comments about the survey questionnaire. Through the process of pretest, commentaries were gathered from the respondent and the questionnaire was modified to get the envisioned information accordingly.

3.12 Reliability

Reliability is the extent to which the measure of a hypothesis is consistent or trustworthy; it states how trustworthy a score on that test could be. No absolute rules exist for internal consistencies, however the most common measure of internal consistency used by researchers is a statistic called Cronbach's coefficient Alpha (α), which is a reliability measure designed by Lee Cronbach in 1951. As Hair, et al., (2010), if α is greater than 0.7, it means that it has a high reliability, and if α is smaller than 0.3, then it implies that there is low reliability. As noted that Masdia Masri (2009), the closer the reliability coefficient to 1.00 is the better. In general, reliabilities less than 0.60 are considered poor; those in the range of 0.60 to 0.80 are considered good and acceptable.

Table 3.1: Reliability analysis emanated from SPSS

Reliability Statistics	
Cronbach's Alpha	N of Items
.687	20

Source: Own survey (2022)

As shown the reliability result indicated above, the internal consistency of the data was acceptable because the alpha coefficient was greater than 0.6.

3.13 Ethical Consideration

In this study, clear and accurate information about the research was given to the participants of the study and their voluntary participation has respected. The participants' identity was protected to the extent that no one has access to identify the respondents, and all information obtained from the respondents was also being confidential. Without any change, respondent's response could be used and the outcome was examined using the row data. Lastly, the previous study and cited works in the reference section that were used as secondary data source were appreciated.

3.14. Method of Data Presentation

The findings were presented in the form of tables and charts (such as pie and column charts). According to Zikmund (1997:661), tables are the most suitable for presenting mathematical information. Generally, the results of this study were presented using tables and charts based on the data type.

CHAPTER FOUR

4. ANALYSIS AND DISCUSSION

In this chapter, the collected data from the consumers of furniture are summarized and analyzed in order to realize the ultimate objective of the study. The research used scheduled questionnaires to produce information on factors affecting consumer preferences of domestic furniture.

According to Al-Sayaad et al. (2006), there are Five-Scaled Likert's Criterion; mean range from 1.00 up to 1.80 categorized as strongly disagree, 1.80 up to 2.60 categorized as disagree, 2.60 up to 3.40 categorized as neutral, 3.40 up to 4.20 categorized as strongly agree, and 4.20 up to 5.00 categorized as strongly agree. Consequently, rates were analyzed using this criterion.

From the total sample size of 340 consumers of which was respondents 331 of them were functional for the analysis. The left nine of them which was 2.65 was consumer respondents were not suitable because of inadequate responses. The sample population of the study was taken from around Gurd Shola market areas, Addis Ababa city, Ethiopia, based on convenience sampling technique.

4.1. Demographic Profiles of the Respondents (Consumers)

Demographic nature of variable included in the study is discussed clearly in the following table, Table 4.1 below.

Table 4.1., showed, 58.6 percent (194) of the consumer respondents were male gender, and 41.4 percent (137) are female's gender. As display in table 4.1, majority of consumers were male. This indicates that males have better consumer preference to fulfill the necessary product attributes for their home. Gender has significantly and directly related with impulse buying behavior simultaneously (Nishat, 2021).

The great number of the consumer respondents, was 45.6 percent (151) originate in the age gap from 31 years to 40 years which were the matured consumer respondents. This implies that as age increases consumers able to fulfill their house needs through buying different products.

As Nishat(2021) clearly explained that Consumer behavior and degree of involvement to a particular product category are significantly influenced by age and effective marketing strategy is designed on the basis of market segmentation.

In terms of education, the largest group of the population comprises first-degree holders, which is 67.7 percent (224) of the total consumer respondents, followed by P.G. Or above holders which comprise of 17.2 percent (57). This shows that the respondents are well educated. This also implies that as consumers have educated more, there is a chance of buying and selecting the products they need. This issues supported by Nishat(2021). She clearly pointed out that education is considered as the influencers of consumer responses to sales promotions of furniture's.

Table 4.1: Demographic Characteristics of Respondents

No	Profile	Frequency	Percent	
1	Gender	Male	194	58.6
		Female	137	41.4
		Total	331	100
2	Age	Under 20 years	10	3.0
		21-30	132	39.9
		31-40	151	45.6
		41-50	30	9.1
		Over 50	8	2.4
		Total	331	100
3	Education Level	12 complete or below	14	4.2
		College Diploma	36	10.9
		B.Sc. or B.A.	224	67.7
		P.G. or above	57	17.2
		Total	331	100
4	Occupation	Civil Servant	64	19.3
		NGO Employed	206	62.2
		Self-employed	45	13.7
		Student	8	2.4
		Unemployed	8	2.4
		Total	331	100
5	Income Level	Below Br. 5,000	43	13.0
		5,001-10,000	107	32.3
		10,001-15,000	108	32.6
		15,001 and above	73	22.1
		Total	331	100

(Source: Researcher's Survey questionnaire (2022))

Looking at occupation, 62.2 percent (206) are NGO employed, 19.3 percent (64) civil servants, while 13.7percent (45) are students.

The last demographic profile is income. Income of the largest consumer respondents 32.6 percent (108)) falls in the gap Br. 10,001 to Br. 15,000. This implies that as income increases, consumers able to purchase many products in the furniture market. Otherwise, it is difficult to buy different products without having enough income among the consumers.

From this result, it is shown that majority of the respondents in the age range of 31-40 years, which is called matured, and B.Sc. or B.A. holders, which referred as literate are mostly affected by the listed independent variables (quality, design, price, availability, and advertising), in terms of domestic furniture preference.

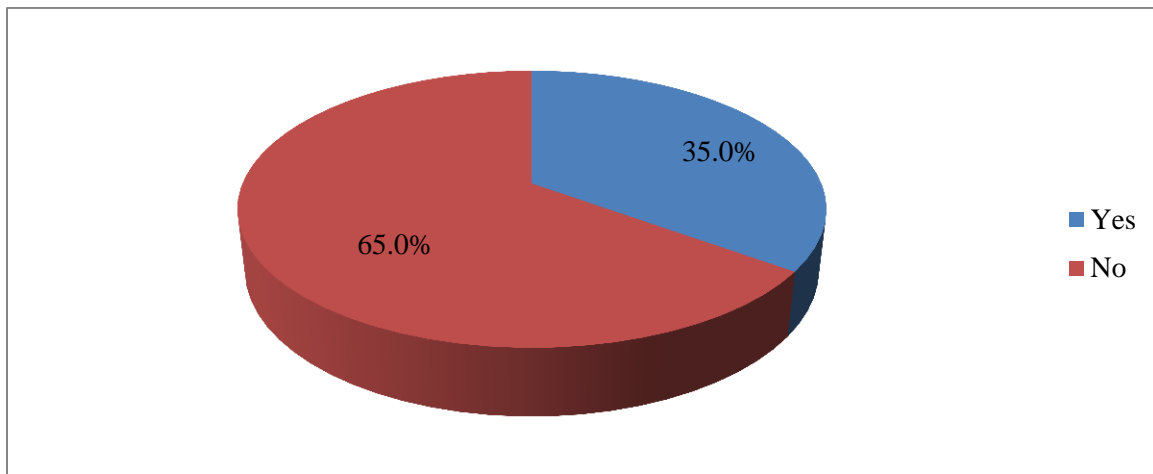
4.2. Analysis of Consumers' Responses on Domestic furniture

In these study responses of respondents related to local furniture is examined in this part here under. The factors affecting consumer preferences, the user preferences, and the intention using local furniture are the focus areas in this section. Claimed hypotheses are tested in the related parts.

4.2.1. Consumer Preferences of Domestic Furniture

Respondents were requested related to the preference of local furniture. As exposed in chart 4.1 below 35 percent (116) responded positively as 'Yes' and 65% (215) answered 'No'.

Chart 4.1: Consumer Preferences of Domestic Furniture



(Source: Researcher's Survey questionnaire, 2022)

The analysis for Table 4.2 was made centered on various responses of a respondent about the reasons not prefer domestic furniture.

Reasons not to prefer domestic furniture included in the study are due to their quality problem, design problem, luck of availability, due to their price, and lack of awareness.

From those who do not prefer domestic furniture, due to their quality is with highest frequency of 66.5 percent(143) followed by design problem 59.1 percent (127), price 41.4 percent (89), luck of availability 29.3 percent (63). The least reason lack of awareness accounted for 11.7 percent (25).

Table 4.2: Reasons not to prefer Domestic Furniture

Description	Response	Frequency (N=215)	Percent
Reasons(s) not to prefer Domestic Furniture,	Due to their quality problem	143	66.5
	Design problem	127	59.1
	Luck of availability	63	29.3
	Due to their price	89	41.4
	Lack of awareness	25	11.7

(Source: Researcher's Survey questionnaire, 2022)

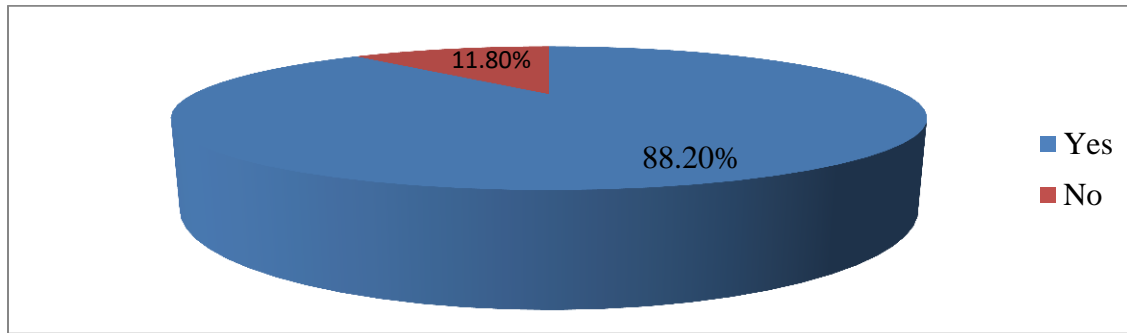
The result of the data shows that majority of the respondents do not prefer domestically produced furniture due to the reasons of product design. This mean the product design offered by suppliers are unable to choice by consumers based on their own needs and wants.

4.2.2. Consumers' Purchase Experience of Domestic Furniture

The question about whether consumers have ever bought or not bought the domestic furniture was raised and which furniture types they have ever bought. The result is shown in Chart 4.2 and Table 4.3, respectively. Note that the response for Table 4.3 is multiple responses from a single consumer about the furniture type.

In Chart 4.2, it is shown that 88.2% (292) of the respondents bought domestic furniture while 11.8 %(39) did not buy. As shown in chart 4.2, one can infer that most of consumers have experience of buying different products of domestic furniture's. This indicates that consumers are fulfilling the necessary housing demand through purchase domestic furniture's for the long run.

Chart 4.2: Consumers' Purchase Experience of Domestic Furniture



(Source: Researcher's Survey questionnaire, 2022)

The analysis for Table 4.3 was made based on multiple responses of a respondent about the types of furniture purchased. From those furniture respondent bought, bed has the highest frequency of 59.2% (173), followed by sofa 51.7% (151), table 40.4% (118), chair 36.3% (106), and kitchen cabinet 31.2% (91). The least purchased furniture types are TV stand and cupboard which accounted for 28.1% (82) and 25.7% (75) respectively.

Table 4.3: Types of furniture Purchased

Description	Response	Frequency (N=292)	Percent
Which furniture type have you ever bought?	Sofa	151	51.7
	Chair	106	36.3
	Kitchen cabinet	91	31.2
	Table	118	40.4
	Cupboard	75	25.7
	Bed	173	59.2
	TV Stand	82	28.1

(Source: Researcher's Survey questionnaire, 2022)

The result shows that majority of the respondents prefer domestically produced furniture, while 34.4% of the total respondents do not prefer due to the reasons mentioned in Table 4.2.

As the result shown, the most purchased furniture types are bed and sofa. Since majority 88.2% (292) purchased domestic furniture, they can easily judge about the features of domestic furniture and their preferences.

4.2.3. Comparison of Quality of Domestic versus Imported furniture

Respondents were requested to differentiate furniture quality. The scoring was prepared in the manner as: 5= Best, 4= Better, 3= same, 2= Bad, & 1= Vey Bad.

Table 4.4: Quality Comparison of Domestic versus Imported furniture

Description	Response	Frequency	Percent
Compared to imported furniture, domestic furniture quality is	Best	17	5.1
	Better	68	20.5
	Same	38	11.5
	Bad	148	44.7
	Very bad	60	18.1
	Total	331	100.0

(Source: Researcher’s Survey questionnaire, 2022)

Table 4.4 specifies the response rate of respondents about quality of domestic and imported furniture. Concerning this, 17 (5.1%) of the respondents answered quality if domestic furniture is best while 68(20.5%) of the respondents replied quality of domestic furniture is better than imported furniture. On the other hand, 38(11.5%), 148(44.7%) and 60(18.1%) of the respondents replied same, bad and very bad response about quality of domestic furniture. As shown in table 4.4, one can infer that quality of domestic furniture is bad. This implies that consumers are unable to choose domestic furniture due to its quality problem.

To test for the comparison of quality, hypothesis **H1** was claimed as: **“Furniture quality is significantly affecting consumer preferences of domestic furniture negatively as the main factor”**. This means, the expected mean score of consumers answer on the comparison of furniture quality is below than 2.60. The test value is shown in the Table 4.4 below.

Table 4.5: One-Sample t-test for Comparison of Quality of Domestic furniture with

Imported Furniture

Table 4.5a: One-Sample Statistics

Description	N	Mean	Std. Deviation	Std. Error Mean
Compared to imported furniture, domestic furniture quality is:	331	2.4985	1.15568	.06352

Table 4.5b: One-Sample Statistics

Description					
Compared to imported furniture, domestic furniture quality is:	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower Upper
	39.333	330	.000	2.49849	2.3735 2.6234

As shown in Table 4.5b, t-calculated is 39.333 at 5% of significance level for left tail test with p-value (sig.) of 0.000. The mean value is 2.4985 and Std. deviation=1.15568 (Table 4.5a).

This shows bad or very bad quality of domestic furniture compared to imported furniture. So, there is adequate evidence to reject the null hypothesis that quality of domestic furniture is significantly bad. The finding supports H1 and it also indicate that, due to low quality of domestic furniture, consumers do not prefer domestic furniture; the result also indicates the decreasing sales of for local furniture. This study has consistent with the finding obtained by Tran (2021). He noted that product quality defined as the collection of characteristics and features that play a part in its ability to meet the specified requirements. Brands play their part in perceived quality when they want the consumers to perceive the quality to be competent in comparison with the competitors. The better the product quality, the stronger an effect it has on customer attitude. In a study, it was found that there is a strong connection between the quality and consumer preference. The prerequisite of quality commands that producers deliver items that satisfy the shopper’s desire for sturdiness.

4.2.4. Comparison of Design of Domestic versus Imported furniture

Respondents were requested to level the design of domestic furniture with that of imported furniture. The rating was made as: 5= Very attractive, 4= Attractive, 3= Same, 2= Less attractive, & 1= Lesser attractive.

Table 4.6: Comparison of design of Domestic versus Imported furniture

Description	Response	Frequency	Percent
Compared to imported furniture, how do you evaluate the design and material used of domestic furniture?	Very attractive	17	5.1
	Attractive	74	22.4
	Same	37	11.2
	Less attractive	147	44.4
	Lesser attractive	56	16.9
	Total	331	100.0

(Source: Researcher’s Survey questionnaire, 2022)

Table 4.6 specifies the response rate of respondents Comparison of design of Domestic versus Imported furniture. Based on this, 17 (5.1%) of the respondents accepted that the design and materials of domestic furniture is very attractive while 74(22.4%)of the respondents replied attractive about the issues stated in table 4.6.However, 37(11.2%),147(44.4%) and 56(16.9%) of the respondents answered the material and design of domestic furniture is same, less attractive and lesser attractive respectively. Based on the response rate of the respondents, one can deduce that the material and design of domestic furniture’s is less attractive. This indicates that consumers haven’t preferred the domestic furniture product as they want.

To test for the comparison of design, hypothesis **H2** was claimed as: **“Design of domestic furniture, compared to imported furniture is significantly less attractive, so it affects consumer preferences negatively”**. This implies that, the predicted mean score of consumers answer on the related to furniture design is below the mean score of 2.60.

The result shows the mean score of consumers responded on the comparison of furniture design is below 2.60, signifying less attractive or lesser attractive look of domestic furniture compared to imported furniture. The critical t-value is 39.894 at 5% of significance level for left tail test. This study supported by the finding obtained by Tran (2021). He found that product design has positively correlated and has direct impact on consumer preference has a significant level of 0.05.

Table 4.7: One-Sample t-test for Comparison of Design of Domestic Furniture with Imported Furniture

Table 4.7a: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Compared to imported furniture, how do you evaluate the design and material used of domestic furniture?	331	2.5438	1.16009	.06376

Table 4.7b: One-Sample Statistics

Description	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Compared to imported furniture, how do you evaluate the design and material used of domestic furniture?	39.894	330	.000	2.54381	2.4184	2.6692

As shown in Table 4.7b, t-calculated is 39.894 with p-value (sig.) of 0.000. The mean value is 2.5438 and Std. deviation=1.16009 (Table 4.7a). This shows that design of domestic furniture is significantly less than that of imported furniture (less attractive, lesser attractive). Therefore, there is sufficient evidence to reject the null hypothesis that design of domestic furniture is significantly less attractive compared to imported furniture.

This finding supports H2, and indicated that, due to less attractive design of domestic furniture, consumers do not prefer domestically produced furniture, and preference is shifted for imported furniture which in turn causes the decrease of demand for domestically produced furniture.

4.2.5. Comparison of price of Domestic versus Imported furniture

Price comparison was made in the scoring way of 5 =Very high, 4= Higher, 3= Same, 2= Lower, and 1=Very low. The hypothesis **H3** about the comparison of price was claimed as:

“Price of domestic furniture, compared to imported furniture is significantly higher, so it affects consumer preferences of domestic furniture negatively”. This implies the predicted mean value of consumers’ response as the price of domestic furniture is above 3.40. The test value is revealed in the Table 4.9 here under.

Table 4.8: Price Comparison of Domestic versus Imported furniture

Description	Response	Frequency	Percent
Compared to imported furniture, how do you evaluate the price of domestic furniture?	Very high	14	4.2
	Higher	77	23.3
	Same	30	9.1
	Lower	139	42
	Very low	71	21.5
	Total	331	100.0

Table 4.8 specifies the response rate of respondent’s price comparison of domestic versus imported furniture. Based on this, 14 (4.2%) of the respondents accepted that the price of domestic furniture is very high as compared to imported furniture while 77(23.3%) of the respondents said the price of domestic furniture is higher than imported furniture. On the contrary, 30(9.1%), 139(42%) and 71(21.5%) of the respondents replied same, lower and very low about the price of domestic furniture respectively.

As shown in table 4.8, the finding depicted that the price of domestic furniture is lower. This implies consumers can easily purchase the product they need.

Table 4.9: One-Sample t-Test for Comparison of Price of Domestic furniture with imported furniture

Table 4.9a: One-Sample Statistics

Description	N	Mean	Std. Deviation	Std. Error Mean
Compared to imported furniture, how do you evaluate the price of domestic furniture? Price of domestic furniture is:	331	2.4683	1.18375	.06506

Table 4.9b: One-Sample Statistics

Description					
Compared to imported furniture, how do you evaluate the price of domestic furniture? Price of domestic furniture is:	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower Upper
	37.936	330	.000	2.46828	2.3403 2.5963

As shown in Table 4.9b, t-calculated is 37.936 with p-value (sig.) of 0.000. The mean value is 2.4683 and Std. deviation=1.18375 (Table 4.9a). The finding shows the mean score of consumers responded on the comparison of furniture price is below 2.60, Therefore, there is sufficient indication to accept the null hypothesis that price of domestic furniture is significantly lower than that of imported furniture. From this evidence, One can confidently say that price of domestic furniture is significantly lower compared to imported furniture. This study also supported by Tran (2021). The finding depicted that price has a significant effect on consumer preference of a product. This implies that if the price of a product increase then consumers may not buy the expected product. On the other hand, if the price of a furniture decrease, then there is a probability of consumers can purchase the product they need.

4.2.6. Proudness of using Domestic furniture

Respondents were also requested about the proudness of using domestic furniture. This question is relatively similar with that of the description in section 4.2.1, and if not, reasons are claimed for those who do not prefer domestic furniture in section 4.2.1. (Table 4.2.).

Moreover, bad quality which accounted for 62.8 percent (208) in section 4.2.3 and less attractive designs 61.3 percent (203) in section 4.2.4 (table 4.4) can support for those who are not proud of using domestic furniture.

Table 4.10: Consumer Proud and Reason for Not Proud of using Domestic furniture

Description	Response	Frequency	Percent
Are you proud of using domestic furniture?	Yes	103	31.1
	No	228	68.9
	Total	331	100.0

(Source: Researcher's survey questionnaire, 2022)

From these results, in Table 4.10, anyone can recognize product quality, price, availability, and design are the major factors that destructively influence users' preferences.

4.2.7. Comparison of availability of Domestic versus Imported furniture

From product attributes, product availability is the one that signifies product marketability. Users may wish the more available product than which is hard to get reach.

Consumers were asked about the availability of domestic against imported furniture to indicate their preference in the way of rating of 5= Very high, 4= Higher, 3= Same, 2= Lower and 1= Very low.

To test for the comparison of availability, hypothesis **H4** was claimed as: **“Availability of domestic furniture, compared to imported furniture is significantly low, so it affects consumer preferences negatively”**.

It means the expected value of consumer's response as the availability of domestic furniture is lower with the response rate of 39.6% of the respondents. The test value is shown below in table 4.11

Table 4.11 Comparison of availability of Domestic versus Imported furniture

Description	Response	Frequency	Percent
Compared to imported furniture, how do you evaluate the availability of domestic furniture? The availability of domestic furniture is:	Very high	5	1.5
	Higher	72	21.8
	Same	56	16.9
	Lower	131	39.6
	Very low	67	20.2
	Total	331	100.0

(Source: Researcher's survey questionnaire, 2022)

Table 4.11 specifies the comparison of domestic and imported furniture with availability. According to this, 5(1.5%) and 72(21.8%) of the respondents said that availability of domestic furniture is very high and high respectively as compared with imported furniture while 56(16.9%) of the respondents replied that the availability of domestic and imported furniture is the same. On the opposite of this, 131(39.6%) and 67(20.2%) of the respondent replied low and very low respectively about the availability of domestic furniture. As can be seen in table 4.11, one can infer that the availability of domestic furniture is lower than imported furniture.

Table 4.12: One-Sample t-test for Comparison of availability of Domestic Furniture with Imported Furniture in the Local market**Table 4.12a: One-Sample Statistics**

Description	N	Mean	Std. Deviation	Std. Error Mean
Compared to imported furniture, how do you evaluate the availability of domestic furniture? The availability of domestic furniture is:	331	2.4471	1.08687	.05974

Table 4.12b: One-Sample Statistics

Description						
Compared to imported furniture, how do you evaluate the availability of domestic furniture? The availability of domestic furniture is:	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
	40.963	330	.000	2.44713	2.3296	2.5646

In table 4.12, about the availability of domestic furniture vs. imported furniture, it is shown that majority of consumers, which means 39.6% (131) replied ‘low’, and 20.2% (67) replied ‘Very low’. The mean value is 2.4471 as shown in Table 4.12a.

The p-value (sig.) is approximately zero. Therefore, there is sufficient evidence to reject the null hypothesis that availability of domestic furniture is significantly low compared to imported furniture. It his does not mean that local furniture are not available in domestic market, rather it indicates domestic furniture are not sufficiently available. Based on the result domestic furniture availability negatively affects consumer preference.

4.2.8. Adequacy of advertising for domestic furniture

Advertisement is another way of promotional technique which is observable by different spectators better than other promotional techniques. Base on its necessity, question about domestic furniture advertisement was raised to consumers. To answer the question of whether or not domestic furniture is adequately advertised in local market, hypothesis **H5** was claimed as:

“Advertising has significant and positive effect on consumer preferences of domestic furniture”. The test value is shown as follows.

As shown in Table 4.13. 37.5 %(124) respondents reacted positively “Yes” and 62.5% (207) responded “No”.

Table 4.13: Advertising for Domestic furniture

Description	Response	Frequency	Percent
Is there adequate advertising for domestic furniture?	Yes, there is	124	37.5
	No, there is not	207	62.5
	Total	331	100.0

(Source: Researcher’s Survey questionnaire, 2022)

The description (Table 4.14) support hypothesis H5, this means the mean score of consumers responded as it is sufficiently advertised is less than 2.60. Based on the 5-scale question as 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree.

The test for this hypothesis was made using one-sample t-test as shown below.

Table 4.14: One-Sample t-test for Advertisement of Domestic Furniture in Local Market

Table 4.14a: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Domestic furniture is sufficiently advertised	331	2.5378	1.26764	0.06968

Table 4.14b: One-Sample Statistics

Description						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Domestic furniture is sufficiently advertised	36.423	330	.0000	2.53776	2.4007	2.6748

As shown in Table 4.14b, t-calculated is 36.423 at 5% of significance level for left tail test with p-value (sig.) of 0.000. The mean value is 2.5378 and Std. deviation=1.26764 (Table 4.14a). The result shows the mean score of consumers responded on domestic furniture advertisement is below 2.60, signifying insufficient advertising. So, there is sufficient evidence to reject the null hypothesis, indicating domestic furniture is not sufficiently advertised, but it does not mean there is no advertisement at all. The finding obtained by Tran (2021) supported this study. This implies that advertising has a positive correlating with consumer preferences. According to Tran (2021) the trend of furniture shopping is changing, customers tend to search for information online, buy online and use package services.

4.2.9. Domestic Furniture quality and Consumer Preferences

Product quality is one of the product attribute which influences consumer preference. Users usually choose products in terms of its quality. On the likert scale of 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree, respondents were asked about the quality of domestic furniture.

Consumers were requested four items ('Quality is the main factor that affects their domestic furniture preference, ' They prefer using domestic furniture because of its Aesthetics', ' They prefer using domestic furniture because of its Performance', ' They prefer using domestic furniture because of its Durability'), related to Product quality and the analysis is presented in Table 4.15 below.

Table 4.15: Domestic Furniture quality in Local Market

S/ No	Product Quality	Freq. Dist.	SD	D	N	A	SA	N	Mean	Std. Deviation
1	Quality is the main factor that affects my domestic furniture preference.	Freq.	25	38	52	94	122	331	3.7553	1.26871
		%	7.6	11.5	15.7	28.4	36.9	100		
2	I prefer using domestic furniture because of its Aesthetics.	Freq.	69	189	27	22	24	331	2.2236	1.07796
		%	20.8	57.1	8.2	6.6	7.3	100		
3	I prefer using domestic furniture because of its Performance.	Freq.	48	193	23	31	36	331	2.4381	1.17484
		%	14.5	58.3	6.9	9.4	10.9	100		
4	I prefer using domestic furniture because of its Durability.	Freq.	45	63	66	93	64	331	3.2054	1.32348
		%	13.6	19.0	19.9	28.1	19.3	100		

(Source: Researcher's survey questionnaire, 2022)

As per the respondent's response, in Table 4.15., related quality as the main factor for consumer's preference, 28.4 percent (94) respondents agree, 36.9 percent (122) respondents strongly agree, 11.5 percent (38) respondents disagree, 7.6 percent (25) respondents strongly disagree and the rest respondents have neutrally answered. This indicated that quality of domestic furniture is preferences with the agreed mean score of (M=3.7553, SD =1.2687).

Here in the above table, Table 4.15., concerning the aesthetics of domestic furniture, it shown that the largest respondents disagree for local furniture aesthetics, it indicated that 57.1 percent (189) of consumer respondent are disagree with the concept coming after 20.8 percent (69) strongly disagree respondents, 6.6 percent (22) and 7.3(24) of the respondents respond as agree and strongly agree correspondingly, and 8.2 percent (27) of the consumer respondents were neutrally answered. In this case the finding indicates that the majority of consumer respondents replied disagree with disagree mean score of (M=2.2236, SD =1.07796).

In the above Table 4.15 clarifications. The same consumers respondents are requested related to the performance of local furniture, in that 9.4 percent (31 and 10.9 percent (36) consumer respondents which directly involved in this study answered as agree and strongly agree correspondingly, 58.3 percent (193) of the total respondents replied as disagree, 14.5 percent (48) of the total strongly disagree, and the rest consumer respondents which involves on the research neutrally responded. This finding showed performance gives an important meaning for consumers of local furniture with average mean score of (M= 2.4381, SD =1.17484).

Question related to the durability of domestic furniture has also asked in the above table, Table 4.15. Consequently, 28.1 percent (93) and 19.3 percent (64) consumer respondents have replied as agree and strongly agree correspondingly, 19 (63) respondents disagree, 13.6 percent (45) strongly disagree and the rest 19.9 percent(66) percent of the study participants replied neutrally. As the table showed here above, the finding displays that consumers' preference on the durability of domestic furniture has an observable effect on consumer's preference with average mean score of (M= 3.2054, SD =1.32348).

4.2.10. Domestic Furniture Design and Consumer Preferences

Similarly other product attributes design is one of the product attribute that affects consumer preference. Users usually prefer products in terms of its design. On the likert scale of 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree, consumer respondents in this case also requested related to the availability of local furniture.

Consumer respondents were requested four different items (' they prefer domestic furniture because they are eye catching', ' they prefer domestic furniture because of its Compatibility', ' they prefer domestic furniture because they are Pleasurable /Enjoyable', ' they prefer domestic furniture because of its Functionality'), related to Product quality and the analysis is presented in the following table, Table 4.16.

Table 4.16: Domestic Furniture Design in Local Market

S/ No	Product Design	Freq Dist.	SD	D	N	A	SA	N	Mean	Std. Deviation
1	I prefer domestic furniture because they are eye catching.	Freq.	88	149	23	37	34	33	2.3353	1.26464
		%	26.6	45	6.9	11.2	10.3	10		
2	I prefer domestic furniture because of its Compatibility.	Freq.	64	160	24	62	21	33	2.4441	1.18029
		%	19.3	48.3	7.3	18.7	6.3	10		
3	I prefer domestic furniture because they are Pleasurable /Enjoyable.	Freq.	62	172	29	43	25	33	2.367	1.15273
		%	18.7	52.0	8.8	13.0	7.6	10		
4	I prefer domestic furniture because of its Functionality.	Freq.	59	146	34	45	47	33	2.6224	1.31171
		%	17.8	44.1	10.3	13.6	14.2	10		

(Source: Researcher's survey questionnaire, 2022)

Here in the above table, Table 4.16 illustrates an item/ I prefer domestic furniture because they are eye catching/ that the respondents scored, 11.2 percent (37) respondents answered agree, 10.3 percent (34) respondents answered as strongly agree, 45.0 percent (149) replied as disagree, 26.6 percent (88) of the nominated consumer respondents were strongly disagree and the rest consumer respondents were responded neutrally. The finding showed that, in the eyes of those consumers respondents domestic furniture is questionable in terms of eye-catchiness, with average mean score of (M= 2.3353, SD =1.26464). This indicates that domestic furniture's aren't attractive for consumers to purchase the type of product offered by suppliers.

In the table, of Table 4.16., related the compatibility of local furniture, the finding showed that the highest consumer respondents were agree for the local furniture compatibility, which was 18.7 percent (62) of the consumer respondent agree followed by 6.3 percent (21) of consumers strongly agreed, 48.3 percent (160) and 19.3 percent (64) of the respondents respond as disagree and strongly disagree correspondingly, and 7.3 percent (24) of the respondents have neutrally responded. The result indicated that the majority of respondents didn't choose domestic furniture in terms of its compatibility with an average mean score of (M=2.4441, SD =1.18029).

In the above Table 4.16, consumers respondents were asked about Pleasurable/Enjoyable local furniture, consequently 13.0 percent (43) and 7.6 percent (25) of the total respondents have replied agree and strongly agree correspondingly, 52.0 percent (172) answered disagree, 18.7 percent (62) strongly disagree, and the rest of consumer respondents have responded as neutral. The finding indicated or showed that, the exceeding number of consumers disagree on local furniture preference in terms of Pleasurable/Enjoyable feature, with an average mean score of ($M=2.3867$, $SD =1.15273$). This implies that the product design hasn't invite consumers to purchase different attributes of product in furniture. In other words, the suppliers have lost consumers due to lack of enjoyable for consumers. If consumers haven't happy about the product they will not purchases it as they want.

Table 4.16 illustrates functionality of local furniture upon usage has also asked for consumer respondents. Consequently, 13.6 percent (45) and 14.2 percent (47) of respondents were replied as agree and strongly agree respectively, 44.1 percent (146) respondents disagree, 17.8 percent (59) strongly disagree and the rest 10.3 percent (34) of respondents from the total asked consumers have answered as neutral.

The result indicated that, the great number of consumers respondents did not prefer local furniture related to its functionality with an average mean score of ($M=2.6224$, $SD =1.31171$). This shows that product functionality has a problem of purchase by consumers. One can understand that functionality must take into consideration by the suppliers to attract consumer satisfaction in particular and sustain their business for the long run.

4.2.11. Domestic Furniture Price and Consumer Preferences

Product price is one of the product attribute which affects consumer preference. On the likert scale of 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree, consumers were asked about the availability of domestic furniture.

Respondents were requested four different items ('Price is the main factor that affects my domestic furniture preference', 'The price of domestic furniture is fair', ' Price is one of my priorities when making a buying decision', ' They prefer domestic furniture because its price is lower than imported furniture'), related to Product quality and the analysis is presented in the following table, Table 4.17.

Table 4.17: Domestic Furniture Price in Local Market

S/ No	Product Price	Freq Dist.	SD	D	N	A	SA	N	Mean	Std. Deviation
1	Price is the main factor that affects my domestic furniture preference.	Freq.	66	127	22	42	74	331	2.8761	2.21559
		%	19.9	38.4	6.6	12.7	22.4	100		
2	The price of domestic furniture is fair.	Freq.	32	58	43	110	88	331	3.4955	1.31050
		%	9.7	17.5	13.0	33.2	26.6	100		
3	Price is one of my priorities when making a buying decision.	Freq.	37	66	46	80	102	331	3.4350	1.39192
		%	11.2	19.9	13.9	24.2	30.8	100		
4	I prefer domestic furniture because its price is lower than imported furniture.	Freq.	72	131	30	44	54	331	2.6284	1.38530
		%	21.8	39.6	9.1	13.3	16.3	100		

(Source: Researcher's survey questionnaire, 2022)

Here in the above displayed table of Table 4.17, price as the main factor that affect domestic furniture preference, consumer respondents which were participants of the study scored, 12.7 percent (42) as agree, 22.4 percent (74) consumer respondents answered as strongly agree, 38.4 percent (127) of consumer respondents respond as disagree, 19.9 percent (66) respondents strongly disagree and the rest of participant respondents neutrally replied. The result displayed in the above table is that, most of the consumers disagree, price as the major factor with the agreed mean score of ($M = 2.8761$, $SD = 2.21559$). This implies that price may have not one factors of preference of domestic furniture.

In the above table, Table 4.17., to support the study consumer respondents were also questioned related to the price fairness of local furniture, the finding displayed here in the above table is that the large number of consumer respondents have agreed for the domestic furniture compatibility, this expressed as 33.2 percent (110) of the total consumer respondent have agreed followed by 26.6 percent (88) of the total active respondents have strongly agreed, 17.5 percent (58) and 9.7 percent (32) of the consumer respondents respond as disagree and strongly disagree correspondingly, and 13.0 percent (43) of the respondents have neutral response. The overall result in above table,

Table 4.17 indicated that the great number of consumers respondents agreed with the price fairness of local furniture with the average mean score of ($M = 3.4955$, $SD = 1.31050$).

In the above given table of Table 4.17., consumers respondents were also requested about price as buying decision making attribute, therefore 24.2 percent (80) and 30.8 percent (102) consumer respondents which were actively participated in this study have replied as agree and strongly agree correspondingly, 19.9 percent (66) of which answered as disagree, 11.2 percent (37) of the total consumer respondents have answered as strongly disagree, and the rest of which have neutrally responded. In the above given table, Table 4.12 the finding or the answer of responds indicated that consumer respondents agree price as their decision making criteria with the average mean score of ($M = 3.4350$, $SD = 1.39192$).

Table 4.17 illustrates the price comparison of local versus imported furniture. Accordingly, 13.3 percent (44) and 16.3 percent (54) of willingness respondents in this study have answered the given question as agree and strongly agree correspondingly, 39.6 percent (131) of consumer respondents disagree, 21.8 percent (72) the total respondents in the other side replied as strongly disagree and the rest 9.1 percent (30) consumer respondents have answered as neutral.

As the above table displayed, and respondents answered, as long as other criteria of the product fulfilled, most of the consumer respondents did not choose local furniture because its lower price than the imported one, with the average mean score of ($M = 3.2175$, $SD = 1.33750$), it implies that price do not a matter for their preference.

4.2.12. Domestic Furniture Availability in Local Market and Consumer Preferences

From product attributes, product availability is the one that signifies product marketability. Users may wish the more available product than which is hard to get reach.

On the likert scale of 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree, respondents were requested related to the availability of domestic furniture.

Having this in mind the respondents were asked 4 items ('Availability is the main factor that affects their domestic furniture preference', 'Domestic furniture is widely available in local market', 'They prefer domestic furniture because they get safe delivery service', 'They prefer domestic furniture because there is an on time manufacturing service') related to Product availability and the analysis is presented in Table 4.18 below.

Table 4.18: Domestic Furniture Availability in Local Market

S/ No	Product Availability	Freq Dist.	SD	D	N	A	SA	N	Mean	Std. Deviation
1	Availability is the main factor that affects my domestic furniture preference.	Freq. 33 % 10.1	67	34	106	91	331	3.4683	1.34437	
2	Domestic furniture is widely available in local market.	Freq. 56 % 16.9	166	29	37	43	331	2.5317	1.26301	
3	I prefer domestic furniture because I get safe delivery service.	Freq. 65 % 19.6	154	21	49	42	331	2.5438	1.30514	
4	I prefer domestic furniture because there is an on time manufacturing service.	Freq. 65 % 19.6	175	29	40	22	331	2.3323	1.12202	

(Source: Researcher's survey questionnaire, 2022)

According to the respondent's response, in Table 4.18., about availability as the main factor for consumer's preference, 32 percent (106) respondents agree, 27.5 percent (91) respondents strongly agree, 20.2 percent (67) respondents disagree, 10.0 percent (33) respondents strongly disagree and the rest respondents have neutral response.

In the above table, Table 4.18, the result shows that availability of domestic furniture is a factor that affects domestic furniture preference, hence average respondents agree with the average mean score of ($M = 3.4683$, $SD = 1.34437$).

In Table 4.18. about wide availability of domestic furniture, it shown that highest respondents disagree for the availability of domestic furniture in the local market, which means 50.2 percent (166) of the respondents are disagree followed by strongly disagree respondents 16.9 percent (56), 11.2 percent (37) of respondents agree, 13.0 percent (43) strongly agree and 8.8 percent (29) of the respondents have neutral response. The respondent's response in Table 4.18 implies that domestic furniture is not widely available as that of imported furniture with disagree mean score of ($M = 2.5317$, $SD = 1.26301$).

Related to the safe delivery service of domestic furniture 14.8 percent (49) and 12.7 percent (42) respondents have responded as agree and strongly agree respectively. From the total respondents 46.5 percent (154) disagree, 19.6 percent (65) strongly disagree and the rest 6.3% (21) respondents have responded as neutral. Based on consumer's response, most respondents replay disagree about the safe delivery of domestic furniture in the local market, with the average mean score of ($M = 2.5438$, $SD = 1.30514$).

An on time manufacturing service of domestic furniture is also judged in this table. Accordingly, 12.10 percent (40) and 6.6 percent (22) respondents have responded as agree and strongly agree respectively. From the total respondents 52.9 percent (175) disagree, 19.6 percent (65) strongly disagree and the rest 8.8 percent (29) respondents have responded as neutral. Based on the score displayed in Table 4.18 most respondents disagree with an on time delivery service of domestic furniture, with average mean score of ($M = 2.3323$, $SD = 1.12202$).

4.2.13. Domestic Furniture Advertising in Local Market and Consumer Preferences

Product advertising is one of the product promotions which affect consumers preference, cause users may prefer the more promoted product than the other which is not. On the likert scale of 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= strongly agree, consumers were asked about the availability of domestic furniture.

Furniture consumers were asked 4 items under the variable advertising ('Domestic furniture is sufficiently advertised using visual message (TV, Internet, Print media)', 'Domestic furniture advertisements grab their attention', 'The advertising of domestic furniture influenced me to make the product my best preference', 'I have sufficient awareness about domestic furniture') related to Product availability and the analysis is presented in Table 4.19 below.

Table 4.19: Domestic Furniture Advertising in Local Market

S/ No	Product Advertising	Freq	SD	D	N	A	SA	N	Mean	Std. Deviation
1	Domestic furniture is sufficiently advertised using visual message (TV, Internet, Print media).	Freq. 74 % 22.4	124	45	57	31	331	2.5378	1.26764	
2	Domestic furniture advertisements grab my attention.	Freq. 89 % 26.9	174	14	19	35	331	2.2054	1.20608	
3	The advertising of domestic furniture influenced me to make the product my best preference.	Freq. 85 % 25.7	160	15	45	26	331	2.2961	1.21229	
4	I have sufficient awareness about domestic furniture.	Freq. 32 % 9.7	42	17	150	90	331	3.6677	1.26664	

(Source: Researcher's survey questionnaire, 2022)

Based on the respondent's response, in Table 4.19., about sufficient advertising of domestic furniture, 17.2 percent (57) respondents agree, 9.4 percent (31) respondents strongly agree, 37.5 percent (124) respondents disagree, 22.4 percent (74) respondents strongly disagree and the rest respondents 13.6 percent (45) have neutral response.

In the above table, Table 4.19, the result shows that most respondents disagree the sufficient advertising of domestic furniture in the local market with average mean score of (M = 2.5378, SD = 1.26764).

In Table 4.19, respondents requested about consumers attention clutching of domestic furniture advertising. The result showed that 5.7 percent (19) of the respondents agree, 10.6 percent (35) strongly agree, 52.6 percent (174) of the respondents disagree, 26.9 percent (89) strongly disagree, and 4.2 percent (14) of the respondents have neutral response. The score indicated that, the highest respondents disagree about the attention grasping of domestic furniture advertising with agree mean score of (M = 2.2054, SD = 1.20608).

About the influence of domestic furniture advertising on consumer preference, 13.6 percent (45) and 7.9 percent (26) respondents have responded as agree and strongly agree respectively, and from the total respondents 48.3 percent (160) disagree, 25.7 percent (85) strongly disagree and the rest 4.5 percent (15) respondents have responded as neutral.

Due to consumer's response, most respondents replay disagree about the influence of domestic furniture advertising on consumer preference with the average mean score of ($M = 2.2961$, $SD = 1.21229$).

Users have asked in Table 4.19, about the sufficient awareness of domestic furniture in the local market. Thus, 45.3 percent (150.) and 27.2 percent (90) respondents agree and strongly agree respectively, and from the total respondents 12.7percent (42) disagree, 9.7 percent (32) strongly disagree and the rest 5.1 percent (17) respondents have replayed as neutral. The overall percentage score of respondents agree with the sufficient awareness of domestic furniture. This indicates that respondents either strongly agree or agree with the average mean score of ($M = 3.6677$, $SD = 1.26664$).

CHAPTER FIVE

5. SUMMARY, CONCLUSSION AND RECOMMENDATION

5.1 Summary of the Major Findings

The study used 331 functional sample sizes from respondents of furniture for the analysis. Convenience sampling technique was used to select respondents from the area where furniture market is concentrated around Gurd Shola, in Addis Ababa.

Both genders are given a chance to nominate as sample for this study, and 58.6percent (194) are males & 41.4% (137) are females from functional sample size of the study.

The great number of consumer respondents 45.6percent (151) lie in the age gap between 31 years - 40 years and preceded by ages from 21 & 30 years 39.9 percent (132). Come to educational, most consumer respondents are B.Sc. or B.A holders 67.7 percent (224) of the total.

Around 62.2 percent (206) are NGO workers which are the majority of the respondents, and 19.3percent (64) are civil servant.

The great number of consumer respondents 32.3 percent (107) income is between Br. 5,001 to Br.10, 000, and 32.6 percent (108) situated in the category Br. 10,001 to Br. 15, 000.

Answer on local furniture buying experience indicates 88.2 percent (292) of consumers has bought local furniture's, 59.2 percent (173) bed, and preceded by sofa 51.7 percent (151) and table 40.4 percent (118).

The answer related to consumer proud of using local furniture indicated 68.9 percent (228) did not proud of using local furniture, the response mainly credited to quality accounting 66.5 percent as a reason. Substantial numbers of consumer respondents didn't prefer local furniture which amounts for 65 percent (215).

The independent variables of domestic furniture found as the main factors in affecting consumer preferences of domestic furniture negatively. Quality is identified to be the major cause not to choose local furniture which amounts for 62.8 percent (208). Following to quality, design is identified to be 60.3 percent (203), availability amounted for 59.8 percent (198) and advertising amounted for 59.9 percent (198). However, according to the finding price of local furniture don't negatively affect consumer preferences.

The comparison of quality, design, availability, and price of domestic furniture with imported furniture is tested using one-sample t-test and found that quality is significantly bad (H1 t-calculated= 39.333), design is less attractive (H2 t-calculated= 39.894), availability is low (H4 t-calculated= 40.963), indicated that local furniture are not sufficiently available in local market, it does not mean it is unavailable at all, but not widely available compared to imported furniture. Concerning advertisement, it is insufficient (H4 t-calculated= 36.423), showing that domestic furniture are not sufficiently advertised. But price of domestic furniture is significantly lower than imported furniture's price based on the test result of H3 with t-calculated equal to 37.936.

According to the overall discussion up to now, next to furniture quality; furniture design, availability, and advertisement affects consumer preferences of local furniture.

5.2. Conclusions

The study conclude that most consumer at Gurd Shola, Addis Ababa, Ethiopia don't choose local furniture. The study also realized that furniture quality, design, availability and advertising are found to be the central reasons of consumers not to prefer local furniture. The rationales that consumers didn't preference local furniture's due to lack of imported raw materials caused by foreign currency problem, shortage of skilled labor in designing.

Moreover, the study identified that, the demand in domestic market become falling among consumers in furniture's.

The study also concludes that domestic furniture isn't sufficiently available in domestic market due to inadequate capability of manufacturers which is inhibited by the lack of important inputs, absence of skilled manpower, and utilization of limited technology.

The harmful perception of users towards local furniture caused by furniture quality, design, availability, and advertisement negatively influences the income of the existing furniture sellers. Marketers in turn show a willingness to receive local furniture from domestic manufacturers. This in other words limited the availability domestic furniture in the local market.

Though, domestic furniture quality had been improved, the advertisement way for furniture produced is not persuasive, rather it is only to build awareness of furniture existence in local market.

Many of the domestic furniture manufacturers suffer from loss of revenue because of less competition with imported furniture. Because of this reason, producers are unable to repay their credits on time, which also prohibit them for access of additional working capital that causes financial problems for expansion and product improvement through the access of necessary inputs.

One sample T-test result showed that product quality, design, availability, price and advertising has a significant mean difference between imported and domestic furniture's at 0.05/0.01 level of significance specifically in local market of Gurdshola in Addis Ababa.

5.3. Recommendations

The following points are forwarded as recommendations.

Recommendation for Suppliers of Furniture

The study identified that consumers don't choose local furniture due to furniture quality, design, availability and advertisement. To alleviate this problem, the furniture manufacturers can improve the quality of the product by taken into consideration the problem encountered in aesthetics, durability, and performance. These problems are occurred due to using poor quality inputs, and unskilled manpower. In addition the problem created in the context of quality can be improved through recruited skilled manpower with the cooperation of technical and vocation training education center. This helps to furniture suppliers can sustain their business and attaining the expected profit by offer quality product for the consumers.

In addition to this, the study suggested that the manufacturers of local furniture can deliver both off-the-job and on-the-job training on the design of furniture and improve the skills of workers in the procedure on equipment and the different parts of the manufacturing machine. This can be accomplished through the assistance of technical, vocational, education and training institutions. This means producers or manufactures of domestic furniture enhance their employee's capacity by providing training on how to make contemporary design of furniture in terms of aesthetics and others.

The on-the-job material inputs and furniture manufacturing equipment are of obsolete technology, substituting with new and efficient accessories can solve the quality and finishing problems of domestic furniture.

The study also clearly identified that domestic furniture is not sufficiently available. To solve this problem, the producers can plentifully distribute their outputs or products using the different channel of distribution by convincing whole sellers via advertisement and presenting the sample furniture with acceptable improved design and quality. In the same way, to minimize or avoid the bad approach of consumers to domestic furniture, persuading advertisement type has to be implemented. This kind of advertisement is useful to persuade, or tell users that domestic furniture quality, design, availability and other related problems that have been affecting their preferences are avoided or improved to meet consumer needs and wants. This is only possible, if the predominant problems such as quality, design, availability are solved by producers.

Recommendation for Government

In order to make domestic furniture competent with imported furniture, and retain hard currency the government has to take its part to solve unavailability problem of raw materials which extremely affects the furniture production. As a result of this, the government tries to support manufactures to easily access raw materials.

Further research

Further research can be carried out on the impact of product quality on consumer preference: a comparative perspective on imported and domestic furniture. This may help to share some lesson in which quality is more impact on furniture's.

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Appendix



Seek Wisdom, Elevate your Intellect and Serve Humanity



Addis Ababa University School of Commerce Marketing Management Program Unit Post graduate program

Questionnaires to collect data on Domestically Produced furniture from consumers

Dear respondents,

The sole purpose of this questionnaire is to enable me to carry out a research related to a thesis work on the title **“Factors Affecting Consumer Preferences of Domestic Furniture in Ethiopia: Evidence from some selected shops around Gurd Shola, Addis Ababa”** for the partial fulfillment of the requirement for Master’s Degree in Marketing. So I kindly request you to provide genuine information about furniture. Your responses will be kept secret, and only for the Academic Research purpose.

Thank you in advance,

Tesfa Mengesha

Note to Respondents!

- ***Do not write respondents’ name***
- ***Put a tick mark (v) on the response***
- ***The study is only about these products;***

Sofas, tables, beds, kitchen cabinets, cupboards, TV stands and chairs

Part I: Questions Relate to Respondents' General Background Information

Instruction: Put a Tick mark “√” for the following which match the choice of respondents

(Family income was applied for student respondents)

1. Gender

A. Male B. Female

2. Age

A. Under 20 years B. 21-30
C. 31-40 D. 41-50 E. Over 50 years

3. Educational level

A. 12 complete or below B. College diploma
C. B.Sc. or B.A. degree D. Post graduate or above

4. Occupation

A. Civil Servant B. Merchant
C. Self-employed D. Student E. Unemployed

5. Income level

A. Below Br. 5000 per month B. Br. 5001-10000 per month
C. Br. 10001-15000 per month D. Above Br. 15000

Part II: Questions Related to Consumers' preference and Product Attributes of Domestically Produced furniture

Instruction: put a tick “√” mark on the choice of respondents

1. Do you prefer domestically produced furniture?

Yes No

2. If your response is No in Q1, what is /are your reason(s) not to prefer? (Possible to choose more than one)

Due to their quality problem Design problem Lack of availability

Due to their price Lack of awareness

If others (specify) _____

3. Have you ever bought the domestic furniture; Sofas, tables, beds, kitchen cabinets, cupboards, TV stands and/or chairs?

Yes No

4. If your response is yes in Q3, which of the following have you bought? (Possible to choose more than one)

Sofa Chairs kitchen cabinet Table Cupboard

Bed TV stand

5. Compared to imported furniture, domestic furniture quality is

Best Better Same Bad Very Bad

\

6. Compared to imported furniture, how do you evaluate the price of domestic furniture?

Price of domestic furniture is

Very high Higher Same Lower Very low

7. Compared to imported furniture, how do you evaluate the design and material used of domestic furniture?

Very attractive Attractive Same Less attractive lesser attractive

8. Are you proud of using domestic furniture?

Yes No

If No, why? _____

9. Compared to imported furniture, how do you evaluate the availability of domestic furniture?

The availability of domestic furniture is

Very high Higher Sam Lower Very low

10. Is there adequate advertising for domestic furniture?

Yes, there is No, there is not

Part III: Designed Statements about consumer preferences which suitable for consumers' evaluation of domestic furniture on different factors.

Instruction: put a tick “√” mark on the choice of agreement.

You only tick one option!

Response scale

5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

Sr. No		Response Scale				
		1	2	3	4	5
	Product Quality(PQ)					
PQ ₁	Quality is the main factor that affects my domestic furniture preference.					
PQ ₂	I prefer using domestic furniture because of its Aesthetics.					
PQ ₃	I prefer using domestic furniture because of its Performance.					
PQ ₄	I prefer using domestic furniture because of its Durability.					
	Product Design(PD)					
PD1	I prefer domestic furniture because they are eye catching.					
PD2	I prefer domestic furniture because of its Compatibility.					
PD3	I prefer domestic furniture because they are Pleasurable/Enjoyable.					
PD4	I prefer domestic furniture because of its Functionality.					

	Product Price(PC)					
PP ₁	Price is the main factor that affects my domestic furniture preference.					
PP ₂	The price of domestic furniture is fair.					
PP ₃	Price is one of my priorities when making a buying decision.					
PP ₄	I prefer domestic furniture because its price is lower than imported furniture.					
	Product Availability (PA)					
PA ₁	Availability is the main factor that affects my domestic furniture preference.					
PA ₂	Domestic furniture is widely available in local market.					
PA ₃	I prefer domestic furniture because I get safe delivery service.					
PA ₄	I prefer domestic furniture because there is an on time manufacturing service.					
	Product Adverting (PA.)					
PA. ₁	Domestic furniture is sufficiently advertised using visual message (TV, Internet, Print media).					
PA. ₂	Domestic furniture advertisements grab my attention.					
PA. ₃	The advertising of domestic furniture influenced me to make the product my best preference.					
PA. ₄	I have sufficient awareness about domestic furniture.					

- Questionnaire adapted from Liou Huang, 2013), and modified to fit the context of the study. Some of the questions are self-developed.