

REVIEW ARTICLE

FACTORS AFFECTING CONSUMER BUYING ATTITUDE TOWARDS DOMESTIC SHOES

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Abstract: The main aim of this article review study is to investigate the factors affect consumers buying attitude towards domestic shoe. This study used different research articles which were done in different countries in various case areas and with the time limit from 2002 to 2018. And this study used more 11 reputable research articles which are related to the factors affecting consumers buying attitude towards domestic shoe. The result of this article review suggested that companies should consider the influence of price, quality, design, social status and brand name on consumers buying attitude when they offer domestic shoe in the market. The companies should understand the influences of each factor and develop strategies for each of them to positively influence consumers buying attitude, because price, quality, design, social status and brand name has highly influence consumers buying attitude. Finally, the researcher forwarded suggestions for future researchers like, since this study utilized only Article review methods not meta-analysis so in future by taking various articles and execute meta-analysis which may help to get detail and sufficient information about the study.

Keywords: *Buying attitude, Consumer, Price, quality, Design, Social status, Domestic shoe and Ordinal logistic regression.*

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INTRODUCTION

Background of the Study

Globalization has changed the picture of World Economy, by increasing the cross-border trade, exchanges of currency, free flow of Capital, movement of people and flow of information. Globalization has introduced the concept of border-less and integrated world economy. Globalization has given a new thought to the businesses worldwide. A lot of Strategic changes have been occurred in the businesses. Now target market for businesses is not only their home land, but the overall world (Intriligator, 2010).

Globalization comprises unlimited transport of goods, services, ideas and people. It reveals interaction and subsequent integration of the people and nations into a common system. International trade is an agent that promotes commoditization of social and environmental values, resources

and services. Socio-culturally, advanced means of communication have aided the increasing dissemination of western values and models of life as a standard for all people and culture western norms and practices are gradually being transported across the globe as the acceptable way of behavior.

In view of this, the rich and dynamic African culture has been diluted. Many aspects of people's every-day life are in the process of homogenized with those of people living far away (World Trade Organization, 2018). Because of this globalization company's try to use the opportunities by join in to foreign markets and offer goods and services to satisfy foreign customers' needs and wants.

When we see the footwear industry in Africa, the production of footwear is

important for development of Africa, but it confronted stiff competitive challenges. The footwear industry has good resource base, is labor intensive technology and employs many people According to UNIDO (2002), as cited in Endale (2011), the African footwear sub-sector seems isolated from the fast pace of technological innovation taking place globally. Poor design capabilities, poor supervisory and managerial skills, poor knowhow of appropriate inputs and marketing technique contribute to less quality products and less competitiveness.

Industrial sector in Ethiopia include shoes and leather industries are at infant stage are significant contributor to the overall economy of the country with the other development strategy including the technological innovation, improving production and creating employment opportunities position by the government. Due to free market policy too many types of product imported to Ethiopia which has an impact on domestic product and to develop their capacity and to compete in the world market.

The Ethiopian manufacturing company association is currently working closely with the government (<https://www.worldatlas.com/>). Due to globalization, the world is becoming one village and the international trade is growing more than ever. A product that is produced in one part of our world is found to be marketed in the other extreme by next day. The globalization of market has brought considerable foreign goods to Ethiopian consumers (Saha, & Bhattacharya, S. 2010)

This provides consumers with many opportunities to access different alternative products or services. Because of this, consumers of different nations exhibit different behaviors regarding the purchase of domestic and foreign products. This study, therefore, focuses on investigation of factors affecting attitude of the consumers towards domestic shoe products.

Factors affecting consumers' attitude toward domestic shoe product according to quality, country of origin, price, social status, family and friends influence consumers buying decision of footwear products and their attitude towards local footwear products. (Z.

Ismail, S. Masood. Z, Tawab 2012).

An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, actions and tendencies toward some object or idea. People have attitude toward almost everything religion, politics, cloths, music, food so on. Attitude put them into frame food and mind of killing disliking or liking an object moving toward or away from it. Attitude leads People to behave in fairly a Consistent way towards objects. People don't have interpretations and react to every object in fresh ways (Kotler, P. and Keller, K. (2006).

Also it is vital time for marketers to connect brand preference with demographic group, because as the demographic especially age and gender varies, so does their consumption for different size style and brand of products. Moreover, as age increase, aside from its direct buying power, it influence others preferences too. In order to reach the all age category of market, one of the most essential aspects for marketers is to know what customers attitude and understand what factors that influence their buying attitude and purchasing decisions based there profile (Babin, B.J. *et. al.*, 2004).

The price of domestic shoes has its own significant effect on domestically produced shoes. Kotler, P. (2008), defined price as the sum of the values that customers exchange for the benefits of having or using the products. Historically, price has been major determinant affecting consumer selection. Companies nowadays face strong and rapid-changing pricing environment.

According to Kotler (2008), increasing customer price consciousness put various companies in price "pricing vise." When prices are reduced unnecessarily, it may result in decrease in profit and causes price war. It may appear to customer that price is more important than the value the product delivers. For companies, selling value than price is important in order to be competitive.

Product quality is a factor that must get the main thing from the company, because the quality of the product also impact on customer satisfaction and confidence that will ultimately impact on increasing intentions of consumer purchases.

Product quality has a very close relationship with customer trust and satisfaction. The higher the level of consumer confidence in a product, it will increase the purchase intention to the product. Tsotsou (2006) in his research stated that the overall satisfaction of good product quality perceived by consumers has a positive and significant influence directly on consumer buying intention.

In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the only tool that can change the buyer's behavior. Today people are more conscious about the brand than the past. This study is conducted to examine the buying behavior of people in respect of a brand name or brand image.

In this busy life people need shortcuts they need a brand identity in selection of products. There are number of cues present in environment that guide public in selection. One of them is branding. It is considered more powerful mental shortcut in selection (U. Shehzad, S. Ahmad, k. Iqbal et al. 2014).

Globalization and increased international business activities have caused the emergence of the global market, new foreign competitors to the forefront, a wider range of foreign products for customers and broadened their choices (Hsieh, 2007). A competitive business environment and its rapid expansion beyond national boundaries has undoubtedly become a necessity for companies to succeed in the long run and expand their customer base (Aboulnasr, 2007).

In addition, access to information, higher levels of education and technological progress have also made it possible for consumers to become more aware of the products and services available throughout the world. Consequently, companies consider product differentiation the key priority in pursuing to attain a constant competitive advantage in this challenging global environment (Baker and Ballington, 2012).

Ethiopia ranks first in Africa in livestock population and even 10th in the world, but these resources were not exploited yet despite

the abundant raw material and cheap manpower. The country is working hard to exploit this huge potential so that the sector contributes its share to the growth of GDP and the wellbeing of the key role players in this sector is enhanced. Significant efforts has been made by the country to upgrade this sector in order to make it competitive at international level and these days many of the footwear factories are trying to advance in to international market (Institute Of Leather Industry Development 2012).

Based on this argument I have developed the following main study questions which are crucial to get general insights about the contributions of each variable.

- What the effects of price on consumers buying attitude?
- What the effects of quality on consumers buying attitude?
- How design affects consumers buying attitude?
- What is the effect of social status on consumers buying attitude?
- How brand name affects consumers buying attitude?

Objective of the Study

The major objective of this study was to identify the factors which affect consumer's buying attitude towards domestic shoes products in Wolaita Sodo University, Ethiopia.

Delimitation of the Study

This article review is delimited to related literatures or studies which focused on with the factors that affect the consumer's buying attitude toward domestic shoe. These studies are should be conducted with at least quantitative research design. And reviewed articles should be a kind of empirical study and published between 2003-2018.

METHODOLOGY OF THE STUDY

For the purpose of doing a good review I have followed the following necessary procedures.

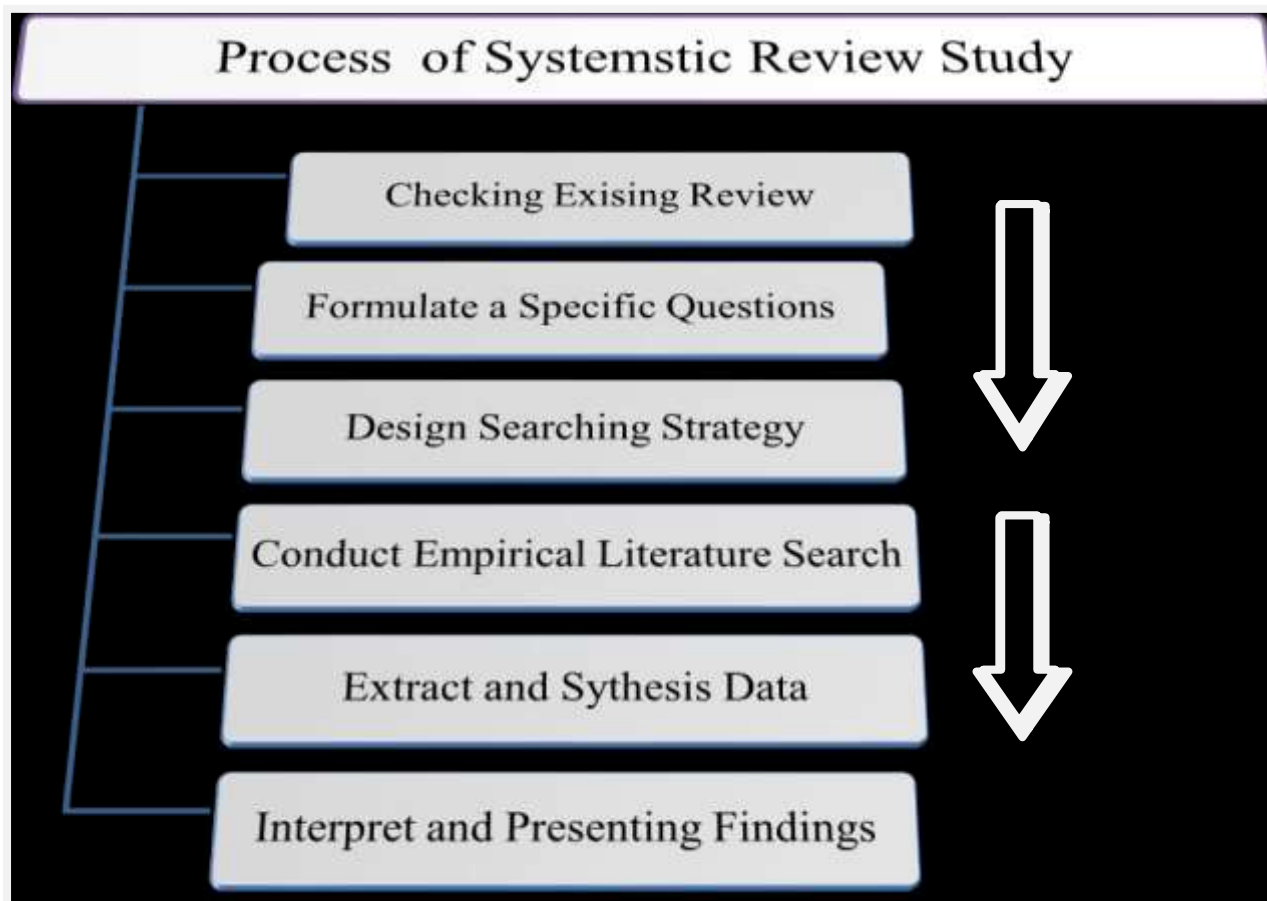


Figure 1: Process of article review

Search Strategy

To identify potential studies that investigate the statistical association between price, quality, design, social status and brand name journals, empirical studies were searched. To identify relevant studies, empirical studies published from January 2003 to March 2018 were searched. As all studies were considered as potentially relevant, no limit was set on the search period. Databases from EBSCO, Web of Science (WoS), Education Research Information Center (ERIC) and Social Science Research Network (SSRN) were used for this Literature Search and Inclusion Criteria purpose.

To permit an initial screen, abstracts and titles needed to contain enough information to indicate that the study had focused on organizational justice. Only those studies which met the following inclusion criteria were included in article review.

- Firstly, only studies published in English were included.
- Secondly, only journals/academic journals were searched for necessary studies, and Empirical type of study.

- Thirdly, only studies which provided correlations for the association between organizational justice and organization performance were searched.
- Finally, only studies that provide necessary statistical information (at least it used quantitative approach) needed to perform the article review analysis were included.
- Based on these conditions, I have selected 11 published articles for the purpose of reviewing and identifying the different kinds of organizational justice with mediating variables of employee commitment, job satisfaction, and their effects on firm's performance.

Elements that the reviewer examined are the following,

Methodology - A researchers a contextual framework for their research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers.

Findings - Researchers' findings or information they get or the conclusions they come to as the result of an

investigation or some research.

Contributions - The broad range of activities and outcomes undertaken and/or achieved by a researcher relative to opportunity, and are appropriate to an

Summary of Literature and Research Gaps

individual's research discipline.

Limitations - A study's flaws or shortcomings which could be the result of unavailability of resources, small sample size, flawed methodology, etc.

A summary of the empirical literature and research gaps are summarized in Table 1 below.

Table 1: Summary of literature and research gap

Author	Study	Finding	Research Gaps	Way of addressing the Gap
Endalew Adamu, (2018)	study on factors affecting Consumers' Shoe Preference: Domestic versus Imported Leather Shoes: Case Study in Addis Ketema Sub-City	The study findings indicated that among other factors quality, style and price, were a reasons for the majority of respondents shoe choice.	Focused only on domestic leather shoe Focused only limited geographical area Can't contain promotion as independent variables Can't target academic staff Can't use any measurement models Can't use both used interviews	
Siraw Megibaru Temesgen (2018) (2008)	Determinants of Foreign Products' Preference over Local Products	study the finding <i>shows</i> , in the condition of having a chance of buying only one among the two alternatives of products (foreign imported and domestic products), affected by Quality	Mix two products domestic shoe & cloth Focused only limited geographical area Were used only one independent variable I.e. quality, Can't target academic staff Can't use any measurement models Can't use both used interviews	
According to Zemenu Aynadis (2014),	study on Factors Affecting Customers' Attitude among Foreign and Domestic Footwear Products,	In general the study found that most of Ethiopian customers have positive attitude towards foreign brand footwear products. The attitude of customers is affected by different factors namely quality, price, durability, attractiveness, social status, design & style, brand name and Fashionability of the footwear products.	The researcher can't use interviews Promotion is not contain as independent variable	
According to Iranmanesh, A., & Najafabadi, E. H. (2013).	The study examines the relationship between brand image and consumer buying behavior. For this purpose survey questionnaire method and non-probability sampling technique was used.	After applying all SPSS tests results we conclude that brand image or brand name has strong positive relationship with consumer buying behavior. The University students of Gujranwala, Faisalabad and Lahore are more and more conscious for branded products to show off themselves.		
According to Hillenbrand, Alcauter, and Cervantes (2013)	This study was conducted in university students of Gujranwala, Faisalabad, and Lahore and it shows that they are brand conscious and prefer branded products	Findings show that brand image or brand name has significant positive relationship with consumer buying behavior. one of the most important link to the customer is brand as brand has all the characteristics the full fill the need of people and company aim should be to create a brand		

		name which relates the customers positively.		
According to Yadeta Nemie (2013),	This study was conducted to assess the effect of imported shoes in domestic footwear producers. The Case of Large Merchandized Footwear Producers in Addis Ababa.	The effect of imported shoes assessed from price, quality product design/style, availability, fashion, range of variety and the opportunity that import pressure create. The finding indicated that imported shoes have an advantage on domestically produced ones from price, design, range of variety, fashion, and interns of quality of comfort. Regarding durability, domestic producers' shoes have an advantage. The study indicated that the domestic producers consider competitive pressure from imports as an opportunity to improve performance.		
According to (iranmanesh, A. & Najafabadi, E. H. 2013),		The study examines the relationship between brand image and consumer buying behavior. For this purpose survey questionnaire method and non-probability sampling technique was used. After applying all SPSS tests results we conclude that brand image or brand name has strong positive relationship with consumer buying behavior. The University students of Gujranwala, Faisalabad and Lahore are more and more conscious for branded products to show off themselves.		
According to Hillenbrand, Alcauter, and Cervantes (2013)	This study was conducted in university students of Gujranwala, Faisalabad, and Lahore and it shows that they are brand conscious and prefer branded products	one of the most important link to the customer is brand as brand has all the characteristics the full fill the need of people and company aim should be to create a brand name which relates the customers positively. Findings show that brand image or brand name has significant positive relationship with consumer buying behavior.		
Alford, B.L. and Biswas, A. 2002)		More specifically Price fairness can be understood as a predictor of consumer attitude. Consumers are willing to pay a price premium in order to lower these risks and they tend to pay more to well-established brands.		
Lichtenstein et al.2018),		Point out a different view about how pricing affects people's buying attitudes and they state that a higher price would negatively affect consumers' purchasing probabilities.		
*According to (Steenkamp 2018)		Defines quality cues as any type of stimulus that affords information about a product that can be verified by the consumer through the senses		

		<p>prior to consumption. These cues are divided into intrinsic cues, referring to physical characteristics (color and texture etc.) and extrinsic cues, which refer to everything else (brand name, packaging, point of sale, etc.). These cues can affect the perception or attitudes of consumers.</p>		
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Source: Developed by the researcher (2021)

Conceptual Framework of the Article Review

A conceptual framework is an analytical tool with several variations and contexts. It is used to make conceptual distinctions and to organize ideas (Foreword, 2013). For this study the independent variable is Price, Quality, Design, Social Status and Brand name and the dependent variable of this study is Consumers Buying Attitude

Figure 1: Conceptual Framework of the Article Review Study Source: own by soliciting from previous research gaps I have formulated this conceptual framework for

preliminary investigation purpose and it is crucial for future real / first hand research work.

The following figure demonstrates the factors affecting consumers' attitude towards domestic shoes products. Many researchers agree that the following variables affect buying attitude of consumers towards domestic and global brand products. The factors are included in the framework after review different literatures. Accordingly, many researchers agree that the following variables commonly affect the attitude of consumers towards domestic shoes products.

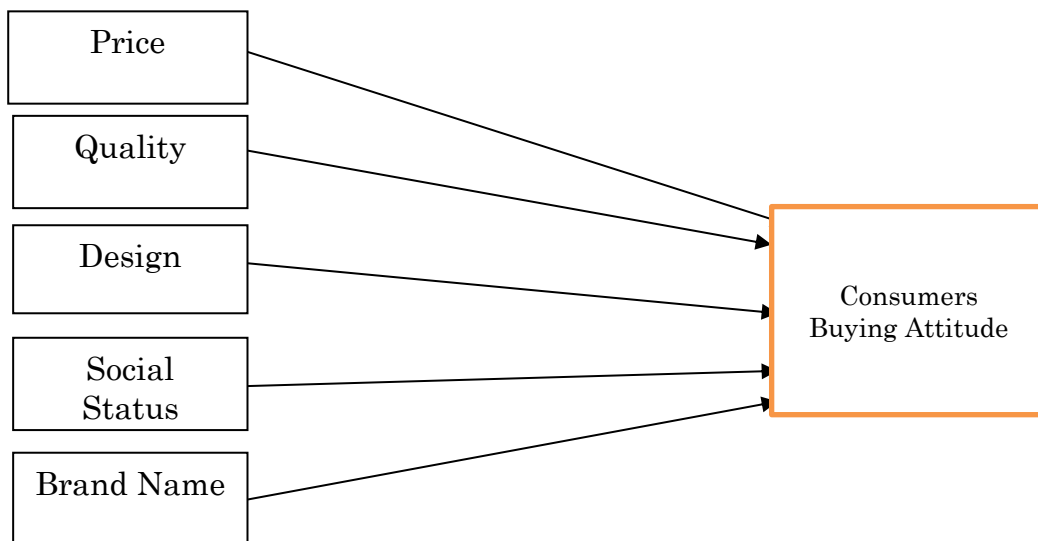


Figure 1: Conceptual Framework

Source: Modified from Zemenu Aynadis, (2014) and Endalew Adamu, (2018)

DISCUSSION, SUMMARY AND CONCLUSION

Discussion

In order to get evidence about the factors that affecting consumers buying attitude, the reviewer make theoretical, empirical reviews and articles which are recent related

to the topic matter.

The reviewer had developed five main study questions. Therefore, in this section all questions are discussed one by one as follows.

Question 1: What the effects of price on consumers buying attitude?

The results show that there is a positive

correlation between price and consumers buying attitude. There is no doubt that price fairness leads to positive consumer attitude. Positive consumer attitude has been recognized as a component of Price fairness (Alford, B.L. and Biswas, A. 2002). More specifically Price fairness can be understood as a predictor of consumer attitude.

Consumers are willing to pay a price premium in order to lower these risks and they tend to pay more to well-established brands. (Lichtenstein et al.2018), point out a different view about how pricing affects people's buying attitudes and they state that a higher price would negatively affect consumers' purchasing probabilities.

Question 2: How quality affects the consumers buying attitude?

The result revealed that quality has moderate positive correlation with consumer buying attitude. According to (Steenkamp 2018) defines quality cues as any type of stimulus that affords information about a product that can be verified by the consumer through the senses prior to consumption. These cues are divided into intrinsic cues, referring to physical characteristics (color and texture etc.) and extrinsic cues, which refer to everything else (brand name, packaging, point of sale, etc.). These cues can affect the perception or attitudes of consumers.

Question 3: What is the effect of design on consumers buying attitude?

The result revealed that design has dominant determinant of consumer buying attitude, which is reflected in the table by strong positive correlation with consumer buying attitude. Superior design and style can differentiate products by creating and communicating value to customers, thus improving customer acquisition and retention, both brand managers and design researchers have noted the importance of product design and have linked superior design to new product success (Bloch PH 2017).

Therefore, product design & style significantly affects consumer evaluation of a product their attitude.

Question 4: What is the effect of social status on consumers buying attitude?

The other independent variable is social status, the result revealed that social status

has dominant determinant of consumer buying attitude, which is reflected in the table by strong positive correlation with consumer buying attitude.

Researches indicate that consumers may prefer global brands because of associations of higher prestige (Steenkamp, 2018). Foreign products are perceived to have higher prestige than local products due to their relative scarcity and higher price.

Furthermore, global brands may also stand for cosmopolitanism. Some consumers prefer global brands because they enhance their self-cosmopolitan, sophisticated, and modern. Conversely, local brands tend to be targeted and positioned based on a deep cultural understanding and therefore create "unique value and offer the symbolism of authenticity

Steenkamp, (2018) revealed consumers become perceptive to global brands when consumers believe the brand is marketed in multiple countries and is recognized as global in these countries. He suggests that consumers may prefer foreign brands because of associations of higher prestige. The influence of perceived prestige on purchase intention is stronger when product category is more conspicuous and its ownership or consumption is more publicly visible.

Status has many meanings in the dictionary and also within sociology, but for now we will define it as the position that someone occupies in society. This position is often a job title, but many other types of positions exist: student, parent, sibling, relative, friend, and so forth. It should be clear that status as used in this way conveys nothing about the prestige of the position, to use a common synonym for status. A physician's job is a status with much prestige, but a shoeshine's job is a status with no prestige.

Question 5: How brand name affects consumers buying attitude?

These days and brand names are most often strategically thought-out marketing tools geared toward establishing consumer awareness and fostering brand loyalty (Micael Fredrik and Terry 2010).

According to Iranmanesh, A. and Najafabadi, E. H. (2013) the study examines the relationship between brand image and consumer buying behavior. For this purpose survey questionnaire method and non-probability sampling technique was used. After applying all SPSS tests results we conclude that brand image or brand name has strong positive relationship with consumer buying behavior. The University students of Gujranwala, Faisalabad and Lahore are more and more conscious for branded products to show off themselves.

According to Hillenbrand, Alcauter, and Cervantes (2013) one of the most important link to the customer is brand as brand has all the characteristics the full fill the need of people and company aim should be to create a brand name which relates the customers positively. Findings show that brand image or brand name has significant positive relationship with consumer buying behavior. This study was conducted in university students of Gujranwala, Faisalabad, and Lahore and it shows that they are brand conscious and prefer branded products

SUMMARY AND CONCLUSION

After reviewing some selected theoretical, empirical and related articles systematically, I have reached in the following main conclusions. Based on the analysis conducted by different study the following important conclusions are drawn below. As such, the result of this research proves that price, quality, design, social status brand name have a relationship with consumer buying attitude.

This article review has proved that consumers are affected by price, quality, design, social status brand name of domestic shoe during they buy it. Here the implication was consumers buying attitudes are highly affected by price, quality, design, social status, promotion and brand name). Generally the findings were shows that consumers have no good buying attitude for domestic Limitations and Future Research Directions.

This article review is focused on the factors that affect consumers buying attitude. I essentially used empirical/ theoretical findings or conclusions of all article rather than based on numerical findings like

regression coefficient of variables, residual errors, correlation values, Ch-square value. Therefore, in the future researchers are recommended to use such analysis factors which will help to get more objective findings and conclusions.

Again, in this review the reviewer used only article review not meta-analysis so in future by taking a lot of articles and execute meta-analysis which may help to get detail and sufficient information about the study. It is possible to study by focusing on some selected case areas like concentrating on education institution, financial sectors, NGO, manufacturing sectors. Researchers can conduct by using empirical finding which are conducted in one independent Country.

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