



**GOVERNMENT EMPLOYEES ATTITUDE TOWARD
DOMESTIC AND FOREIGN LEATHER FOOT WEARS:
THE ROLE OF COUNTRY OF ORIGIN AND ETHNOCENTRISM**

By: Tesfaye Alemayehu

**A Thesis Submitted to the Addis Ababa university school of Commerce in
Partial
Fulfillment for the Award of
Master of Arts in Marketing Management**

May, 2014

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DECLARATION

I, Tesfaye Alemayehu , declare that the thesis entitled — "Government employees' Attitude Toward Domestic and Foreign Leather Footwear: The Role of Country of Origin and Ethnocentrism" is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Yitbarek Takele (PhD). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Tesfaye Alemayehu

Signature

Date

Confirmation by Advisor:

Yitbarek Takel(PhD)

Signature

Date

Statement of Certification

This is to certify that Tesfaye Alemayehu has carried out his research work on the topic entitled "Government Employees' Attitude toward Domestic and Foreign Leather Footwear: The Role of Country of Origin and Ethnocentrism" The work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management.

Advisor :Yitbarek Takele(phd)

Date _____

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ABSTRACT

As globalization proceeds and the world economy are changing, it is recognized that assessing consumers' attitudes towards domestic and foreign products is of a great necessity. The purpose of this dissertation was to study whether or not government employees' attitudes toward purchasing domestic versus Chinese made leather footwear differ among Government employees in Addis Ababa. Variables investigated include leather footwear attributes and demographic characteristics. Also, the effects of country of origin and consumer ethnocentrism were examined. Multistage stage sampling and survey questionnaire was employed to collect the primary data in Addis Ababa, the capital city of Ethiopia. A total of 343 Government employees completed and returned useable questionnaires. The findings showed that government employees' attitudes toward domestic versus Chinese made footwear differed not significantly. Interestingly, relative to other footwear attributes, country of origin was generally of low importance in Government employees' decision-making. For consumer ethnocentrism, the results indicated that government employees' had lower ethnocentric tendencies and there was a positive correlation between Government employees' ethnocentrism and attitude towards domestic footwear and there was negative correlation between consumer ethnocentrism and attitude towards Chinese made leather footwear. Furthermore, demographic variables did not show effects on consumer ethnocentrism

Key words: Attitude, country of origin and Ethnocentrism