ST.MARRY'S UNIVERSITY SCHOOL OF GRAGUATE STUDIES

DEPARTEMNT OF MARKETING MANAGEMENT

CONSUMERS ATTITUDE TOWARDS LOCALMADE SHOPPING GOOD

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JUNE, 2020

ADDIS ABABA, ETHIOPIA

CONSUMERS ATTITUDE TOWARDS LOCAL MADE SHOES;

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MARKETING MANAGEMENT

JUNE, 2020

ADDIS ABABA, ETHIOPIA

STATEMENT OF CERTIFICATION

This is to certify that Mikiyas Wendwesen Worku has carried out his research work entitled "Consumers/Customers attitude towards local made shopping good" in partial fulfillment of the requirement for the award of master of arts degree in marketing management at St. Mary university school of graduate studies. This paper is an original work and has not been submitted to any diploma or degree in any college or university.

Signature: _____

Mohammed M. (Asst. Professor) - Advisor

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APPROVED BY BOARD OF EXAMINERS:

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External Examiner	**Signature and Date**

STATEMENT OF DECLARATION

I, Mikiyas Wendwesen Worku, declare that the study entitled ": Customers attitude towards local made shopping good" is the result of my own effort in the research undertaking. The paper has not been submitted to any diploma or degree in any college or university. This paper is submitted in partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

Mikiyas Wendwesen Worku

Signature: _____

June, 2020

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TABLE OF CONTENTS

ACKNOWLEDGMENT I

LIST OF TABLE 1

LIST OF FIGURES 2

ABBREVATION 3

CHAPTER ONE 5

INTRODUCTION 5

1.1. Background of the Study 5
1.2. Statement of the Problem 7
1.3. Research Question 8
1.4. Objective of the Study 8
1.4.1. General Objective 8
1.4.2. Specific Objective 8
1.5. Significance of the Study 8
1.6. Scope of the Study 9
1.7. Limitation of the Study 9
1.8. Organization of the Study 9

CHAPTER TWO 10

LITERATURE REVIEW 10

2. Introduction 10
2.1. Theoretical review 10
2.2. The Concept of Consumer 10
2.3. The Concept of Consumers Product 10
2.3.1. Consumer Product 10
2.3.2. Types of Consumer Products 11
2.4. The Concepts of Attitude 13
2.4.1. Consumers Attitude 14
2.4.2. Components of Attitude 15

2.4.3. Attitude Components and their Relationship 16
2.4.4. Factors that Affect Consumers Attitude 17
2.5. Empirical literature 19
2.5.1. Measurement of Attitude 19
CHAPTER THREE 26
RESEARCH DESIGN AND METHODOLOGY 26
3.1. Design of the study 26
3.2. Approach of the study 26
3.2. Sampling Design 26
3.2.1. Target Population 26
3.2.2. Sample size 27
3.2.3. Sampling techniques 27
3.3. Sources of Data 27
3.4. Data Collection Methods 28
3.5. Data analysis & presentation method 28
3.6. Measurement of Validity and Reliability 28
3.6.1. Validity 28
3.7. Reliability 29
3.8. Research Ethics 29
CHAPTER FOUR 30
DATA PRESENTATION, ANALYSIS AND INTERPRETATION 30
4.1. Response rate 30
4.2 Reliability Test 30
4.3. Descriptive Analysis 30
4.3.1 Demographic Characteristics 30
4.3.2. Cognitive components level of the Consumers 32
4.3.3. Affective component level of the Consumers 34
4.3.4. Behavioral component level of the Consumers 35
4.3.5. The three components Cumulative 37

4.4. Inferential analysis/Correlation Analysis 38
CHAPTER FIVE 40
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS 40
5.1. SUMMARY OF FINDINGS 40
5.2. CONCLUSION 41
5.3. RECOMMENDATION 42
5.4. LIMITATION OF STUDY AND DIRECTION FOR FUTURE RESEARCH 42
5.4.1. LIMITATION OF STUDY 42
5.4.2 DIRECTION FOR FUTURE RESEARCH 43
6. REFERENCES 44
APPENDIX A: QUESTIONNAIRE 46

LIST OF TABLE

Table 1 Reliability Test 29
Table 2 Summary of Reliability Test Result of the Variables 30
Table 3 Demographic Characteristics of Respondents 31
Table 4 Cognitive component separate result 32
Table 5 Summary for the level of cognitive component 33
Table 6 Affective component separate result 34
Table 7 Summary for the level of Affective components 35
Table 8 Behavioral component separate result 35
Table 9 Summary for the level of behavioral component 36
Table 10 Attitude components cumulative result 37

LIST OF FIGURES

Figure 1- factors involved in behavioral intention..... 21
Figure 2 Tri-Component Attitude Model..... 23
Figure 3 ABC or Tri-component Model Adapted from (Solomon, 2013)..... 25

ABBREVATION

COG – Cognitive

AFC – Affective

BHV – Behavioral

Abstract

This descriptive research is conducted to identify the attitude of Consumers/Customers' towards shopping goods specifically locally manufactured shoes. This descriptive correlational research targets residents of Addis Ababa city who found in all sub cities which 4.7 million (CSA, 2010). By using, Yamane, 1967 formula, from the total target population, the researcher uses 400 samples which are convenience to the researcher. The research is both quantitative and qualitative or hybrid type of research. The questioner was developed based on tri-component attitude model and analyzed through descriptive and inferential analysis by using SPSS Version 21 Software. The present research investigates the cognitive, affective and behavioral attitude of the targets and each other's relationship. According to the research result, consumers/customers who reside in Addis Ababa city had unfavorable attitude towards local made shoes. This is due to lack of knowledge or don't have enough knowledge to explain about local made shoes, they don't like the design and style of local made shoes and also they aren't feel luxuries when they ware local made shoes. To the contrary, they think and feel local made shoes are affordable and durable. Although they feel and think as stated, they aren't have a positive buying behavior for local made shoes. In overall, the research results concludes that, consumer/customer relatively unfavorably position /negative attitude/ local made shoes. The relationship between the components is strong and positively correlated. As recommendation, the researcher recommends companies should develop promotional and product development strategy which can help to change the unfavorable attitude of consumers/customers.

Key words *Attitude * Cognitive *Affective*Behavioral

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Makanyeza, (2014) said that Studying consumer/customers attitude is an important concept. In today's competitive business environment, consumers attitude play a vital role. Attitude has been studied by the researchers from various perspectives. Attitudes of consumers or customers or manufacturers towards locally or international products, online, virtual or physical products etc.

As Kamwendo, Corbishley and Mason (2014) specified, Consumers' attitude for products is shaped by different things. One of the factors that can shape the attitude of consumers towards the product is place of manufacturing. Some consumers have a positive or favorable attitude towards locally manufactured products, others have negative. Consumers' attitude for locally manufactured products or for imported products is determined by the category of the product, country of origin etc.

Neger, Ahamed & Mahmud, (2017) stated that, Consumers attitude is learned not in born. This means, A positive or negative attitude toward products is learned behavior. Consumers can form attitude through different factors. Such as, societies, culture, religious institutions, education, gov't policy, promotional activities are the major tools in attitude building.

Attitude formed through time with the help of different factors. This means attitude can be changed thought time and with the help of affecting factors or tools. So, Attitude is leaned and also changeable through continuous learned behavior (Kim et al., 2002).

According to Dr. Ajay Kumar Pathak, (2016), Consumers are a base for companies existence. They are balance for success and failure of any products or Products starts and ends with the satisfaction of consumers. They are key for success. Due to this companies or researchers forced to study the behavior of the consumers including their attitude (MihaljBakator, DragicaIvin, ĐorđeVuković, Nikola Petrović, 2016).

According to Nor, Abidina and Borhanb,(2015) definition, Consumer attitude is the set of belief, feeling and behavioral intention of consumers towards the offers or other things. This means, consumer has emotion or sensitivity, Trust or certainty and tendency to respond a certain manner toward the product offers to market. Dr. Ajay 2016 stated under in his literature review "Even if

arguments are raised, one of the main factors which plays key important role is the attitude of consumers towards the offers.

According to Del I, Davide L. baugh and AmitMookerjee, (2015), Emotion or feeling, beliefs and purchase or not to purchase responses of the consumers are affected by different factors. Such as market stimulates like product design, the communication process (Salem, 2016), the distribution process, the employee like sales person or the CEO of the company, the price for the product, or the country of origin of the offer etc. and attitudes are a learned disposition, Attitudes may change with time and it vary product to product situation to situation, and also it can must and can be measurable (Makanyeza, 2014).

Concept of consumer attitude is one of the most important concepts in the study of consumer behavior. Many firms are spending millions of dollars researching consumers' attitude toward their products and brands. This is because measuring consumer attitude has a vital role for the success of their company. But countries like Ethiopia it is not that much interesting researchable area (Madichie, 2012).

Attitudes are learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. Attitudes are not overt behavior, rather covert or unobservable internal reactions. It can be changed or modified through different educational tools (Altmann, 2008).

Measuring attitude of consumers on a product helps consumers not to lose appropriate product or not to gain inappropriate products. It also helps manufactures to measure and to set the attitude of their target consumers in appropriate manner. (Petty, Wegener & Fabrigar, 1997)

This paper is intended to identify the attitude of Ethiopian consumers' towards Ethiopian made consumer products. The measurement includes the three components of attitude. This is includes, the behavioral, the affective and cognition direction of the consumers.

The behavioral component answers the action or decision making of the consumers towards locally produced products. The affective component answers how they feel about locally produced products. Or the emotional reaction of the consumers towards locally produced products. The third component is cognitive direction of the consumers. This means the beliefs, thoughts, and attributes that we would associate with the locally manufactured products. It is the

opinion or belief segment of an attitude. It refers to that part of attitude which is related in general knowledge of the consumers. In general this research presents, what the consumers feel, think and action towards selected Ethiopian made selected consumer products.

1.2. Statement of the Problem

There are lots of researches which studies the attitude of consumers' over different products, institutions and other things. And most of the researches are focused in American and European consumers' attitude as well as products. The researchers who study the attitude of Ethiopian consumers, most of them bases or study attitude in relates with country of origin, ethnicity, country or origin and advertising.

Charles Markanyeza (2014) studies consumers attitude towards imported poultry meat products in related with country of origin. Neger, Ahamed, Mahumud (2017) also study consumers attitude towards soft drinks in related with different attributes. Henderson & Hoque (2010) study consumers' attitude in related with Ethnicity and country of origin. Kamwendo, Corbishley and Mason (2014), Schupp & Jeffery Gillespie (2001), Qianpin Li (2014) also study consumer attitude in related with country of origin and ethnicity.

When we see local researches, Addisu (2017) study consumers attitude in related with Advertising, Redwan (2015) study consumers attitude towards local made drugs in related with country of origin and in different factors, Yibeltal (2018) study consumers attitude towards Imported Shoe in related with country of origin, Mangnale, Potluri and Habtamu (2011) also study consumers attitude in related with Ethnocentric.

As the stated researches indicates that, most of the studies are conducted in related with country of origin and ethnicity on local made shopping goods. This indicates that there aren't more studies which study consumers' attitude in different way or in different bases, specifically in related with Ethiopian made shopping goods in tri-component model.

The current researches as well as the formers, most of them studied consumers' attitude habitually/routinely or not in different format. Unlike other countries in Ethiopia there is no enough research on the consumers' attitude regarding to consumer product category specifically in shopping goods.

This can lead us to get redundant research results, lack of new conclusions and small alternative results as well as new literatures etc. If there aren't researches which study attitude in different formats or basis, researchers needs to fill the gap.

There for, this research study was conducted to deliver alternative study result by measuring consumers attitude in tri-component attitude measurement model in different bases or product category or in selected local made Shoes. In overall, the study is hopefully expected to fill the gap in literature and also will help the country and the manufacturers to modify, to change or retain their marketing strategy and tactics.

1.3. Research Question

The research raised the following research questions.

- What is the belief of consumer towards Ethiopian made Shopping good?
- What is the feeling of consumers towards Ethiopian made Shopping good?
- What is the response of consumers towards Ethiopian made Shopping good?
- What is the relationship between the three components (belief, feeling and response)?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the study is to identify the attitude of Ethiopian consumers towards Ethiopian made Shopping good.

1.4.2. Specific Objective

The general objective of the study is specified as follow.

- Identifying belief of consumers towards Ethiopian made Shopping good.
- Identifying feeling of consumers towards Ethiopian made Shopping good.
- Identifying response of consumers towards Ethiopian made Shopping good.
- Identifying the relationship (Consistency) between the three components (belief, feeling and response).

1.5. Significance of the Study

Practically, the research has importance for existing and future investors by delivering valuable results which explain about products which need more investment or which need to be withdraw

or to be modified. This will help the investors to invest more on positively positioned products or to cancel or to divest or to reset negatively positioned consumer products. It has importance for consumers to get the right valuable products which was rejected due to wrong attitude. And also it will have importance for government to get more revenue from local investment and to adjust the trade deficit. It also has a significance to create ethnocentric consumers who can promote locally manufactured consumer products. Theoretically, it has a benefit for future researchers by filling the gap, to get additional literature and to get expandable idea.

1.6. Scope of the Study

The research was geographically limited to Ethiopia's capital city Addis Ababa and the respondents of the study are consumers/customer who are residents of Addis Ababa. This is because of time, cost and to get most of nations and nationalities of the country. The researcher uses both primary data through questioner and secondary data from different journals.

The research is conceptually limited on examining the three basic components of consumers' attitude and their relationship on selected locally manufactured Shoes (selected shopping consumer good).

1.7. Limitation of the Study

Due to the financial and time constraints the research is limited only in Addis Ababa city and on selected shopping good specifically in local made Shoe.

1.8. Organization of the Study

The research will have five chapters. The first chapter is the introduction part of the study which contains; background of the study, background of the study, statement of the problem, research objective, question, significance and scope of the study. The next chapter; chapter two mainly focus on existing literatures which covers conceptual and theoretical framework related to the study, finally to develop conceptual frame work from the theories and empirical studies. The third chapter discussed the methodology of the study. It includes research design, research methods, as well as data collection instruments and data analysis techniques. The contents of chapter four are analysis of the study and its interpretations. The last chapter, chapter five includes conclusion, recommendations and; limitations and directions for further study.

CHAPTER TWO

LITERATURE REVIEW

2. Introduction

This chapter explains the consumer attitude and consumer products. Under these main titles, overview of consumers and attitude, Ethiopian consumers, classification of consumer products, Ethiopian made consumer product, Components of attitude, Factors that affect attitude of consumers, Effects of attitude, Measurement of attitude and other subtitles will be covered. The briefing includes formerly studied concepts results and conceptual discussions are included.

2.1. Theoretical review

2.1.1. The Concept of Consumer

The name consumer is defined by different scholars. Scholar like Philip kottler defines' consumer as the ultimate user of the product. He defines consumers in principles of marketing book (2012), the ultimate user of the product or a person who buys the product for the purpose of consumption or not for the reason to sell/resale.

Folkes et al. (1984),stated that consumers can be individuals as well as organization. Individual consumers can buy products for their personal utilization, they can buy products for the purpose of house expenditure or for family.

Like Foxall *et al*. (1994), Louise Balle (2017) defines consumers as an element for marketing decisions. And he stated that consumers are a buyer and at the same time they are the user of the product/s. they can be a customer as well as the end user of the product. Philip Kottler and Louise (2017) also agreed that consumer is the end user of product/s or service/s that can be Natural or legal person.

2.1.2. The Concept of Consumers Product

2.1.2.1.Consumer Product

Consumer Product are a generalized term for any product or service purchased primarily for personal, family, or household uses. Consumer Products such as clothing, foodstuffs, or toys are intended to satisfy human wants and needs through their direct consumption or use. Industrial Products, in contrast to consumer Products, are purchased by individuals or organizations to

produce other products and services that are sold to, or provided for, other individuals or organizations. According to their usage, many Products (e.g., cars, printers, or personal computers) can be categorized either as consumer Products or as industrial Products. The term consumer traditionally refers to the ultimate user of products, ideas, and services. Strictly speaking, a distinction can be made between consumers and customers. A customer is the person or organization who buys the product or service and pays the price for it, whereas a consumer is the person who uses the product or service. In everyday language, the term consumer is frequently also used to characterize the buyer or decision maker. A mother buying semolina pudding for consumption by a small child is often called the consumer although she is not the ultimate user (Sonja Grabner-Kräuter, 2018).

2.1.2.2. Types of Consumer Products

Scholars classified consumer goods in different bases. One earliest scholar is Copeland (1923, 1924). According to his classification of consumer goods, mainly there are there consumers' goods. These are Convenience (emergency goods were incorporated into convenience goods), shopping and specialty consumer goods. The classification was made based on the similarity of the products especially based on price, quality, style, time of purchase and the level of brand commitment.

Although the classification was made by Copeland (1923), it lacks operational definition for his criteria (Winzar. 1992). The Clear differentiation of the classified of consumer goods was developed by Holton (1958). While, Holton (1958) classified consumer goods based on the level of demand and supply and based on the level of searching cost, the type of the categorization of consumer goods was the same as Copeland (1923).

As Copeland (1923) and Holton (1958), Holbrook and Howard (1977) also categorize consumer goods based on product characteristics; the magnitude of purchase, clarity of characteristics, consumers' characteristics; ego involvement and specific self-confidence., and consumers' response; physical shopping and mental effort. Based on their classification criteria, they classified consumers' goods in to four parts. These are convenience goods, shopping goods, specialty goods and preference goods.

There are also other scholars who classified consumer goods in different bases. Kaish (1967) classified consumer goods in to Convenience, shopping and specialty based on physical and

mental effort/s of the buyer. Aspin wall (1961) classified consumer goods in to Red goods, orange goods and yellow goods (continuous scale) based on Replacement rate, gross margin, adjustment, time of consumption, searching time. Bucklin (1976) also classified consumer goods in to Convenience, specialty and shopping based on Degree of brand similarity, degree of consumer uncertainty in making. These indicates, although there bases of classification is different, most of the scholars are classified consumer goods as a Convenience, shopping and specialty consumer goods.

Kottler (2015) and Solomon & Solomon (2015) included former classification of goods and used them as a source, they classified consumer goods into four based on buying decision making. These are Convenience goods, Shopping goods, Specialty goods and Unsought goods. By summarizing the classification of scholars the researcher discussed, Convenience goods, Shopping goods, specialty goods and unsought Products.

For this research purpose the researcher uses the former and the latest classification of goods and explained them based on Patrick E. Murphy & Ben M. Enis (1986) research paper and Phillip Kotler (2015) presented as follow.

2.1.2.3. Convenience Goods

Convenience goods are goods that are low in risk and low in effort. This means consumers aren't pay much in time and money to purchased them. They aren't had significant risk in making selection and most of the time they are purchased frequently with low time and effort. In over all, they are commonly illustrated by commodities, they usually low priced, and marketers place them in many locations to make them readily available for customers.

2.1.2.4. Shopping Goods

Relative to convenience goods, Shopping goods require little bit more effort and time but, it doesn't exceed specialty goods. For evaluation of shopping goods, buyers are happy to invest more time and higher effort to search them. The perceived risk for the goods also becomes higher than the convenience and the frequency of bought will become lower. Buyers of shopping goods significantly compare and evaluate the goods on bases such as suitability, quality, price, and stle.

2.1.2.5. Specialty Goods

Specialty goods are high in risk and in effort. The major distinction between shopping and specialty products is on the basis of effort, not risk. The monetary price is usually higher, as is the time. Specialty goods are high-risk, expensive, and very infrequently bought consumer products and services. They have unique attributes or other characteristics that make them singularly important to the buyer and require an extensive problem-solving decision process. Consumers make a special purchasing effort to buy products such as specific brands and types etc. (Grabner-Kräuter, 2018).

2.1.2.6. Unsought Products

Unsought goods are goods that aren't consumers planned to purchases or no knowledge/think to buy the goods. They just buy them suddenly without preparation. Or, consumers aren't want to buy them in under normal circumstances, they are forced to buy them without their interest. For example consumers aren't desire to buy emergency goods such as medicine but they are forced to buy them to survive. Most of the time unsought goods are undesirable and consumers might think they are wasting money, effort and time when they buy unsought goods (Kottler,2002).

2.2. The Concepts of Attitude

According to American Heritage Dictionary of the English Language, (Venes, 2001), "The term attitude is comes from French word attitudine and aptitüdø that are originated from Italian and Latin words respectively.

Attitude studied and defined by different scholars of different countries in different dimensions. One of the scholars who define and study attitudes is Hogg, M., & Vaughan, G. (2005). In their Social psychology (4th edition) book, they define that "An attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols".

Other scholars who define and make study on attitude are Eagly, A. H., & Chaiken, S. (1993). In there the psychology of attitudes research paper, "it is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor".

Dell .I. Hawkins, David L. Motherbaugh and Amit Mookerjee (2015) define Attitude in there Consumer behavior Book p.403, it is an enduring organization of motivational, emotional and

cognitive processes with respect to some aspects of our environment. In addition to this, they elaborate there definition as “it is learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”.

According to the above scholars’ definitions, we can define that, attitude is, enduring, learned, organization of motivational, emotional and cognitive process to be positive or negative about anything which found in the environment or the environment itself.

2.2.1. Consumers Attitude

As to attitude, it pertains to a person’s tendency toward an object or an idea and his/her value evaluations and feelings about something. The impact of country image on the consumers’ perception of products has been widely studied. Consumer and marketing researchers have extended significant effort to have a better understanding of such perceptual decisions that are framed by consumers (Ayyildiz and Cengiz, 2007) First of all, country image has been reported as an attribute to evaluate products among consumers (Johansson et al., 1985; Hong and Wyer, 1990).

Secondly, country image can influence consumers’ attention and evaluation of other products’ dimensions by creating a ‘halo effect’ (Erickson et al., 1984). Thirdly, it is also found that instead of through attribute ratings, country image may directly affect consumers’ attitudes towards the brand of a country through country stereotyping (Wright, 1975).

Consumer purchase preferences also are more likely to be influenced by the country in which the product is made than by the manufacturing company’s national origin (Kamaruddin et al., 2002). note: “. . .in the study of preferences, we cannot hope to write models that focus on object attributes alone . . . ”. They propose that patriotic responses toward domestic products or against foreign products may lead to behavioral responses. Factors such as ethnocentrism, Feelings of national pride, and personal experience of the global vision may also influence attitude toward a foreign product. Nowadays, more companies are competing on the global market, and these companies manufacture their products worldwide and the location where they manufacture the products might affect the perception of the consumer on the quality of the products based on the country where the product is produced (Ghazali et al., 2008).

Many USA brands and products are promoted overseas as representative of an international culture of equality, individualism, freedom, and progressive ideals. Brands such as Levi's and Marlboro advertise their products in a typical international cultural context of individualism and freedom and consequently have substantial market success overseas. Thus, consumer perceptions on the country of origin effect play a major role in influencing a consumers' choice of a product (Ghazali Nor Hazlin Nor Asshidin et al. / Procedia Economics and Finance 35 (2016) 632 – 638 635 et al., 2008). Since consumers perceive certain country to be highly competent, they might have favorable evaluations of products from that specific country. Furthermore, a consumer may carry different and particular impression of products from America.

Research on evaluation of foreign products has found that inferences about the producing country affect perceptions of a product's attributes (Kamaruddin et al., 2002). In a study by Ghazali et al. (2008), in investigating Malaysian consumers' perception through products and country of origin effects; they had discovered that respondents perceived international products to be of higher product quality compared to Malaysian products. Malaysian products are still regarded with skepticism by local consumer even though the products were being produced in high quality in actual.

The study also shows that as a country becomes more developed economically, the products that it produces will be perceived to be of a higher and better quality. Existing research on "country-of-origin" has contributed substantial knowledge of consumer attitudes in various countries towards foreign products and corresponding marketing strategies. Furthermore, it has provided considerable insights into the importance of such knowledge for the determination of successful international marketing strategies.

2.2.2. Components of Attitude

Attitudes can be defined as evaluations of ideas, events, objects, or people. Attitudes are generally positive or negative, but they can also be uncertain at times. For example, sometimes we have mixed feelings about a particular issue or person.

Attitude has three components that are represented in what is called the ABC model of attitudes: A for affective, B for behavioral and C for cognitive. Although every attitude has these three components, any particular attitude can be based on one component more than another**.**

2.2.3. Attitude Components and their Relationship

The theory of cognitive dissonance was molded by Leon Festinger at the beginning of the 1950s. It suggests that inconsistencies among cognitions (i.e., knowledge, opinion, or belief about the environment, oneself, orone's behavior) generate an uncomfortable motivating feeling (i.e., the cognitive dissonance state). According to the theory, peoplefeel uncomfortable when they experience cognitive dissonance and thus are motivated to retrieve an acceptable state. Themagnitude of existing dissonance depends on the importance and strength of the involved cognitions. Experiencing a higher levelof dissonance causes pressure and motivation to reduce the dissonance. Findings from several studies show that dissonance occurs when people do not act in accordance with their act attitude. This indicates that cognitive component leads to affective components.

Knowledge about products is a factor that might explain purchase behavior or affective and conative (Kollmuss and Agyeman,2002; Mostafa, 2007; Pagiaslis and Krystallis-Krontalis, 2014). Pagiaslis and Krystallis-Krontalis (2014) propose mediation relationship, following a sequence of orientation–knowledge and belief–behavior, such that consumers who are more knowledgeable about the object, they are also more informed and have more positive beliefs about green products. This indicates that a cognitive component about the object leads to conative components.

Therefore, knowledge (cognitive components) and beliefs (affective) may be necessary for purchases (conative component)of these products to take place Hidalgo-Baz, Martos-Partal and Benito (2017) propose knowledge or cognitive components as a moderator, as well as a mediator. Accordingly, knowledge is considered as moderator in the relationship attitude-behavior or between the components.

Specifically, Berger et al. (1994) said that "knowledge increases the attitude strength and, consequently, the effect of the attitude on behavior will be greater". In addition, place Hidalgo-Baz, Martos-Partal and Benito (2017) explained, knowledge that is determined by individuals' is more important indicator in high involvement, high risk, and search product categories or shopping goods. So, we can understand that, attitude would be stronger as subjective knowledge increases and, accordingly, its effect on behavior.

2.2.4. Factors that Affect Consumers Attitude

Factors that affect consumers' attitude is differentiated based on the product type, product involvement etc. (Henderson & Hoque, 2010). For example the attitude of consumers of online products like Webisodes (movies downloaded from electronic medium and presented for online viewers) is affected by perceived usefulness, perceived playfulness, perceived ease of use, and peer communication (Sinthamrong & Rompho, 2015).In contrary, The attitude of consumers of financial products can be affected by credibility, information, entertainment, irritation etc (Joseph1 & Simon, 2017),Mahmud (2017) study result indicates, attitude of consumers of soft drinks is influenced or affected by Attributes name, price, brand image, Taste, Availability, Flavor, Advertising, Packaging, size Variety, date of expire and ingredients, the attitude of consumers In ecommerce products the factor of price, availability, social proof, scarcity, product details, conditions and social media activity becomes influential (Kakalejčík And Bucko, 2018) and the attitude of Eco-car Vehicles consumers by personal factors (gender, age,status, occupation, education, and salary) and car usage behavior (car types, fuel expenditure, gasolinetypes, and energy conservation) (Sanitthangkula, Ratsamewongjan, Charoenwongmitr, Wongkantarakorn, 2012). Winarno Darsono, Harisudin, Sudiyarto (2018) research result shows that, personality, Psychology and marketing mix can determine the attitude of the consumers positively. According to Hawkins et al. (2001) and Kotler P. (1997) environmental stimulus, marketing practices and marketing mix can generate or determine the attitude of consumers. Main or common factors that affect the attitude of consumers is listed and explained in short as follow.

2.3.4.1. Promotion

Ajzen et al. (1991) said consumers' attitude is affected by different external variables such as past experience, technology, marketing promotion, religious background and many factors.Chowdhury et al.,(2007); El-Adly, (2010); Latif & Abideen, (2011); Teixeira et al., (2010); Xiong & Bharadwaj, (2013); Zhang & Skiena, (2010) research result indicates that advertisement has a significantly influences consumer attitudes. In addition purchasing decisions for financial products Kotler & Keller, (2016); ur Rehman, Nawaz, Khan, & Hyder, (2014) and Joseph & Simon (2018) also stated consumers advertising plays a key role in influencing consumer attitude.

2.3.4.2. Price

Price is one of the factors which can affect the attitude of the consumers. Setting Low or high price for a product leads in to positive or negative attitude towards the product. Consumers who give high priority for their health and safety, they have a favorable attitude for the high price products (Basha, D. Lal, 2018). According to **N.** Nguyen, v. Nguyen, T. Nguyen and Tran (2019) price is a key determinate of consumers' attitude as well as the consumers behavior.

2.3.4.3. Product

Basha and Lal (2018) study result shows that one of the factors which affects and determine the attitude of consumers is the quality of the product. In linking up with the result of their study, they define what product quality means. Accordingly to their definition, product quality means the value for money that consumers feel that they are receiving from purchasing their product. Hidalgo-Baz, Partal and Benito (2017) research result shows that knowledge about the product also has a significant impact on the consumers attitude. If the consumers don't have knowledge about the product or can't differentiate one to the other, it creates uncertainty about the unique attribute of the product and they lack confidence about the product (Aertsens et al., 2009).Finally perceived quality and perceived trustworthiness of the producer and product also have a significant contribution for attitude formation as well as to determine the attitude of the consumer (McSporran, 2017).in related with the product quality, the feature (such us packaging, layout/appearance etc.), durability, compatibility of the products are the other factor which can affect or determine the attitude of the consumers (Khatun, Rana and Ali, 2017). Nagashima (1977), Wall & Heslop, (1986), Darling & Wood (1990) stated, product suitability, technology, size, model, reliability, color design, creativity, performance etc. are factors that can determine the attitude of consumers.

2.3.4.4. Country of Origin and image

Lin and Chen et al. (2006) defines that country of origin image is formed through economic development, political background, level of industrialization, technology development, historical factors and tradition.Bhuian (1999) stated consumers' attitude towards products can be determined by the place of manufacturing or the country of origin. Nagashima et al. (1977) said that japan, Germen, & UK products are reliable than USA products or consumers have a positive attitude towards Japan, German and Uk products than USA Products in terms of reliability. The other scholars Wall & Heslop et al. (1986) finding shows consumers have a positive attitude

towards products that manufactured in Canada than Singapore and Taiwan. In addition, their research shows that, the attitude of consumers can be different one product to the other which is manufactured in the same place or country. For example electronics product that are manufactured in Japan have a positively position in the attitude of consumers. In contrary, cloths which are manufactured in Japan has negatively position in the attitude of consumers.

2.3.4.5. Subjective Norms

As Ajzen et al. (1991) defines, subjective norms are "The perceived social pressure to perform or not to perform the behavior".By expanding the former definition **N.** Nguyen, v. Nguyen , T. Nguyen and Tran (2019) defines "it is a belief of individual/s about whether significant others feel that he or she should perform the target behavior". In addition to the definition they argue that subjective norms can represent group influence or social pressure to perform.

Pomsanam et al. (2014) research result shows subjective norms have an important role for the formation of consumers' attitude towards the product. Likewise, Anvar and Venter et al. (2014) also support Pomsanam et al. (2014) research result. In addition, Basha and Lal (2018) also said that subjective Norms are an important determinant of consumers' attitude.

2.3.4.7. Overall Factors

Consumers' purchase process is influenced by a number of different factors, some of which marketers cannot control. Consumer behavior is strongly influenced by attitudes towards a given brand or product (Blackwell *et al*., 2001). Within the realm of consumer decision making, country of origin has been defined as an extrinsic cue that acts as a risk mitigate or quality cue for consumers (Cordell, 1992). Such extrinsic cues (others include price, brand name, warranties) serve as intangible product traits that contrast with intrinsic cues (e.g., taste, design), which are tangible aspects or physical characteristics of the product itself (Bilkey and Nes, 1982). According to Bilkey and Nes (1982) serves as an extrinsic cue (along with price and brand name) that supplements the use of intrinsic cues (perceptions of design, quality and performance, etc.) (Aschale,2018).

2.3. Empirical literature

2.3.1. Measurement of Attitude

A consumer attitude is a key vital component for the behavior of consumers (Charles Makanyeza, 2014). As Schiffman & Kanuk, (2004), Wilcock, Pun, Khanona & Aung, (2004)

recommend, understanding the behavior of consumers require to study and to know the attitude of the consumers. An attitude refers to the consistent tendency of consumers to behave, favorably or unfavorably, with regards to anobject (Schiffman & Kanuk, 2004:253).

Assael et al. (2004:222) said that attitude play an important role to identify market segments, development of new products, in formulation & evaluation of promotional strategies. Likewise, Wilcock et al., (2004:56) argue that In attitude development, the knowledge of consumers is critical to estimate the behavior of the consumers.So, measurement of consumer attitude is important for marketing strategy consideration (Schiffman and Kanuk (2004:269).

Attitude can be measured by different models. From these models or measuring standardize models are The Fishbein Model, Belief-Importance Model, Theory of Reasoned Action (TORA), The Ideal-Point Multi-attribute Attitude Model and The Tri-component attitude model (Markanyeza, 2014). The models are respectively explained as follow.

2.3.1.1.The Fishbein Multi-attribute Attitude Model

Martin Fishbein‟s model has been established as the most influential tool for analyzing the consumer‟s attitude. This multi-attribute attitude model focuses on consumers' belief about multiple product attributes which are considered as a useful tool for investigating attitude formation and prediction attitude. Simply stated, people tend to like the objects that are associated with "good" characteristics and dislike the objects which they believe have "bad" attributes.

In Fishbein‟s multi-attribute model, overall attitude towards an object is a function of two factors: the strengths of the salient beliefs associated with the object and the evaluation of those beliefs. Formally, the model proposes that:

$$AO = \sum_{i=1}^{n} biei$$

Where,

Ao = Attitude towards the object

bi = Strength of the belief that the object has attributed (i),

ei = The evaluation of the attribute (i),

n = The number of the salient attributes.

2.3.1.2. Belief-Importance Model

The Fishbein model looks at brands in isolation. The Belief-Importance Model allows the comparison of affective responses toward competing brands. Evoked set of brands—a list of brands we consider prior to making a decision.

$$A_o = \sum_{i=1}^{m} B_{io} I_i$$

where,

Ao = Attitude toward brand (o)

Bio = Belief that brand (o) does well or poorly whenits attribute (i) is compared with those of competitors

Ii = Importance of attribute (i) in selecting the brand

i = attribute 1, 2…n

2.3.1.3. Theory of Reasoned Action (TORA)

Behavior is a direct result of intention. Two factors involved in behavioral intention. The first one is Attitude toward an act and the second one is Subjective norm.

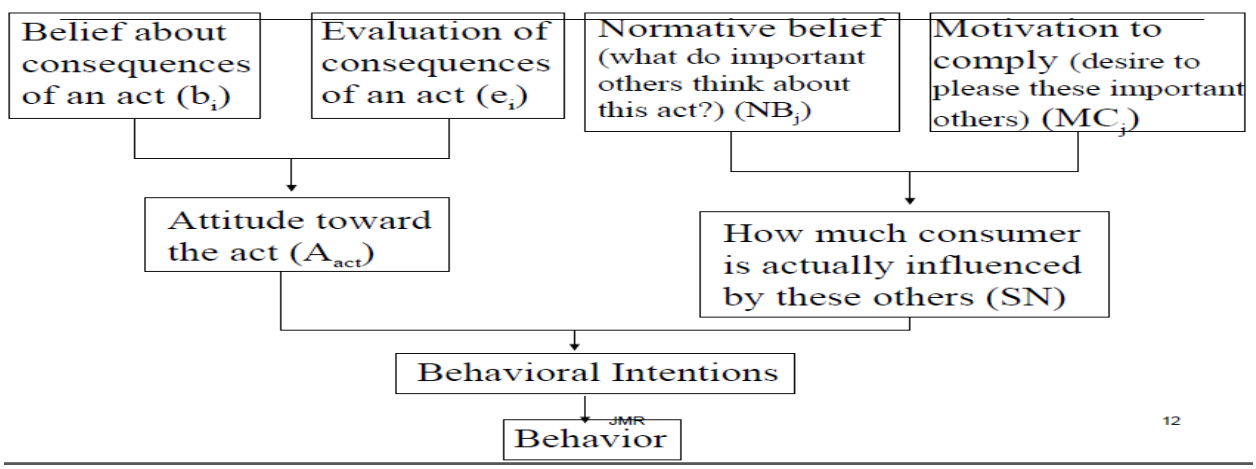


Figure 1- factors involved in behavioral intention

2.3.1.4. Attitude toward the Act

$$A_{act} = \sum_{i=1}^{m} B_i E_i$$

where,

A_{act} = Attitude toward the act of purchasing a particular brand

B_i = Belief that performance of a certain behavior—brand Purchase—will lead to an anticipated outcome

E_i = Evaluation of an anticipated outcome, either a positive benefit or the avoidance of a negative consequence

i = anticipated outcome 1, 2, … m

2.3.1.4.Subjective Norm

SN refers to the perception of what other people think we should do with respect to a certain behavior, such as brand purchase. it consists of, Normative beliefs: the perceived expectations that significant others think the consumer should or should not behave in a certain way (buy the brand) and Motivation to comply: the extent to which the consumer considers the possible opinions of significant others when forming an intent to purchase.

$$SN = \sum_{j=1}^{n} NB_j MC_j$$

where,

SN = Subjective norm—the motivation toward an act as determined by the influence of significant others.

NB*j* = Normative beliefs—belief that significant others (*j*) expect the consumer to engage in an action.

MC*j* = Motivation to comply—the extent to which the Consumer is motivated to realize the expectations of Significant others (*j*).

j = significant other 1, 2, … n

2.3.1.5. The Ideal-Point Multi-attribute Attitude Model

Consumers indicate where they believe a product is located on scales representing the various levels of salient attributes Also report where ideal product would fall on these scales The closer the ideal and actual ratings, the more favorable the attitude.

$$A_P = \Sigma W_i I_i - X_i$$

AP = attitude toward product

Wi = importance of attribute i

Ii = ideal performance on attribute i

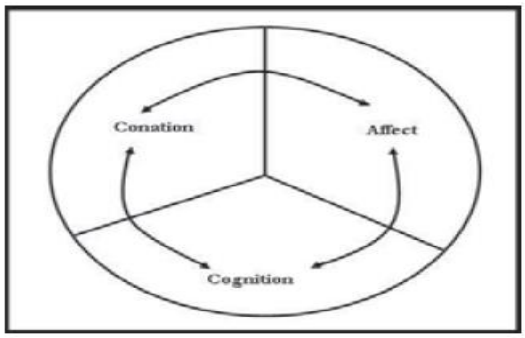
Xi = belief about product's actual performance on attribute i

n = number of salient attributes

2.3.1.6. The Tri-Component Attitude Model

According to tri-component model, attitude consists of the following three components. Cognitive Component − the first component is cognitive component. It consists of an individual's knowledge or perception towards few products or services through personal experience or related information from various sources. This knowledge, usually results in beliefs, which a consumer has, and specific behavior.

Figure 2Source: Adapted from Schiffman and Kanuk



Affective Component − the second part is the affective component. This consists of a person's feelings, sentiments, and emotions for a particular brand or product. They treat them as the primary criteria for the purpose of evaluation. The state of mind also plays a major role, like the sadness, happiness, anger, or stress, which also affects the attitude of a consumer. Conative Component − the last component is conative component, which consists of a person's intention or likelihood towards a particular product. It usually means the actual behavior of the person or his intention.

In over all, although there are different models are available to measure consumers attitude, most of the time it is measured by n the three components of attitudes, namely Beliefs, feeling and

intention that are derived from the tri component model separately or in grouping (Makanyeza, 2014). So that, this research measures consumers attitude based on the tri-component model.

2.4. Conceptual Framework

Rosenberg (1956) gives more attention for consumers' beliefs about an object. Belief about the object includes It includes the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs. The total configuration of beliefs about a brand represents the cognitive component of an attitude towards as product. Although Fishbein & Ajzen (1975) argue Rosenberg (1956) and develops multi-components attitude model, they also gives focuses on belief. It only adds other additional attributes.

Other scholars Calder & Lutz (1972) develops a new model which is called Vector Model. The model gives focus on consumers' emotions or feelings or generally on Affective components and cognitive component. Vector model is unlike multi-component model. It consists two metrics or Affective components and cognitive component which can measure attitude towards an object other belief. The affective component includes emotions and feelings of consumers towards an object and the cognitive components consists knowledge of the consumers towards an objects.

Spooncer (1992) develops relatively broader model which is called Tripartite Model. By adding additional behavioral component, The model agrees on Rosenberg (1956), Fishbein & Ajzen (1975) and Calder & Lutz(1972) research results. The model holds three components. Namely, Feelings, Beliefs and Behavior. First component includes an individual's emotion which represents verbal statements of feeling, whereas second component includes an individual's cognitive response which represents verbal statements of belief and finally the third component includes an individual's overt action which represents verbal statements about intended behavior against environmental stimuli respectively.

Eagly & Chaiken (1998) and Van den Berg et al. (2006) develop and support ABC model. ABC model is one of the most cited models of attitude (Vishal Jain, 2014). ABC model suggests that attitude has three elements i.e. Affect, Behavior and Cognition. Affect denotes the individual's feelings about an attitude object. Behavior denotes the individual's intention towards to an attitude object. Cognitive denotes the beliefs an individual has about an attitude object.

Schiffman & Kanuk (2004) by supporting the ABC Model, they suggest that attitudes are constructed around three components. These are cognitive component (beliefs), An affective component (feelings); and conative component (behavior) or CAC Model.Rising from to the above findings,the researcher presents the below framework.

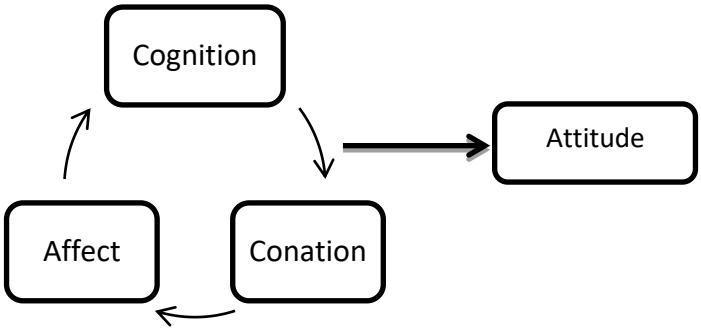


Figure 3 ABC or Tri-component Model Adapted from (Solomon, 2013)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Design of the study

Quantitative research is a study that makes use of statistical analysis to obtain findings. Its key features include systematic and formal measurement of phenomena and the use of statistics (Geoffrey, 2005). According to McMillan and Schumacher (1993, p. 479) qualitative research is defined as, "primarily an inductive process of organizing data into categories and identifying patterns (relationships) among categories."

In this case, the study was used mixed type of research design. Because mixed method helps utilization of the strength of both qualitative and quantitative and tackle of disadvantages of both designs. Also there is more insight gained from the combination than either form by itself. Their combined use provides an expanded understanding of research problems (Creswell, 2009). Since this research uses systematic collection and measurement of data as well as application of statistical tools to obtain the findings.

3.2. Approach of the study

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies. In this research, the researcher aimed to describe or explain about different factors of attitude and each other's relationship. So that, the researcher used Descriptive Correlational research approach.

3.2. Sampling Design

3.2.1. Target Population

John W. Creswell et. al (2009) point out that, "Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study". In this research, due to get representatives from all cultures, status etc., the researcher targets Addis Ababa city residents which is counted as 4,700,000 (CSA, 2010). This is because the city holds multi-culture societies and individuals across all sub cities.

3.2.2. Sample size

By assuming all the residents of A.A. are consumer of shoes, the researcher, the research will determine the size of the sample size by using Yamane's formula (Yamane, 1967). This is because the population is finite. According to the formula, margin of error will be 5% and 95% confidence level are assigned. Therefore, the size of the sample is presented as follow.

$$n = \frac{N}{1 + Ne^2}$$

Where, n = the sample size

N = the size of population

e = the error of 5 percentage points.

$$\mathrm{N} = \frac{4{,}700{,}000}{1+4{,}700{,}000*0.05^2} = \frac{4{,}700{,}000}{1+(4{,}700{,}000*0.0025)}$$

$$= \frac{4{,}700{,}000}{1+11{,}750} = \frac{4{,}700{,}000}{11{,}751} = 399.9659603$$

$$399.9659603 \approx 400$$

Thus, sample size of this study was 400 consumers of EC. The respondent of the study were requested to complete the structured questionnaire on voluntary basis. The following table shows population, sample sizes and response rates.

3.2.3. Sampling techniques

To collect data from the target population, the researcher uses Non-probability sampling technique, Convenience sampling method. This means the respondents will be selected from the target population on the basis of their accessibility or convenience to the researcher. This is due to time & monetary cost limitation.

3.3. Sources of Data

Both primary and secondary sources of data used in this study;

- Primary source: Primary data collected through administered questionnaires that distribute to the respondents.
- Secondary source: Secondary data collected from publications including books, researches, journals and various materials that have relevance to this study.

3.4. Data Collection Methods

The researcher collected the data through structured questioner instrument. The questioner was A 5 point ordinal Likert scale of 1 -5 where, 1 Shows high level of Agreement and 5 shows high level of disagreement. The respondents were instructed during the administration of the questions by the researcher to mark the most suitable answer. It is designed based on the tri-component attitude model in order to measure the attitude of the consumers in three dimensions. The questioners were distributed to the targeted population according to the sample design.

3.5. Data analysis & presentation method

Quantitative data were organized, processed and interpreted by using descriptive statistical tools. The researcher used frequency and percentage descriptive statistical tool for demographic variables. Mean and Standard deviation tools for the components measurement and Spearman rank correlation analysis was used to determine the relationship between the three components of Attitude or the independent variables. This is due to the nature of the data is Ordinal (Likert Scale data).In doing the analysis, statistical package for social science software (SPSS) version 21 was used to generate the data output.

3.6. Measurement of Validity and Reliability

3.6.1. Validity

According to Kothari (2004), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested. To guide the validity problem the study addresses construct and discriminator validities. In addition, the researcher more vigorously ask recognized experts (advisor) their opinion on the validity of the questionnaire items to consumers' attitude towards local made Shopping goods.

3.7. Reliability

Before distributing the questionnaire to all respondents, 20 questionnaires were translated to Amharic for pilot test to make sure the questions are clear and reliable. Its reliability test of alpha Cronbach has been found 0.798which is above the minimum requirement.

Table 1 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.798	41

Source: Compiled by author from SPSS version 20 result, 2020

3.8. Research Ethics

According to (Bhattacherjee, 2012) research ethics includes voluntary participation and harmlessness, informed consent, anonymity and confidentiality and researchers obligation in disclosure. Based on this, all ethical considerations listed above applied throughout the research process. The questionnaire not exposed to any other person other than the principal investigator and all the study subjects assured that their responses are kept confidential.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The previous chapter discussed the methodology followed within this research study. The chapter included research design, variables, population, sample size, the instrument used and its reliability and validity; the process of data collection, capturing and analysis, the calculation of Cronbach‟s Alpha coefficient and ethical considerations. This chapter presented and discussed the demographic, other tri components results and their relationship.

4.1. Response rate

To get better result, the researcher distributes 450 questionnaires. Although the researcher distributes 50 additional questionnaires, the researcher only collects 400 of them. To describe it in percentage, the researcher collects 89% of the questionnaires from 100%.

4.2 Reliability Test

According to Nunnally (1978) Cronbach‟s alpha should be 0.700 or above. But, some of studies 0.600 also considered acceptable (Gerrard, et al., 2006). In this study, the value of Cronbach‟s alpha is greater than the standard value, 0.841. Thus it can be concluded that the measurements used in this study are valid and highly reliable. See Table 3 for the summary.

Table 2 Summary of Reliability Test Result of the Variables

Independent Variables	Cronbach's Alpha	N of Items
Cognitive Component	.787	17
Affective Component	.430	11
Behavioral Component	.853	13

Source: Compiled by author from SPSS version 21result, 2020

4.3. Descriptive Analysis

Descriptive statistics were used for demographic factors are gender, age, education, occupation, income per month, and other status of the respondents.

4.3.1 Demographic Characteristics

The below listed Table 4 shows the general characteristics of respondents which include Gender, Age, Educational level, Occupation and Monthly income.

Table 3 Demographic Characteristics of Respondents

Variable	Description	Frequency	Percent	Valid Percent	Cumulative percent
Gender	Male	191	47.8	47.8	47.8
	Female	209	52.3	52.3	100
		100	100	100	
Age	<18	21	5.3	5.3	5.3
	18 - 25	120	30.0	30.0	35.3
	26 -39	213	53.3	53.3	88.5
	40 - 45	13	3.3	3.3	91.8
	>/46	33	8.3	8.3	100.0
	Total	400	100.0	100.0	
Occupation	Student	20	5.0	5.0	5.0
	self Employed	48	12.0	12.0	17.0
	Private Employee	167	41.8	41.8	58.8
	Gov't Employee	165	41.3	41.3	100.0
	Total	400	100.0	100.0	
Salary	601-1650	21	5.3	5.3	5.3
	1651 - 3200	40	10.0	10.0	15.3
	3201 - 5250	76	19.0	19.0	34.3
	5251 - 7800	175	43.8	43.8	78.0
	7801 - 10900	69	17.3	17.3	95.3
	>/ 10901	19	4.8	4.8	100.0
	Total	400	100.0	100.0	
Educational Qualification	under secondary school	12	3.0	3.0	3.0
	Secondary school	8	2.0	2.0	5.0
	Diploma	30	7.5	7.5	12.5
	Degree	314	78.5	78.5	91.0
	Graduate School	36	9.0	9.0	100.0

	Total	400	100.0	100.0	

Source: Compiled by author from SPSS version 21result, 2020

As Table 5 indicates, the proportion of female and male respondents in this survey 52.3% female and 47.8% male. The majority Respondents were found at the age 26 – 29 range and the minority 5.3% of the respondents were found at the age of <18. The majority 41.8 % of the respondents were private employees and the least 5% were students. Majority of the respondents salary is found at the range of 5251 – 7800 salary and the least 4.8% is salary is >/ 10,901. The education qualifications of the majority or 78.5% of respondents were degree holders and the least 2 % were secondary school qualified.

4.3.2. Cognitive components level of the Consumers

Cognitive is one of the components of attitude. Thinking of consumers is about specific product is needs to be measured. In this case, the researcher evaluates the level of cognitive components by using 17 elements. The specific and the general cognitive level of the consumers is presented in below tables.

Table 4 Cognitive component separate result

Cognitive component separate result					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
COG - Affordability	400	1.00	5.00	2.4025	1.25476
COG – Quality	400	1.00	5.00	2.8100	1.18423
COG – Safe For Health	400	1.00	5.00	2.8225	1.17663
COG- Reliable	400	1.00	5.00	3.1975	1.13212
COG – Design	400	1.00	5.00	3.0450	1.12967
COG - Convenience	400	1.00	5.00	2.2775	1.07629
COG – Style	400	1.00	5.00	3.2475	1.06493
COG – Production process	400	1.00	5.00	2.9475	1.14368
COG – Luxury	400	1.00	5.00	3.6850	1.00912
COG – Input	400	1.00	22.00	2.6575	2.63011
COG – Tv Advertising	400	1.00	5.00	2.7800	1.03648

COG – Radio Advertising	397	1.00	5.00	2.8388	1.03923
COG - Duration	400	1.00	5.00	2.6200	1.27265
COG – Quality of input	400	1.00	4.00	2.7125	1.01608
COG – Religion	400	1.00	5.00	2.6950	1.03181
COG – Confidence	400	1.00	5.00	2.7200	1.16834
COG – Explain	400	1.00	5.00	2.7475	1.10308
Valid N (list wise)	397				

Source: Compiled by author from SPSS version 21 result, 2020

As table 5 indicates, to measure the Cognitive level of consumers the researcher used 17 variables. From those independent variables, the respondents were closest to agree on Affordability (mean score 2.4025) and Convenience (mean score 2.2775) of the local made shoes. In contrary, the respondents closest to disagree Luxury (mean 3.6850), style (mean score 3.2475), reliability (mean score 3.1975) and design (mean score, 3.0450) variables. On the remaining variables such as Quality, health, production process, quality of inputs, the respondents are neither agree or disagree, they remain neutral. This indicates that, although they thinking local made shoes are affordable and convenience, majority of the shoe consumers don't have or less knowledge about local made shoe or they have unfavorable thinking.

Table 5 Summary for the level of cognitive component

Summary for the level of cognitive component					
	N	Minimum	Maximum	Mean	Std. Deviation
Cognitive	400	1.18	4.06	2.8357	.59929
Valid N (listwise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

As table 6 indicates, although the mean score is more or less balanced in to neutrality (it is 2.8357), it is relatively closest to agreed scale. To summarize the level of the cognitive status of the respondents, they have a favorable thinking for local made shoes.

4.3.3. Affective component level of the Consumers

The researcher evaluates the emotionality of the consumers by using 11 variables. The researcher presents the affective component result as follow.

Table 6 Affective component separate result

Affective component separate result					
	N	Minimum	Maximum	Mean	Std. Deviation
AFC–Confidence	400	1.00	5.00	2.9325	1.16462
AFC–Luxury	400	1.00	5.00	3.4750	1.01338
AFC– Proud	400	1.00	5.00	2.6050	1.15208
AFC–Comfort	400	1.00	5.00	3.0575	1.20741
AFC–Design	400	1.00	33.00	3.7175	3.79654
AFC–Secure	400	1.00	5.00	2.8825	1.12555
AFC – Tv Advertising	400	1.00	5.00	2.9525	1.10376
AFC – Radio Advertising	400	1.00	5.00	3.0700	1.03090
AFC–Style	400	1.00	44.00	3.8700	5.48391
AFC–Religion	400	1.00	5.00	2.6350	.94817
AFC – Social Norm	400	1.00	5.00	2.4800	1.01349
Valid N (list wise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

Table 6 shows the results of the independent variables. Based on the results, the respondents are closet to agreed only on social norms variable (Mean 2.4800). In contrary, the majority of the respondents are closet to disagree. Such as, Luxury (Mean 3.4750), Comfort (Mean, 3.0575), design (Mean, 3.7175), Style (Mean, 3.8700) and radio advertising (3.0700) variables. On the remaining variables consumers are closets to neutrality. This indicates that although consumers

have a favorable attitude toward local made shoes on selected variables, in the majority variables respondents are closest to disagree.

Table 7 Summary for the level of Affective components

Summary for the level of Affective component					
	N	Minimum	Maximum	Mean	Std. Deviation
Affective	400	1.27	6.45	3.0616	.86493
Valid N (list wise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

As table 7 indicates, the mean for the affective component is 3.0616. Although it is neutral, it nearer to be goes to disagreement. Because neutrality is not supportive for conclusion, due to this reason, the researcher uses relativity theory and common decimal interpretation. Accordingly, the researcher concludes that the majority of the respondents have unfavorable or a negative feeling for local made shoes.

4.3.4. Behavioral component level of the Consumers

Based on tri-component attitude model behavioral component is the last one. The researcher measured the component by using 13 independent variables. The below table present the result of the measurement.

Table 8 Behavioral component separate result

Behavioral Component Separate Result					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
BHV – Preference	400	1.00	5.00	2.8900	1.15596
BHV – Buy	400	1.00	5.00	2.7100	1.08575
BHV – Use	400	1.00	5.00	2.7050	1.14729
BHV – prefer Category	400	1.00	5.00	3.0925	1.17575
BHV - Repeat Buying	400	1.00	5.00	3.2475	1.10422
BHV – Performance	400	1.00	5.00	3.2700	1.11813

Satisfaction					
BHV – I promote	400	1.00	5.00	3.5250	.95481
BHV – Disposition	400	1.00	5.00	2.7350	1.09213
BHV – Proud	400	1.00	5.00	2.7225	1.12189
BHV I See other Alternative	400	1.00	5.00	2.4475	1.06305
BHV Complaints Buy	400	1.00	5.00	2.7625	1.05064
BHV - Complaints Use	400	1.00	5.00	2.8325	1.12142
BHV – Recommend	400	1.00	5.00	2.8675	1.13938
Valid N (list wise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

As table 9 shows, the majority of the respondents are closet to Neutrality for the variables. These are Preference (mean, 2.89), buy (mean, 2.71), use/consume (mean, 2705), easy for disposition (mean, 2.735), proud (Mean, 2.7225), user complaints (mean, 2.8675), buyer complaints (mean, 2.7625) and recommendation (mean, 2.8675). These indicate that, majority of the respondents neutral to disagree or to agree. The second majority of the respondents are closest to disagree on disagree on preference category (mean, 3.0925), repeat buying (mean, 3.2475), satisfaction on performance (mean, 3.27) and promoting the product (mean, 3.525). The disagreement indicates that, they aren't willing to promote the shoes, they aren't satisfied, they aren't buy/bought local made shoes repeatedly and they aren't included in their shoe preference list. This means that although consumers have a favorable attitude toward local made shoes on selected variables, the majority variables respondents are closest to neutrality and disagreement.

Table 9 Summary for the level of behavioral component

Behavioral Component Separate Result					
	N	Minimum	Maximum	Mean	Std. Deviation
Behavioral	400	1.00	4.31	2.9083	.66396
Valid N (list wise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

As the summary table 10 indicates, although the respondents have a positive behavior in some variables, the majority of the respondents have a negative or unfavorable behavior on local made shoes. The means, they don't or low favorable action towards local made shoes.

4.3.5. The three components Cumulative

The research was conducted to answer the consumers' attitude towards local made shoes by measuring each component. So, the researcher evaluates each component separately (as stated in above tables and discussions), merging the separate components result and present it as follow.

Table 10 Attitude components cumulative result

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
All components	400	1.15	3.99	2.9352	.58465
Valid N (list wise)	400				

Source: Compiled by author from SPSS version 20 result, 2020

The researcher presents the separate results of the three components in above pages. Although the separate results are presented, they need to be merged. So that, as table 10 indicates the cumulative result of the components. Based on the cumulative result, the majority of the consumers are closest to neutrality or they aren't agreed nor disagree. But although they aren't agreed or disagreed, we can't conclude as it is or we have to make the closest conclusion. As the minimum and maximum result shows, the majority of the respondents aren't level on strongly agree and strongly disagree scales. This means the majority of the respondents are closet to agree and disagree scales. The researchers Baka, Figgou and Triga, (2012) said on "Neither agree, nor disagree' interpretation", neutrality scale is the result of not knowing about the issues. Other scholars Nadlers,Weston,& Elora (2014) said that neutral scale is "no opinion," "don't care," "unsure," "neutral," "equal/both," and "neither." Although the researchers said as stated, for better conclusion the research takes 2.5 as a neutral, 1 - 2.5 agreed and 2.51 – 5 is disagreed. So, based on this assumption, the researcher concludes that, mean 2.9352 is closets to disagreement. As a conclusion, the researcher concludes that, consumers' attitude towards local made shoes is negative or unfavorable.

4.4. Inferential analysis/Correlation Analysis

To determine the relationship between consumers' cognitive, affective and behavioral components or to answer the fourth research question, the researcher applied a Spearman's rank-order correlation. The analysis result and the interpretation is presented as follow.

Table 11 Correlation Analysis Results for the three components

Correlation Analysis Results for the three components					
			Cognitive	Affective	Behavioral
Spearman's rho	Cognitive	Correlation Coefficient	1.000	.618**	.546**
		Sig. (2-tailed)		.000	.000
		N	400	400	400
	Affective	Correlation Coefficient	.618**	1.000	.597**
		Sig. (2-tailed)	.000		.000
		N	400	400	400
	Behavioral	Correlation Coefficient	.546**	.597**	1.000
		Sig. (2-tailed)	.000	.000	
		N	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Compiled by author from SPSS version 20 result, 2020

As shown in the above Table 11 all of components of attitude have a strong positive relation with each other. Cognitive component has strong positive relation with Affective component which is significant by 0.618, Cognitive component has also high degree of relation with Behavioral Component which is significant by 0.546 and Behavioral component also has strong positive relationship with Affective component which is significant by 0.597.

As the above paragraph shows, all the components have strong or high degree of positive relation each other. This indicates that, if the cognitive component is increase, the affective and behavioral components also increase in the same direction. If the consumers' cognitive level or

the knowledge about the local made shoe, explanation about local made shoes is increased, feeling or the level of emotionality about local made shoe also increased. In addition, favorable thinking and feeling/emotionality of the consumers towards local made shoes is increase, At the same time, consumers also will have favorable action (buying, recommending, disposing etc.) towards local made shoes.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1. SUMMARY OF FINDINGS

- Consumer who founds in Addis Ababa thinks that local made consumer goods are affordable and Convenience.
- Consumers weren't agreed on the Superfluity (Luxury), style, reliability and design of local made shoes or they don't think local made shoes are Luxury, reliable and styled.
- Consumer are neutral in production process quality, input quality, advertisings, healthiness of the products, overall quality, Duration, religion and social norm compatibility of local made shoes.
- In overall, the cognitive result shows, even though they think positive in some of cognitive variables, relatively they know low or aren't knowledgeable about local made shoes or closest to unfavorable thinking about local made shoes.
- Consumers have a negative feeling on Superfluity (Luxury), Comfort, design, Style, TV advertising of local made shoes.
- Consumers have a positive feeling on social norm compatibility of local made shoes.
- Consumers are neutral on feeling secured by using local made shoes, feeling confidence and proud.
- In overall, the majority of consumers are closest to unfavorable feeling for local made shoes.
- Consumers don't want to buy repeatedly, they don't want to promote it, they aren't satisfied and they don't want to make local made shoes in preference category and also they look other not local made shoes.
- Consumers are neutral on preference, use, disposition, proud, complaint and recommendation behavioral variables.
- In overall the majority of consumers they don't have favorable action on local made shoes.
- The cumulative result shows, most of the consumers doesn't have a favorable attitude towards local made consumer goods.
- All the components of attitude strong and positive relationship with each other or if one of the variables increases, the remaining components also increases at the same direction.

5.2. CONCLUSION

As briefly discussed the separate results in the above paragraph the researcher will conclude the research results according to the research objective and questions. Accordingly, the evaluation was prepared based on the tri-component model of attitude. In this model cognitive, affective and behavioral components are found.

The cognitive components measurement result shows that, most of the consumers are low or not knowledgeable about local made shoes. They can't explain, they aren't think local made shoes are reliable, styled, have a better design, they use qualified input and production process. Only they think that local made shoes are affordable and convenience. As the research result shows, the researcher concludes that, consumer who founds in Addis Ababa have unfavorable thinking about local made shoes.

The affective components measurement result shows that, majority of the consumers aren't feeling favorable for local made shoes. Even though, they have a favorable feeling on compatibility of local made shoes, They aren't feel good for the advertisings, style, design, comfortably, proud, confidence, secure about local made shoes. So, the researcher concludes that consumers have unfavorable feeling for local made shoes.

The behavioral or action oriented component measurement result shows, utmost of consumers opposed behavior for local made shoes. They aren't willing to promote, to buy, to use and to recommend local made shoes. Also, they aren't satisfied and they have a complaint on local made shoes and they don't want to buy it repeatedly. They also see foreign made shoes. This leads the researcher to conclude, consumers have negative or unfavorable behavior for local made shoes.

The research objective is to identify consumers' attitude towards local made shoes. So that, based on the separate result of the components, the researcher concludes that, consumers have negative attitude towards local made shoes.

The research is also expected to the relationship b/n the three components. Consequently, the correlation result shows, all the component have strong and positive relationship b/n each other. These means, if the knowledge of the consumers is grow or if they can explain about local made shoes, the will have a favorable feeling and favorable behavior for local made shoes.

5.3. RECOMMENDATION

- The research indicates that most of the respondents think that local made shoes are affordable and can be get conveniently. Although they think they are affordable and convenience, they aren't think they are luxury and reliable. So companies needs to strength in affordability and convince and they should maintain and develop new styles and designs of shoes.
- The research result shows most of the respondents can't explain about local made shoes. These will leads to unfavorable attitude. So, companies should educate consumers to reject or to accept rationally.
- Companies needs to manufacture shoes which are suitable for religions or faiths compatible shoes. Also they should develop Shoes which are compatible for social norms.
- In overall, to solve problems which are related with cognitive components, companies and government should work more to educate consumers/as well as customer by using different means of promotions.
- Majority of the respondents feels, local made shoes are poor in design, style, comfort etc. due to this they are expected to feel not proud by local made shoes. So that, it is better to develop new style and develop advertising which makes emotional attachment.
- As the researcher presented in data presentation and interpretation section, majority of the respondents don't want to buy repeatedly for consumption or for others. These indicates that if the consumers don't think and feel positively, they aren't willing to buy. So, companies are required to develop a favorable attitude by through product development and means of promotion.

5.4. LIMITATION OF STUDY AND DIRECTION FOR FUTURE RESEARCH

5.4.1. LIMITATION OF STUDY

This study limited on consumers who are found in Addis Ababa city and furthermore limited only on a sample of the residuals. The research framework is only focus on identifying level the components (Cognitive, affective and behavioral) of attitude or the general attitude towards local made shoes and their (The components) relationship. Other elements or underpinnings measurements of customer attitudes are beyond this study.

5.4.2 DIRECTION FOR FUTURE RESEARCH

Further study can be undertaken with a larger sample size and larger geography coverage involving different types of consumers as well as customers of local made shoes. Additionally, this study was correlational in nature and causal inferences could not be assessed. Future researchers can study the attitude of consumers/customers other than tri component model measurement. Therefore, future research may be undertaken in this regard.

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APPENDIX A: QUESTIONNAIRE

ክፍል አንድ - አጠቃላይ የመላሾች ሁኔታ

አቅጣጫ: ከዚህ በታች የተዘረዘሩትን ጥያቄዎች አጠቃላይ የመላሾችን ሁኔታ የሚመለከት ሲሆን፤ እርስዎ የሚስማሙበትን ሳጥን ላይ የ " ✔ " ያድርጉ ፡፡

1	**ጾታ**	ወንድ ☐	ሴት ☐						
2	**እድሜ**	ከ 18 አመት በታች ☐	ከ18- 25 አ☐	ከ 26- 39 አመት ☐					
		ከ40 – 45 አመት ☐	ከ46 አመት በላይ ☐						
3	**የትምህርት ሁኔታ**	ከሁለተኛ ደረጃ በታች☐	ሁለተኛ ደረ☐	ዲፕሎማ☐					
		ዲግሪ☐	ድህረ ☐	ዶክትሬት እና ከዛ ☐					
4	**ስራ**	ተማሪ ☐	የግል ስራ☐	የግል ድርጅት ተ☐	የመንግስት☐ኛ	☐ሁአጥ			
5	**ወርሃዊ ደመወዝ (በብር)**	0 – 600☐	601-1,65☐	1,651 – 3,20☐	3,201 – 5,☐				
			5,251 – 7☐	7,801 – 10☐	Over☐0				

ክፍል ሁለት - የተጠቃሚዎች እሳቤን የሚመለከተት

አቅጣጫ - እባክዎን ከዚህ በታች ለተቀመጡት ሁኔታዎች እርስዎ የሚስማሙበት የመለኪያ መጠን ላይ የ " ✔ " ምልክት ያድርጉ፡፡

ተ.ቁ.	ዝርዝር	መለኪያ				
		በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
1	የሀገር ውስጥ ጫማዎች የገንዘብ አቅምን የሚመጥኑ ናቸው ብዬ አስባለሁ					
2	የሀገር ውስጥ ጫማዎች የተሻለ ጥራት አላቸው ብዬ አስባለሁ					
3	የሀገር ውስጥ ጫማዎች የማይጎዱ (ለጉዳት የማይዳርጉ) ናቸው ብዬ አስባለሁ (ከጤና አንጻር)					
4	የሀገር ውስጥ ጫማዎች አስተማማኝ (እምነት የሚጣልባቸው) ናቸው ብዬ አስባለሁ					
5	የሀገር ውስጥ ጫማዎች ጥሩ ቅርጽ (Design) አላቸው ብዬ አስባለሁ					
6	የሀገር ውስጥ ጫማዎች በቅርበት ይገኛሉ ብዬ አምናለሁ					
7	የሀገር ውስጥ ጫማዎች የተሻለ ሞድ (Style) አላቸው ብዬ አምናለሁ					
8	የሀገር ውስጥ ጫማዎች አመራረትን እተማመንበታለሁ					
9	የሀገር ውስጥ ጫማዎች የቅንጦት/የድሎት (Luxury) እንደሆኑ አምናለሁ					
10	የሀገር ውስጥ ጫማዎች በተፈጥሮአዊ ግብዓቶች (ምሳሌ፡-ከንጹህ ቆዳ) የተሰራ መሆኑን አምናለሁ					
11	የሀገር ውስጥ ጫማዎች የቲቪ ማስታወቂያዎች ታማኝ ናቸው ብዬ አምናለሁ					
12	የሀገር ውስጥ ጫማዎች የራዲዮ ማስታወቂያዎች ታማኝ ናቸው ብዬ አምናለሁ					
13	የሀገር ውስጥ ጫማዎች ረጅም ጊዜ ያገለግላሉ ብዬ እተማመናለሁ					
14	የሀገር ውስጥ ጫማዎች ጥራት ያላቸውን ግብዓቶች በመጠቀም እንደሚመረቱ አውቃለሁ					
15	የሀገር ውስጥ ጫማዎች (ለምሳሌ ስያሜ፣ ዲዛይን) ከሃይማኖቴ/እምነቴ/አስተሳሰቤ ጋር ምቹ ናቸው ብዬ አምናለሁ					
16	የሀገር ውስጥ ጫማዎች (ብለብስ/መልበስ/ማድረጌ)በራስ መተማመኔን ይጨምሩልኛል ብዬ አምናለሁ					
17	ስለሀገር ውስጥ ጫማዎች መግለጽ/ማብራራት እችላለሁ					

ክፍል - ሶስት - የተጠቃሚዎች ስሜትን የሚመለከተት

አቅጣጫ - እባክዎን ከዚህ በታች ለተቀመጡት ሁኔታች እርስዎ የሚስማሙበት የመለኪያ መጠን ላይ የ " ✔ " ምልክት ያድርጉ፡፡

ተ.ቁ.	ዝርዝር	መለኪያ			
		በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማ
1	የሀገር ውስጥ ጫማዎች ስለብስ (ሳደርግ) በራስ የመተማመን ስሜት ይሰማኛል				
2	የሀገር ውስጥ ጫማዎች ስለብስ (ሳደርግ) የቅንጦት/የድሎት ስሜት ይሰማኛል				
3	የሀገር ውስጥ ጫማዎች ስለብስ (ሳደርግ) ኩራት ይሰማኛል				
4	የሀገር ውስጥ ጫማዎችን ስለብስ (ሳደርግ) ምቾት ይሰማኛል				
5	የሀገር ውስጥ ጫማዎች ቅርጽ (Design) እወደዋለሁ				
6	የሀገር ውስጥ ጫማዎችን ስለብስ (ሳደርግ) ደህንነት (secure) ይሰማኛል				
7	የሀገር ውስጥ ጫማዎችን የቲቪ ማስታወቂያዎችን እወዳቸዋለሁ				
8	የሀገር ውስጥ ጫማዎችን የራድዮ ማስታወቂያዎችን እወዳቸዋለሁ				
9	የሀገር ውስጥ ጫማዎችን ሞድ (Style) እወዳቸዋለሁ				
10	የሀገር ውስጥ ጫማዎችን ከሃይማኖቴ/እምነቴ ጋር አብረው የሚሄዱ (ምቹ) እንደሆኑ ይሰማኛል				
11	የሀገር ውስጥ ጫማዎች ከማህበረሰባዊ ልማድ/ዶች ጋር አብረው የሚሄዱ (ምቹ) እንደሆኑ ይሰማኛል				

ክፍል - አራት - የተጠቃሚዎች ባህሪ የሚመለከተት

አቅጣጫ - እባክዎን ከዚህ በታች ለተቀመጡት ሁኔታዎች እርስዎ የሚስማሙበት የመለኪያ መጠን ላይ የ " ✔ " ምልክት ያድርጉ፡፡

ተ.ቁ.	ዝርዝር	መለኪያ			
		በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማ
1	የሀገር ውስጥ ጫማዎች ምርጫዎቼ ናቸው				
2	የሀገር ውስጥ ጫማዎችን እገዛለሁ (ለሰው)				
3	የሀገር ውስጥ ጫማዎችን እጠቀማለሁ (ለራሴ)				
4	የሀገር ውስጥ ጫማዎችን ከምርጥ የጫማ ምርጫዎች መካከል እመድባቸዋለሁ				
5	የሀገር ውስጥ ጫማዎችን በተደጋጋሚ እገዛለሁ				
6	በሀገር ውስጥ ጫማዎች በአገልግሎት ብቃት እረክቻለሁ				
7	የሀገር ውስጥ ጫማዎችን በራሴ አስተዋውቃለሁ				
8	የሀገር ውስጥ ጫማዎች ሲያልቁ ለመጣል አያስቸግሩም				
9	የሀገር ውስጥ ጫማ ተጠቃሚ በመሆኔ ኩራት ይሰማኛል				
10	ሌሎች የውጭ ሀገራት ጫማዎችን እንደአማራጭ አያለሁ				
11	በገዛሁት የሀገር ውስጥ ጫማ(ን)ዎች ቅሬታ አለኝ				
12	በተጠቀምኩት የሀገር ውስጥ ጫማ/ዎች ቅሬታ አለኝ				
13	የሀገር ውስጥ ጫማ(ን)ዎችን ጓደኞቼ እንዲገዙ እጠቁማለሁ				