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**ASSESSMENT OF THE CAUSE WHY MOST PEOPLE
PREFER TO BUY IMPORTED SHOES TO DOMESTICALLY
MANUFACTURED ONES.**

**SUBMITTED TO:
DEPT.OF MANAGEMENT**

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ABSTRACT ✓

This study is conducted to assess the reasons why most people prefer to buy imported shoes to domestically manufactured ones. The main reason that initiates the researcher to conduct this study is the spate of complaints received from the Ethiopian shoe manufacturers because of their in competency in the domestic market.

To investigate factors that influence the consumer preference towards imported shoes products, the study have used different variables or values that consumers need a shoe to have. It has also tried to identify what values are absent in domestically manufactured shoes.

The research has used primary data collected with help of questionnaires to obtain the relevant information pertaining to the study. Random sampling technique is used to determine the number and composition of consumers to be included in the survey.

The sample size taken is 200 customers with in the city units of Addis Ababa and contains 108 male and 92 female customers.

As the result based on the collected and analyzed data the identified factors that are mentioned as the main reason that influence customer's preference towards imported shoes are presented.

As the result of the study it is expected to identify which of the values of a shoe like; price, quality, Fahionablity, durability etc influence the consumers preference.

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CHAPTER-1

1.1 INTRODUCTION

The world's economy has undergone a radical transformation in the last few decades. Geographical and cultural distances have shrunk significantly with the advent of certain technological things. These technological advances have permitted companies to widen substantially both their market and supplier sources. At the same time that global markets are expanding, domestic trade blocks are emerging for giving preferential treatment to goods that are made in the country. (Kotler, 1998).

But, in our country it is obvious that domestically manufactured shoe products are highly dominated by the imported ones (Addis Zemen Tahisas 11/1994). With this understanding the study is aimed at identifying or investigating the reasons why most people in Ethiopia prefer to use imported shoes to the indigenous ones.

It is only by gaining a deep and comprehensive understanding of buyer behavior can the company's marketing goal be achieved because, the business success is not determined by the producer, rather by the consumer (Kotler, 1998). Changes in the circumstances may awake inherent needs or promote completely new needs and wants in the consumers, so the task of the producer must be identifying these needs and wants accurately so as to develop products and services which will satisfy them. Companies that provide the most satisfaction will enjoy the greatest success because; consumers are constantly engaged in the search for satisfaction (Lankaster and Reynolds, 1995).

Some of the main criteria / features/ that attract or influence consumers preference includes; price of the product, quality of the product, fashionability, durability, reliability and others. How these variables can affect or influence the consumers preference will be briefly described in the data / material/ section of this research paper.

The main reason for undertaking this study is that domestic companies that manufacture shoe products are faced with a difficulty to survive. As foreign manufactured shoes captured the largest share of the market domestic firms are unable to sell what they have produced (Addis Zemen, Tahisas 11,1994).

Given the above problem of marketing, by undertaking a detailed investigation to point out what values consumers need this research may help domestic manufacturers to market their products more effectively, considering the importance of customer value and satisfaction.

In the past period many companies took their customers for granted because, customers may not have had alternative sources of supply, or all suppliers were equally deficient in product quality but, now a days the market is growing so fast and things have changed. Therefore, companies must pay closer attention to their customer defection rate (the rate at which they lose customers) and take steps to reduce it. For this, they should conduct a continuous survey and identify the causes of customer attrition like poor service, shoddy product, higher price, and so on (Allvine 1987).

The Ethiopian shoes manufacturers mention smuggled shoes or shoes that are entered in to the country in controband as the main reason for their marketing problem. (Addis Zemen, Tahisas 11,1994) But, is it the only reason that they have lost the consumers preference? This is the main question that is being tried to answer by this study.

Finally, the study will try to suggest consumers to consider the country's industrial development policy and to develop a habit of using domestic products to encourage the import substitution strategy.

1.2 OBJECTIVE OF THE STUDY ✓

The study has been conducted a detailed investigation in order to identify the underlying reasons why most people prefer to use imported shoes to domestically manufactured ones. Finally the research is expected to achieve certain predetermined objectives stated below.

General objectives

- To suggest to the domestic shoes manufactures what values should their products possess
- To indicate to domestic manufacturers how consumer oriented product development is important
- To suggest ways how domestic manufactures can be better competent in the market

Specific Objectives

- To show which of the variables like quality, price, fashionability, durability and others affect the demand for the domestic shoes.
- To Point out what are the main values that the Ethiopian buyers need a shoes to have.
- To indicate to the domestic shoe manufacturers what deficiencies their products have.

1.3 DATA/MATERIAL/ ✓

In order to identify the main reasons why most people prefer imported shoes to domestically manufactured, information related to the consumers value to the product are required. To mention some of them; price, quality, Fashionablity and durability are the major factors that a consumer looks for during his/ her purchase decision. How these variables affect the consumers purchase decision will be explained below.

Price of the product

Despite the increased role of non-price factors consumers, especially in developing nations give more emphasis to the price (price sensitivity). People prefer to buy a product having a lesser price and offering the same or better quality. As it has been already known the Ethiopian people are mostly identified with low income and because of this the price of the shoes obviously influence their purchase decision and preference.

Quality of the product

Quality is the totality of features and characteristics of a product or services that beer on its ability to satisfy stated or implied needs. We can say that the seller has delivered a quality product whenever the product meets or exceeds the customer's expectation.

• Having in mind that consumers purchase a given product to attain satisfaction, we can conclude that the consumers purchase decision and preference is highly determined or influenced by the quality of the shoes.

Fashionability of the product

Fashion is a particular style that is popular for few months or year. Consumers may need fashionable shoes to identify them selves as a member of a particular social class or to imitate the style of a person or group whom they admire. Ordinary people some times hope to raise their social position by following the fashion of the privileged people.

Fashion involves more than a simple imitation of another person's style, it is a form of non verbal communication that provides a way for people to express their identities and values. Due to the above reasons the consumers preference towards domestically manufactured shoes can be affected.

Durability of the product

Durability is the length of time or duration that consumers expect a product to serve them. Consumers prefer and tend to buy a shoe, which can serve them for long time because, once they purchase a shoe they can use it for long time and will not incur additional purchase costs.

In general, the above-explained variables place a significant influence on the consumers buying decision. Incorporating of these variables in the questionnaire to assess which of them are more influential is relevant to the study.

The sources of the data are people who are involved in shoes purchasing activity and Addis Ababa is selected to be the study location. The reason why Addis Ababa is selected is because; its inhabitants are gathered from every corner of the country and are having different culture, dressing style and social status. Due to these reasons it is believed that the residents of Addis Ababa can represent the total population of the country.

1.4 Methodology

1.4.1 Method of Data Collection

As it has already been mentioned, primary data collected with the help of questionnaires is used for the study. The relevance of using this method of data collection is that, in order to assess the impact of the aforementioned variables on the consumers preference, data should be collected from the consumers themselves.

Asking them what values of a shoe like price, quality, fashionability, durability and others of the product influence their purchase decision and which of the values are absent in the domestically manufactured shoes, the study has tried to investigate the main reasons that force the consumers to shift their preference towards imported shoes.

(The model of the questionnaire is attached in the appendix part of the research paper).

1.4.2 Method of sampling

As it is difficult to make a population survey, the study has used a random sampling technique to collect the necessary information.

Six (6) shoe shops that sell both imported and domestically manufactured shoes for both male and female consumers are randomly selected in different areas of the study location (Addis Ababa) and the survey has been made over 200 consumers. It is assumed that people under the age of 18 and above 60 may not actively participate in purchasing activity and are excluded from the study.

- Sample size = 200
- Customer to be interviewed each shop $200/6 = 33$
- 108 male and 92 female customers have been interviewed..

Generally, in each randomly selected six-shoe shop 17 male and 16 female customers have been randomly interviewed.

1.4.3 Data Analysis

The collected data would be analyzed using different statistical tools like

- Percentiles
- Tables
- Charts and others

By creating a relation ship between the respondents demographic feature, economic and educational status with their preference, the collected data will be summarized and made ready for interpretation.

1.5 SCOPE OF THE STUDY

The study focused on the over all values of the shoe that can possibly influence consumers preference. These values may include: price of the shoe, quality of the shoe components, like quality of the shoe sole, quality of the adhesive used, quality of the leather, fashionability of the shoe, the durability and reliability of the shoes.

The study do not include other uncontrollable variables like political, cultural attitudinal and technological, factors that cause the domestic shoes manufacturers to be incompetent in the market. The out come of the research will also be limited on identifying the values that consumers need a shoes to have and which of the variables are absent in domestically manufactured shoes.

1.6 LIMITATIONS OF THE STUDY

In conducting this research different problems are faced and to mention some of them includes:

- ❖ Inadequacy and inconvenience of time schedule
- ❖ Inadequacy of funds and other inputs
- ❖ Lack of cooperatives from research subjects
- ❖ Bias from respondents and others

Small number of sample

CHAPTER -2

2.1 Data Analysis and Interpretation

In this section the data collected by the help of questionnaire will be analyzed and interpretations are made to make the users familiar with findings.

Table 1- Sex distribution of respondents.

Sex	No	Percentage
Male	108	54%
Female	92	46%
Total	200	100%

It was assumed that the study will have an equal distribution of male and female respondents. But, the actual number of female respondents are relatively lower than male. (46% and 54% respectively). The reason for this may be that the number of female shoe customers are less as we compare with males.

Table - 2 Age distribution of respondents.

	Age distribution		
	19 - 30	31 - 45	46 - 60
Male	49 (45.4%)	34 (31.5%)	25 (23.1%)
Female	33 (35.9%)	30 (32.6%)	29(31.5%)
Total	82 (41%)	64 (32%)	54(27%)

People under the age of 19 and above 60 are excluded from the study assuming that they are not mostly engaged in purchasing activity and the rest are grouped in to three age categories; young people between the ages 19 - 30, adults 31 - 45 and old people

between the ages 46 – 60. As we can see in the table the number of young respondents (19 – 30) are large in both sex comparing with the others. The reason for obtaining 41% of young respondents may be that people under this age group tend to use more shoes than the rest.

Table –3 Marital status of respondents.

	Matital status		
	Married	Unmarried	Widowed
Male	33 (30.6%)	74 (68.5%)	1 (0.9%)
Female	9(9.8%)	83(90.2%)	0 -
Total	42(21%)	157 (78.5%)	1 (0.5%)

When we see the marital status of respondents we find a greater portion of unmarried respondents (78.5%). This is true in both sex and the reason may be associated with the age distribution. Since large percentages of respondents are from the young people, usually young people are single or unmarried.

Table – 4 Educational status distribution of respondents.

	Educational Status			
	12 grade incomplete	12 grade complete	12 +2	12 +4 and above
Male	31 (28.7%)	57 (52.8%)	11(10.2 %)	9 (8.3%)
Female	23 (25%)	61 (66.3%)	6 (6.5%)	2(2.2%)
Total	54(27%)	118 (59%)	17(8.5%)	11(5.5%)

The country's over all educational situation is reflected in this table that most of the respondents are 12 grade completed and do not graduate from any university or college. This is more serious in females that 66.3% of female respondents are 12 grade complete and 52.8% of males too. Only 2.2 % of female and 8.3 of male respondents are 12 +4 and above graduates.

Table – 5 average monthly income distribution of respondents.

Average monthly income	Male	Female	Total
Under 300 Br / month	16 (14.8%)	16 (17.4%)	32 (16%)
300 – 600 Br / month	27 (25%)	21 (22.8)	48(24%)
600 – 900 Br/ month	26(24.1%)	20 (21.7%)	46(23%)
900- 1500 Br/ month	18 (16.7%)	17 (18.5%)	35(17.5%)
1500 – 2000 Br/ month	12 (11.1%)	11(12%)	23 (11.5%)
Above 2000 Br/ month	9 (8.3%)	7(7.6%)	16(8%)

Average monthly income is an indicator of an individual's potential to buy various types of shoes. As we can see in the table out of the total 200 respondents 126 of them or 63% are having a monthly income below 900 birr per month. Only 8% of the total respondents are having a monthly income above 2000 birr. The overall economical condition and income distribution of the country can be cited as the main reason for this, and this intern affects the consumption pattern of the people in genera.

Table – 6 Consumers preference of shoe type distribution.

	Consumers preference shoe type		
	Domestic	Imported	Both
Male	23 (21.3%)	37(34.3%)	48(44.4%)
Female	19(20.7%)	41(44.6%)	32(34.7%)
Total	42(21%)	78(39%)	80(40%)

As it has been assumed most of the Ethiopian shoe customers prefer to use imported shoes to the indigenous ones. The above table shows us that the largest portion of respondents use imported shoes when we compare it with the domestic one.

Form the total 200 respondents much prefer to use both the imported and domestic shoes together. 39% of the respondents use only imported shoes and 21% use only domestic shoes.

This result may have a relation and can be affected by factors like income level, educational status, age distribution and other demographic variables. The relation ship between these factors will be analyzed later.

Following this the respondents evaluation of their respective preference shoe type on the given variables will be discussed.

Table – 7 Respondents evaluation of the price of their respective preference.

Respondents evaluation the price of the shoes	Shoe type			
	Domestic		Imported	
	Male	Female	Male	Female
Cheap	43 (60.6%)	34 (66.7%)	13 (15.3%)	9 (12.3%)
Fair	24 (33.8%)	17 (33.3%)	29 (34.1%)	22 (30.1%)
Expensive	4 (5.6%)	0 -	43(50.6%)	42(57.6%)

The respondents evaluation pertaining to the price of the shoe presented in the above table describes that, the price of domestic shoes are cheap (from 122 respondents that give their evaluation on domestic shoes 77 of them or 63% said it is cheap). On the other hand from the total number of 158 respondents that give their evaluation on imported shoes 85 of them or 53% said it is expensive, 32% said the price is fair and only 14% said it is cheap.

Table – 8 respondents evaluation of the quality of the shoe sole.

	Quality of the shoe sole	
	Strong	Not strong
Domestic	32 (26.2%)	90(73.8%)
Imported	127 (80.4%)	31(19.6%)

This table shows us that the quality of the shoe sole which is an important value of a shoe that consumers give higher credit during their purchase decision. In the previous page we have seen that most of the respondents use imported shoes and to identify the reasons why it is so, we now consider the quality of the shoe sole on the eyes of respondents.

Among 122 respondents that evaluate domestic shoes 90 of them or 73.8% deny the quality of the shoe sole and in contrary out of 158 respondents of imported shoes users 127 or 80.4% appreciate the quality of the shoe sole. From this we can conclude that one of the reasons why most people prefer to use imported shoes to the domestic one may be because of the poor quality of the shoe sole.

Table – 9 respondents evaluation on the quality of the adhesive used.

	Quality of the adhesive used	
	Sticky	Loose
Domestic	9 (7.4%)	113(92.6%)
Imported	27 (17.1%)	131 (82.9%)

As we can see in the table the quality of the adhesive used in both domestic and imported shoe types is not good. Form the total number of respondents that evaluate the domestic shoes (92.6%) said that it is not sticky and again (82.9%) of imported shoe users said that the quality of the adhesive used is not good.

From this we infer that both domestic and imported shoes have the same or equal competitive advantage with respect to the quality of the adhesive. The above all leads us to the conclusion that the quality of the adhesive used is not a reason for the shift of consumers preference towards imported shoes.

Table – 10 respondents evaluation on the quality of the leather used.

	Quality of the leather used	
	Good	Not good
Domestic	58 (47.5%)	64(52.5%)
Imported	117 (74.1%)	41 (25.9%)

Leather is the main raw material used in manufacturing shoe products and its quality can possibly affect the consumers preference.

The above table displays that from the total 122 respondents who evaluate the domestic shoes more than half 52.5% said that the leather used by domestic shoe manufacturers is not good. Even some of them said the leather as a material that do not complete its process. Whereas the material leather used by imported shoe manufacturers is good as 74.1% of the respondents say. As the survey indicates large number of peoples give emphasis to the quality of the leather next to fashionablity and durability of the shoe. Therefore, the poor quality of the leather used by domestic shoe manufacturers contributes for the shift of consumers preference towards imported shoes.

Table – 11 Respondents evaluation on the fashionablity of the shoe.

	Fashionablity of the shoes	
	Fashionable	Out dated
Domestic	6 (4.9%)	116 (95.1%)
Imported	155 (98.1%)	3 (1.9%)

We have already said that most of the respondents are young people and they are sensitive for new fashion and design of the western world styles. In addition to this survey indicates that fashionablity of the shoe is the first and most important feature of the shoe that customers give highest emphasis when they buy a shoe.

As we can see in the table , almost all 95.1% of domestic shoe users said that domestically manufacuted shoes are out dated and used the same style and design all the time, they do not follow the current fashion modifying the desgn of the shoe.

In contrary almost all 98.1 % of imported shoe users appriciet the fashionality of imported shoes. The above is all true in both sex, and from this we can conclude that fashionablity is one of the main factors that contribute more to the shift of consumers preference towards imported shoes.

Table – 13 Frequency of components of a shoe that respondents give much consideration during their purchase decision.

Values of a shoe that consumers give more consideration on their purchase decision	No	(%)
Price of the shoes	8	(4%)
Quality of the shoe sole	26	(13%)
Quality of the adhesive	2	(1%)
Quality of the leather	32	(16%)
Fashionability of the shoe	79	(39.5%)
Durability of the shoe	53	(26.5%)

The above table shows the answer for the question “ among the different variables of the shoe which do you most often take in to account when you buy a shoe?” this will help us to identify the values that the Ethiopian customers need a shoe to have and in which components or parts of the shoe domesticly manufacturers should focus.

As to the table (39.5%) of the total customers looks for the fashionability of the shoe when they want to buy and the total durability of the shoe is the next thing that consumers need from the shoe. The quality of the leather and the shoe sole are also factors that consumers want a shoe to have.

Following this the relation ships between different variables that has been assumed to have an impact over consumers pre ference of shoe types like; demographic features and economic standards will be analyzed.

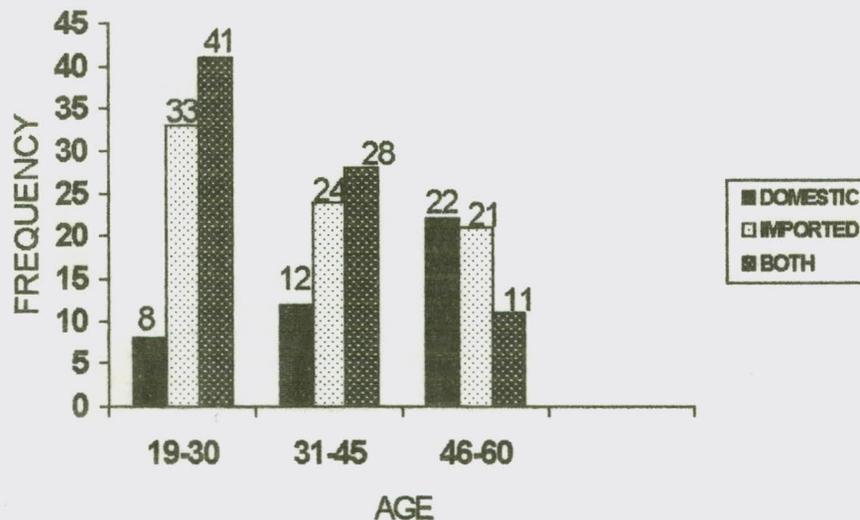


Figure – 1 The relation ship between age group and preference shoe type.

In the above graph the relationship between the respondents age group and preference shoe type is illustrated and the impact of age over the customer's preference is displayed.

As we can see in the graph young people who are between the ages 19 –30 prefer imported shoes that only 9.7% of them prefer domestic shoes and 40.3% prefer the imported one. This may be due to the reason that young people are mostly dominated by foreign styles and fashions. On the other hand most of the old people between the ages 46 – 60 uses domestically manufactured shoes. From the total 54 respondents of this age group 22 or 40.8% prefer the domestic one and only 11 or 20.4% use the imported one. From this we can infer that as age increases the demand for domestic shoes will increase and western world fashion and design domination is very much influential in the most young generation.

Table –14 Relation ship between respondents income per month with their preference shoe type.

Income per month	Preference		
	Domestic	Imported	Both
Under 300 Birr / month	23 (54.8%)	3 (5.1%)	4 (6.3%)
300 –600 Birr/ month	14 (33.3%)	10 (12.8%)	24 (30%)
600 – 900 Birr/month	2 (4.8%)	17 (21.8%)	27 (33.7%)
900 – 1500 Birr / month	2 (4.8%)	16 (20.5%)	17 (21.3%)
1500 – 2000 Birr/ month	0 -	17 (23.1%)	5 (6.2%)
above 2000 Birr/ month	1 (2.4%)	13 (16.7%)	2 (2.5%)

The level of income greatly determines the person's ability to buy a product. Previously we have said that the price of domestic shoe types is relatively lower than the imported one. The above table shows us that as the level of income increases peoples tend to buy imported shoes than domestically manufactured one. Out of the total 42 respondents who prefer the domestic shoes 71% are having under 300 Birr per month income, and 29.2% are between 300 – 600 Birr per month.

This indicates that most of the domestic shoe users are low-income peoples and this may be due to the lower price of it. On the other hand people having a relatively higher level of income tend to use imported shoes that from the total 78 number of imported shoe user respondents only 12.5% are having the income under 300 Birr per month. From the total 16 number of respondents whose income per month is above 2000 Birr 13 of them or 81.3% use imported shoes.

Generally based on the above information we can conclude that a relatively high income peoples tend to buy imported shoes and this may be because of its quality or other attitudinal problem. On the other hand low income peoples use the domesitic shoes and

2.2 Summary of findings

In this section the research will provide a summary of findings depending on the information obtained in previous pages.

First of all we should have a look over the pricing policy of domestic shoes manufacturers and as to the analysis, the price of domestic shoes are relatively lower than the imported shoes. This may create a competitive advantage but, price can be reduced at the expense of quality and this is what is reflected in domestically manufactured shoes. Even though the price is lower most people do not go to buy the domestic shoes and manufacturers should try to understand this condition. Generally our conclusion here is that price can not be mentioned as reason why most people prefer to buy imported shoes to the domestic one.

With respect to the quality of the shoe sole, 73.8% domestic shoes user respondents said that the shoe sole do not have a good quality. As the shoe sole is the major variable that consumers give emphasis during their purchase decision it obviously affects its marketability. On the other hand 80.4% of the respondents said that the shoe sole of imported shoes is having a better quality. Generally based on the previously stated reasons we conclude that poor quality of the shoes sole used by the domestic shoe manufacturers is one of the reasons why most people prefer to use imported shoes to the domestic ones.

Concerning the quality of the adhesive used, findings told us that both the domestic and imported shoe types are having the same poor quality of adhesive. This may be due to the reason that domestic shoes manufacturers use the adhesive that is imported from abroad and have the same quality with that of the adhesive used by imported shoe manufacturers. From this we can conclude that the quality of the adhesive used can not be mentioned as a reason why most people prefer to buy imported shoe products.

The quality of the leather used to manufacture a shoe is one of the main variable we should focus on. This is because consumers give it a higher credit during their purchase decision. According to the information obtained more than half 52.5% of domestic shoes user respondents said that it is having a poor quality. To the contrary 74.1% of respondents that use imported shoes appreciate the quality of the leather being used.

Form this we conclude that one of the reasons why most people prefer to use imported shoes to domestically manufactured one is the quality of the leather used.

As to the fashionability of the shoes that has a great impact on the consumer's preference, information obtained from the analysis confirm that the domestic shoes are out of the fashion and use the out dated and the same design and styles. Almost all or 95.1%of domestic shoe user respondents said that it is out dated or not fashionable.

In contrary from the total 158 number of imported shoes user respondents 155 of them or 98.1% said that it is fashionable and the design is made considering the customers need. From this we reach at conclusion that one of the main reason why most people prefer to use imported shoes is the fashionability problem of the domestic one.

The time period that a shoes can serve the user or durability of the shoes is again an important factor that consumers give a higher value during their purchase decision. As studies indicated durability of the domestic shoes product is not satisfactory as it is competed with the imported ones. From the total number of 122 domestic shoes user respondents 70% of them or 57.4% said that it is less durable and on the other hand 65.2% of imported shoe users appreciate the durability of imported shoes. Generally, based on the above information we conclude that, durability of the shoe can be mentioned as one reason why most people prefer to use imported shoes to domestically manufactured ones.

To summarize all the above, different variables that have been assumed as the reasons of the shift of consumer's preference towards imported shoes are analyzed on the basis of respondents evaluation and some of them becomes valid and the other not.

The identified reasons why most people prefer to use imported shoes to domestically manufactured ones include; the quality of the shoe sole, quality of the leather used, fashionability or design and model of the shoes, and durability of the shoes, On the other hand the price of the shoes and the adhesive used which are assumed as the reason to the shift of consumers preference are invalidated.

CHAPTER - 3

3.1 Recommendation

In this section the research recommendation to the domestic shoe manufacturers will be made on the basis of research findings.

For business operations to be successful, understanding of customers needs and the over an market condition is mandatory . Based on these understandings customer oriented product design and formulation of suitable market strategy are the basic concepts that firms should be focused on.

As to the research findings different variables are identified as the main reason for the problem of product marketing and the solve there problems the study suggests the following.

Concerning the price of the shoes, since price can not be determined by the techniques or design of foot wear alone, the cost of materials for the upper and sole, cost of labour, over heads and taxes are all factious involved in determining the price range of finished shoes. This means that irrespective of the technology and design if quality cheaper materials would have been used. As the study confirms the lower price of domestic shoes do not attract customers more than what quality does the domestic shoe manufacturers should use quality materials and can charge a higher price in order to meet the quality specifications of customers.

Concerning the total durability of the shoes again quality of materials matters. If quality leather, sole and other components have been used and increase the strength of shoe swing and the adhesive used they can increase the durability and consumers will tend to buy it so as to use it for a longer time.

The type and quality of shoe sole in foot wear production plays a big role on its marketability. The Ethiopia shoe manufacturers are used thermo- plastic rubber sole which is not as good as the leather sole. The study suggests that they should use better quality to increase the fashionability and durability of the shoes.

The other most important point that study recommend to the domestic shoe manufacturers is about the quality of the leather they have used.

Domestic shoe manufacturers use a leather that is tanned /processed/ in the country. Their suppliers use out dated technology and the leather is not better processed, for this they should try to use alternative suppliers so that to get quality supplies and by using quality upper cover they can have a better market for their products.

Fashionability is the most important and the main quality that domestically manufactured shoes lack. For this problem the study suggests that.

Production programming should be based on the seasonal advance orders placed by warehouses and retail shops for the various styles and designs.

As in any country whose aim is self sufficiency in foot wear production they must take in to consideration the types and designs of foot wear being manufactured through out the world.

Factories should be equipped with modern technologies and computer aided design must be used in order to facilitate and make easy the design problems.

Generally, the design and styles of the shoes must be done in accordance with the needs of consumers.

Finally, the study suggests that the domestic shoe manufacturers should conduct continuous market survey and researches and they have to focus on materials. Associated industries, machinery technical management, work force and marketing strategies.

3.2. Conclusion

The study is concluded by suggesting some comments for the development of the Ethiopian shoe industry and the country's economy as well.

One of the industrial strategies of the country is import substitution strategy that is aimed at domestically producing and using products that are imported from abroad in a greater volume. Shoe products are one of such products imported in a greater quantity but, if the attitude of the people (consumers) is changed and a habit of using indigenous once is developed we can save our foreign currency and use it for another purposes.

The government also have to control unfair trade practices like smuggled shoes or shoes enter in to the country in controband and try to motivate domestic manufacturers through different mechanisms like reduction of tax rate and other measures. More over for the development of the country's shoe industry much has to be done in quality improvement, customer satisfaction and promotional efforts.

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Appendix

Questionnaire for customers

Sex - Male _____ Female _____

Age - 19 - 30 _____

31 - 45 _____

45 - 60 _____

Marital status = Married _____ Unmarried _____ widowed _____

Educational status = Illiterate _____

12 Grade complete _____

12 + 2 _____

12 + 4 _____

Above _____

Average Monthly income _____

Most frequented shoe type = Domestic _____

Imported _____

Both _____

Your evaluation on the type of shoe that you use based on the following criteria's: -

Domestic

Imported

◆ Price of the shoe

Cheap _____

Fair _____

Expensive _____

Quality of the shoe sole

Strong _____

Not strong _____

■ Quality of the adhesive used

Sticky _____

Loose _____

◆ Quality of the leather

Good _____

Not good _____

◆ Quality of strings

Strong _____

Weak _____

◆ Fashionability of the shoes:

(Model or design) = Fashionable _____

Out dated _____

◆ Durability of the shoes:

Durable _____

Less durable _____

◆ Among the above-mentioned factors which do you most often take in to account during in your purchase decision?

1. _____

2. _____

3. _____

What do you suggest for domestic manufacturers to improve the over all quality of the shoes?

የጫማ ገበያ ደንቦች መጠየቂያ ቅፅ

የታ-----

ዕድሜ - (19 - 30) ----- (31 - 45) ----- (46 - 60) -----

የትምህርት ደረጃ ያልተማረ-----

12ኛ ክፍል ያጠናቀቀ-----

12 + 2 -----

12 + 4 -----

አማካይ የገቢ መጠን በወር -----

በተደጋጋሚ የሚጠቀሙት የጫማ አይነት

የሀገር ውስጥ ----- የውጭ ሀገር ----- ሁለቱንም-----

የሚከተሉትን መመዘኛዎች በመመርኮዝ በሚጠቀሙት የጫማ አይነት ላይ ያለዎትን አስተያየት ቢገልፁ?

		<u>የሀገር ውስጥ</u>	<u>የውጭ ምርት</u>
የጫማ ዋጋ	ርከሽ	-----	-----
	መካከለኛ	-----	-----
የጫማ ሰልጥራት	ውድ	-----	-----
	ጠንካራ የሆነ	-----	-----
	ጠንካራ ያልሆነ	-----	-----
የቆዳና የሶል ማጣበቂያ ማስተሽ ጥራት			
	ቶሎ የማየለቅ	-----	-----
	ቶሎ የሚለቅ	-----	-----
የቆዳ ጥራት በተመለከተ	ጠንካራ	-----	-----
	ጠንካራ ያልሆነ	-----	-----
የጫማው የወቅቱን ፍሺን የመከተል ሆኔታ			
	ፍሺንን የተከተለ	-----	-----
	ጊዜ ያለፈበት	-----	-----
የጫማ ስፊት በተመለከተ	ቶሎ የማይቀደድ	-----	-----
	ቶሎ የሚቀደድ	-----	-----
የጫማው አገልግሎት ዘመን	ብዙ ጊዜ የሚያገለግል	-----	-----
	በቀላሎ የሚያልቅ	-----	-----

ከላይ ከተዘረዘሩት ውስጥ ጫማ በሚገዙበት ወቅት ትኩረት የሚለጡት ለየትኞቹ መመዘኛዎች ነው።

- 1.-----
- 2.-----
- 3.-----

የሀገር ውስጥ የጫማ ምርት ጥራትን ለማሳደግ ምን መደረግ እንዳለበት የራስዎን አስተያየት ቢገልፁ



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