

JIMMA UNIVERSITY  
FACULTY OF BUSINESS  
DEPARTMENT OF MANAGEMENT

ASSESSMENT OF THE ATTITUDE OF  
CONSUMERS TOWARDS DOMESTIC GARMENT  
PRODUCTS

By: **AMARE ADUGNA**

A THESIS ON COMPLETION OF BACHELOR  
DEGREE IN BUSINESS MANGEMENT.

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## ABSTRACT

This study endeavored to assess the attitude of consumers towards domestic garment products. It is more of Psychological reaction of people which is revealed in this study. The study was conducted at Nazareth town on population aging from 18 to 50 years old. The population includes employees of both governmental and non-governmental organizations, businessmen and college students in the town. Quota sampling technique is employed in determining the sample size for each division. The data were collected by use of structured questionnaires. Careful analysis is employed to come up with facts from the study. The objective of the study is to investigate the attitude of consumers towards domestic garment products and to analyze the cause of such attitude. Based on variables that influence the attitude of consumers-quality and fashion of the product, cost relative to its quality of the product, social factors and usage rate it is observed that most domestic consumers reacted negatively to domestic garment products. This paper also recommends on how to alleviate the consumer loss being faced by garment factories due to attitudinal problems .

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**N.B:** 'M' and 'F' in the tables indicate sex, ie, male and female respectively

## CHAPTER ONE INTRODUCTION

Business organizations are in a continuous challenges that result from dynamic changes occurring in their environment. They all competing for quality, market position, good will, customers and the like. But only the fittest and the strategically best competing companies are succeeding and milking form opportunities of their environment. The others are striving a lot to cope with their environment which is the ever home of their operations. The fittest companies are influencing the survival of the newly emerging, financially and technologically weak companies through invading their markets. This is mostly by persuading consumers through lower cost advantage, their good will and influencing users positively to wards their own products via persuasive advertisement.

Third world countries are the main site being affected by companies of the developed nations. In searching -for market; most strong companies in developed nations are marching to the third world countries. This is very difficult for domestic producers in the third world countries to compete with those foreign producers. The only available system for them to stay in their market is to persuade the consumers to stay loyal to domestic products parallel with improving the technology, service quality, fashion/style, effectiveness and efficiency of the producers

Ethiopia is one of the poor countries being invaded by foreign products having substitutes in the country. Foreign products in most sectors are outsmarting the existing domestic products in the market. This inhibits the further expansion of domestic producers in their business sectors. For the economies of scale and technological advantages foreign firms are becoming very challenging for domestic firms to compete in the market. Still the problem of cost, quality or service is not the core



problems for domestic products to be outsmarted but the problem of winning consumers attitude is a vicious problem for the success of domestic products. Most consumers, psychologically, have a great tie with foreign products and easily switched from domestic to them. This is true specially in garment products. Most garment products are standardized and little difference or little value added in one tends to attract more consumers .

Trapping and retaining consumers needs market research that tuned to the psychology of consumers. Ethiopian garment producers seldom do market research and rarely know what lacks from their products. Understanding how much consumers like their products, through what ways consumers are easily influenced should be the best task expected from a noble marketer, producer and designer of a product. Consumers are key players to bring products in to success. A producer is required to understand their role and should search for mechanisms to retain them with itself. "Even if you know who is playing, a failure to understand each player's role- and who owns which decisions can be very costly." (Harvard Business review, March 2002, PP.79). This states that though consumers have key roles in promoting one's product, failure to understand their benefit and role of foreign producers in switching these consumers is very costly for its difficulty to regain the already switched consumers from a product, "Attitudes are expressions of inner feeling that react whether a person is favorably or unfavorably predisposed to some object or product: (Leon. G., Scheffman, Leslie Lazar Kanuk, (2000), PP.235)--- 'Attitude put consumers in a frame of mind of liking or disliking an object, moving towards or away from it. Attitude leads people to behave in a fairly consistent way towards similar object'". (Kotler, 1997, PP.188)." states that attitudes are not easily changeable because they are representations of one's inner feeling, Hence, a consumer once switched to foreign product will stay consistently loyal to

it. If every body contribute to the maximum to bring domestic Consumers to be loyal to domestic garment products, the demand for foreign garment products will decline and domestic producers will expand and encouraged to search for new additional markets.

Besides improvement in technology, design, and quality efficient producers should equally think and work to win the attitude of consumers. Now a days geographic differentiation is becoming meaningless due to globalization. So what is more meaningful is to adapt the cultural and social factors in the operating environment and embracing consumers under the umbrella of one's products.

"Customers personality and life style are often better indicators of purchasing behavior than geographic study of consumers or demographic study,"<sup>1</sup> For Ethiopia which is in free market economy, foreign products are being imported and compete with the domestic ones for markets. Here it is not geographic winning but understanding and adapting consumers personality is best way to promote marketing of one's products. Hence, domestic produces in collaboration with the government and its medias should work hard in persuading consumers to act positively towards domestic products.

This study tries to illustrate the attitude of consumers towards domestic garment products based on different variables as quality, cost relative to quality, social and psychological influences." Awareness of consumers attitude is a central concern of both service and product marketers that

<sup>1</sup> Girum Kinfemichael, (April 4,2002): Globalization and competitiveness of Ethiopian Enterprises Business Review; EIIPD, Addis Ababa



it is difficult to imagine any market research that doesn't include some main aspects of consumers attitude." (Leon. G.,Scheffman, Leslie Lazar Kanuk, (2000),PP.134) Being a market research this study considered more key factors that indicate consumers behavior. The study was conducted at Nazareth town and is initiated due to the increasingly growing challenges of losing costumers being encountered by domestic garment factories.

The objective of this research is, therefore, to understand and display whether domestic consumers have positive or negative attitude towards domestic garment products. In addition, it also trie to scan what leads the current attitude of consumers to appear and recommends what is to be done to correct such attitude of consumers so that domestic garment producers can utilize the market in a better way than the foreign products.



## CHAPTER TWO

### Materials and Methods

In carrying out this study different materials were collected and used by using appropriate methods which helped easily to uncover the reality for which it is already planned

#### A. Materials

These are data, some related literature and supplementary materials that helped to complete the study. The materials have good relevancy and timeliness to solve the problem at hand. The collected data are more qualitative and this is due to the nature of the study, i.e., behavior researches mostly rely on qualitative data. The variables in the assessment were the key indicators to what types of data and materials to be collected. All the variables have greater influence in shaping the attitude of the consumers studying these variables answer what the attitude of the consumers reflected and indicate what the sources of such attitude, too

The data were collected from Nazareth town. The study population included people aging from 18 to 50 years old. The population are the employees of both governmental and non-governmental organizations, college students and businessmen. The data collection has been carried out from Feb.9-22,2002, but literature collection was started in December and lasted till the late April. This is in searching for to- dated information on the study being conducted.

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## **B. Methods**

The methods employed were all best to the extent expected. They met the target for what they have been already planned. Data were collected using structured and self administered questionnaires of both close and open ended types. Open ended questions helped to explain the answers in the close ended questions as supplementary information. This helped to easily understand what the theme of the respondents answer to a given question.

The data was collected from-Nazareth town, the study area, in the proposed time. The three main target population sectors-the employees, the college students and businessmen were contacted in the quota previously set for each of them. This helped to incorporate each subdivision in the sample in appropriate ratio so that the reliability of the result of the study is increased. Total of 200 respondents-100 employees, 70 students and 30 businessmen-were participated in giving information for the study.

The analysis was carried out in a clear way to find out the truth in the assessment. Qualitative data were analyzed by ranking system. The result in each division is set separately to see the trend in each section and in a combined for to see the overall trend of the result. In the analysis both tabular and graphical presentations of facts are used. Clear and unbiased interpretation of results and appropriate recommendations are made to beautify the study. Here, too, the analysis was completed in time as per the schedule planned before. Literatures from various sources are used to strengthen the results and discussions of the study. It is also attempted to present the report in clear, understandable and attractive way so that interested parties

can use it as a reference or it can be used to initiate research works  
on this topic some day in the future.



## **Limitations of the study**

The data collected are all qualitative in nature which are the results of individuals subjective feelings about the idea in the study. The subjectivity of data for the study lessens the objectivity of the outcomes. Hence, the study results are based on subjective feeling and individuals judgments about the required information. This indicates that the study results are not more of objective in nature. and

The study was conducted in short period of time. The shortage of time forced me to collect primary data from smaller sample groups that actually can represent the population. The shortage of time inhibited me from searching for more secondary data and taking more sample groups to strengthen the outcomes of the study.

Thirdly, the finance allotted for the study also contributed a lot for data collection to be restricted in Nazareth town, Had there been enough money and time for the research, the data would have been collected from more towns and more sample groups to strengthen the study results.

## CHAPTER THREE

### RESULTS AND DISCUSSION

The investigation of consumers attitude carried on at Nazareth shows different results on different variables measuring the attitude of consumers towards domestic garment products. The results which are obtained in the study are helpful to give attention either in the stream of the study or to gear actions towards understanding, correcting and persuading consumers in the domestic market to utilize it more than the foreign product sellers. The results are obtained on different variables. These variables in one way or the other have interconnections with the buying pattern of individuals. Following this all the results are mentioned one by one

#### 1. QUALITY

Quality is one of the best variables that show competitiveness of a product or service in a market. No matter however best the price, delivery or design may be, if there exist lack of quality, the dream with the product or service to be accepted by consumers will be in doubt. Users spell out quality as the combination of coloring and type of garment, fashion, design and the accuracy of production.

The result obtained shows the perception of consumers on the quality of domestic garment products is different. But most of the consumers responded that the quality is inferior and poor when compared with foreign products. Of the total respondents 5.5% responded as high quality, 19% of them responded as quality, 42% of them responded as poor quality and 33.5% of them responded as very poor quality when they gave their feeling on domestic garment products. Such perception really inhibits the buying pattern and belongingness of consumers to the



products. It is the best chance for foreign products to deadily invade the domestic market without any resistance form the consumers. This perception if not corrected in short run by both improving the quality of the products and persuading users to stick to domestic products the futurity of the country in developing garment industries will fall in greater risk.

Division	Quality perception of consumers												Grand Total
	High Quality			Quality			Poor quality			Very poor quality			
	M	F	T	M	F	T	M	F	T	M	F	T	
College students	3	4	7	11	9	20	17	14	31	11	1	12	70
Businessmen	2	0	2	3	1	4	5	6	11	9	4	13	30
Employees	1	1	2	6	8	14	17	25	42	28	14	42	100
Total	6	5	11	20	18	38	39	45	84	48	19	67	200

Table 1- Perception of consumers on the quality of domestic garment products

The current attitude trend of consumers is a real killer of domestically produced garment products and the producers them selves.

Regardless of the stream of their work and the difference in sex, most of the respondents have the same attitude towards the quality of domestic garment products .



## 2. Cost Relative to Quality

Besides quality consumers are sensitive to the cost of products and services, Based on this fact most of the respondents of this study agreed that cost of domestic garment products range form average to very high. Look the table bellow

Division	Respondents' answer												Grand total
	Very high			High			Average			Low quality			
	M	F	T	M	F	T	M	F	T	M	F	T	
students	9	3	12	16	5	21	10	19	29	7	1	8	70
Business men	3	6	9	15	2	17	1	1	2	0	2	2	30
Employees	10	4	14	26	12	38	13	29	42	3	3	6	100
Total	22	13	35	57	19	76	24	49	73	10	6	16	200

Table 2. consumers feeling on "cost relative to quality" of domestic garment products

This result is given by comparing the cost and quality of domestic garment products with cost and quality of foreign garment products being marketed in our country. The survey shows that out of the 200 respondents 17.5% , 38% ,36.5% and 8% responded that the cost is very high, high, average and low respectively. It is clearly shown that the greatest portion of the respondents agreed in that the cost of domestic garment products ranges from average to very high .This perception in peoples mind highly affects their buying behavior and shows how consumers are in love with the foreign garment products. It also leads to direct shifting of consumption to foreign products. Hence, domestic producers neither get room to sell their products in home market nor

have the capacity development to compete internationally unless this attitude of domestic users is changed

### 3. Usage rate of garment products and user affinity to domestic garment products

People in the selected study stream have average usage rate, specially, students and businessmen have higher usage rate compared with employees. The usage rate indicates the potential market available for garment products in the country. It is encouraging for those who fulfill consumer needs in their products to sell here in Ethiopia. Hence, domestic garments, if they do their best to meet consumer needs, they will at least equally share the opportunity in the home market. It may not be easy but demands great technological skill and promotional development to trap the potential consumers which are being attracted by foreign products

$$\text{Usage rate} = \frac{\sum_{I=1}^n X_i W_i}{\left( \sum_{I=1}^n X_i \right) W_{\max}} \times 100$$

Where:

$X_i$  = number of respondents at  $I^{\text{th}}$

$I$  = Ranks as very frequently, frequently, sometimes, rarely

$W$  = relative weight to  $I$ , ie, ,4,3,2,1



$$\begin{aligned}
 \text{❖ Total usage} &= \frac{(15 \times 4 + 57 \times 3 + 96 \times 2 + 32 \times 1)}{(15 + 57 + 96 + 32) \times 4} \\
 &= \frac{455 \times 100}{800} = 56.875\%
 \end{aligned}$$

$$\begin{aligned}
 \text{❖ Male usage rate} &= \frac{(7 \times 4 + 30 \times 3 + 51 \times 2 + 25 \times 1)}{\text{Total male} \times 4} \times 100 \\
 &= \frac{245}{452} \times 100 \\
 &= 54.2\%
 \end{aligned}$$

$$\begin{aligned}
 \text{❖ Usage rate of Females} &= \frac{(8 \times 4 + 27 \times 3 + 45 \times 2 + 7 \times 1)}{87 \times 4} \times 100 \\
 &= \frac{210}{348} \times 100 \\
 &= 60.35\%
 \end{aligned}$$

The usage rate in all the above three cases is average which can be improved through time. Though people have average usage rate their affinity to domestic garment products is dominated by foreign garment products. Regardless of the origin of the garment to be sewed, consumers have developed negative attitude to products or clothes which are domestically sewed

Relative to the others the demand for shirts and switers is better. But the demand for trousers and jackets is really meager that need lots of effort to make them Competent in the market. The usage rate pronounced in the study tells us that the potential market for garment products is enjoyable that firms in the sector can play special games in raising their sales



Division	Respondents' answer on usage rate												Total
	Very frequently			frequently			Sometimes			Rarely			
	M	F	T	M	F	T	M	F	T	M	F	T	
students	5	1	6	15	6	21	13	17	30	9	4	13	70
Businessmen	0	2	2	6	4	10	2	5	7	11	0	11	30
Employees	2	5	7	9	17	26	36	23	59	5	3	8	100
Total	7	8	15	30	27	57	51	45	96	25	7	32	200

**Table 3- consumers usage rate of garments**

#### 4. Social factors ✕

Social factors are factors encountered in social interactions. These factors have power to affect one's psychological make up differently than price, cost and quality. " consumers behavior is influenced by social factors as reference groups, family and status. Reference groups consists of all the groups that have a direct or indirect influence on the person's attitude or behavior. Groups having a direct influence on a person are called membership groups. These include family, friends, neighbors, and co-workers. (Kofler, 1997, PP.177) Hence the interaction with friends or family may result in pulling the behavior of one to the behavior of the other.

#### 4.1. Family

The study shows that the influence of family on individuals choice is not significant. Most of the respondents are not initiated by their family to use domestic garment products.

Division	Number of respondents						
	instantiated			Not initiated			Total
	M	F	T	M	F	T	
students	16	10	26	26	18	44	70
Businessmen	6	5	11	13	6	19	30
Employees	13	16	29	39	32	71	100
Total	35	31	66	78	56	134	200

Table4- Family initiation on clothes selection of individuals

Of the 200 respondents only 33% are initiated to use domestic garment products while the rest 67% are not- stating it in detail 37% of the students, 37% of the businessmen and 29% of the employees are initiated to use domestic garment products while the remaining are not

#### 4.2 Friends

Friends play a role in shaping one's attitude to the way they need. Due to nght relation existing among friends the degree of convincing and persuading each other is quite high. The results of this study states that over few portion of consumers are initiated to use domestic garment products .



Of the total 200 respondents only 20% are initiated by friends to use domestic garment products .

Division	Number of people						Total
	influenced			Not influenced			
	M	F	T	M	F	T	
students	9	4	13	33	24	57	70
Businessmen	0	5	5	19	6	25	30
Employees	8	14	22	51	27	78	100
Total	17	23	40	103	57	160	200

**Table-5- The influence of friends on users to use domestic garment products**

It is clearly shown that most of the respondents and their friends are inclined towards using foreign garment products than the domestic ones. This brings significant loss of customers and markets by domestic garment factories. The lack of initiative from both family and friends is the result of the life style of the people which was possessed as a trend. " Peoples life style is person's pattern of living in the world as expressed in the person's activities, interests, and opinion. It portrays the whole person interacting with his or her environment. " (Kotler, 1997, PP.180)

The trend which already set in the mind of consumers as a life style forced most of domestic consumers to overly exaggerate foreign products and highly underestimate the domestic ones. Whatever poor the quality, high the price out dated the fashion may be, Most of us still stick to foreign products than the domestic.



The survey shows that most of the respondents are in love with foreign garment products. All their reasons for doing so are the quality, the fashion and the price relative to quality of the products. They stated that all the quality, price, and fashion of foreign products are far better than the domestic ones. Even after spending more on transportation, taxes and duties, production and selling foreign products are still competent in domestic market outsmarting the domestic products. Bellow is a graph showing the preference of people on clothes.

The result shows that the majority prefer foreign garments to domestic. The indifferent people may be people in transition to switch either form domestic to foreign or to the reverse.

On the eve of globalization countries which have no loyal domestic consumers to their products will face dramatic challenge from strong foreign firms . This borderless trade gnaws the consumers of domestically produced products and shift them to its own products. No country is strong competitor in foreign market with out the help from the domestic market. Home markets are immediate revenue sources for domestic producers to go forth international business operations. " Boundaries are shrinking and disappearing and what is becoming apparent is that global purchasing and domestic purchasing are flowing, blending and converging in to one stream."(Dobler, 1996,PP.266)It states that every country will sell its products wherever it needs when globalization truly comes in to reality. At that time countries like Ethiopia will suffer from product cannibalization, i.e., foreign products will cannibalize domestic products that are not well appreciated by the consumers due to attitudinal problems. Hence, the only remedy is to meet customer needs and to shape and persuade consumers, "government can foster desired consumers behavior through consumer education and by providing information on the dangers of certain consumption behavior; (PP.630)----All economic movements by their very nature are motivated by crowd of psychology,(PP.319)" (). Both states the importance of consumers' psychology and strategy of how to bring this psychology. Government can play a role in changing the psychology of consumers through vigorous persuasive advertizment, improving the technology of producers to fit with the foreign technology. Consumers are key factors for the success of one's economy. If a nations people have positive attitude to their products, the nation will not take time to grow economically.

The high cost of domestic products lead users to shift to foreign products. Specially, the impact of black market contributes a lot to the



loss of competitiveness of the domestic products and to the discouragement of their distributors."-----omisha bu'aa qonnaaf industrii gadbu'usaatin akkasumas godinaalee ormiyaa heddu, keessumattuu sawaa Bahaa, Jimma, Harargee bahaaf tixa keessattii daldalli kontirobandi babalachaa dhufusaatin daldaltoota seera fabeesotaratti dhibbaa waan unameef doffgommi ala ta'udlaaf akka dirqaman mulisaniru."<sup>2</sup> Genenrally mean that the influence of illegal traders and black market in both agricultural and industrial sectors forced licensed traders to be out of competition: the illegal traders import goods with no import duties that their product can be sold under cost having great competitiveness and gnawing power over domestic and legally imported, good garment products are illegally imported and putting great pain on domestic ones on their producers and sellers. The low priced foreign products help consumers to spend less to get quality foreign products. To greatest extent this is paving ways for the attitude change of consumers.

Government should do a lot in educating consumers to use their domestic products, putting tight control over imports which have substitute from the domestic products, encouraging domestic producers and marketers to inter into un occupied markets and consumers. "Indian government decided that soap and matches could be produced by cottage industries. This naturally affected the operation of foreign firms in this sector."(Terpestra, 1999,PP153) A nation should produce products that can be feasibly produced in the country and put protective mechanisms of stiff competition form foreign substitutes. Producers in collaboration with government has to make persuasive advertisement to create a sense of nationality in every citizen's mind.

<sup>2</sup> " Oromiyaatti daldaltooni hayyama deebisaa akka jiran ibsame, Bariisaa,"(April 4,2002)

The other factor which lowered the attitude of consumers towards domestic garment products is fashion. Foreign products are mostly in continuous changes following a to dated fashions. Unlikely most of domestic products are being produced in older fashions. This creates a gap between what is demanded and what is being supplied in the country. So, producers should cope with new design from abroad before their saturation or they should train their designers to come up with new designs that fit the consumers need." The image that a product or service has in mind of the consumers, ie, its positioning is probably more important to its ultimate success than its actual characteristics.(PP.171) ----- consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product , some of the cues are intrinsic (physical characteristics of the product), or extrinsic-which are externals which are external to the product itself as price, brand image, manufactures image, retail image and country of origin (pp 176)" (Leon G. Scheffman, Leslie Lazar Kanuk). For the success of a product consumers' perception contribute a significant part. If consumers love the product they afford to buy it. But to develop such consumers great should be done on advertizment. A persuasive advertisement specially which creates a sense of nationality in consumers mind play roles in winning the local consumers. Mostly consumers prefer foreign products due to their origin and brand, but if Ethiopian government and the producers do deliberately to change this trend, it is possible to achieve it in the long run. A well persuaded and won consumers is an asset for a company contributing a lot in even attracting others to the company's products and remaining loyal to the company's products, If key social classes are well persuaded they will be as chains to attract the majority of the society. For example, if people at the top level and medium level both in life standard and responsibility stage are persuaded, people at the lower



stage will follow their trend with only some expense to inform and persuade them

Countries to go forth to the path of success has to first utilize their home market before going abroad. To go abroad needs Capital , to have capital companies should do better in their local markets. Countries like India and china are doing the same in utilizing their home markets. "Indeed, the opening and expansion of Chinese domestic market is one of the bright spot for Asian economies.' (PP.20)... 'Bejing recently funded rival chip plants and design houses are set on in more than a dozen of Chinese cities." The first goal is to capture 30% of the domestic market and the next goal be to export to the world market said one outside investor."<sup>3</sup> This shows that how countries frustrate the power and market of foreign products in the home market if they are to operate in their market. The first goal is to trap and gain a considerable portion of the domestic market which will later be used as a power and capital to invade foreign markets

Ethiopia has some thing to learn form this, ie at least striving to get a considerable portion of its own market for her domestic products. This is not only for garment products but also for other more domestic products that are suffering from lack of market. In whatever ways what is demanded is to change the attitude of domestic consumers towards domestic products to appear competent in the domestic markets

<sup>3</sup> George Wehrfritz and Mahlon Mayer ,News week, (Feb,8,2002); Trapped in a Chinese box, New York

## **Conclusion and Recommendations**

The assessment of consumers attitude towards domestic garment products is initiated because of the great market loss and failure of entry to new market faced by domestic garment factories. This study helped to investigate why consumers react negatively to domestic garment products and positively towards foreign garment products. The attitude of consumers towards domestic garment products is not encouraging for the producers. In the areas of quality, fashion, cost relative to quality, usage rate and user affinity to domestic products and social factors; consumers have almost negative reaction to domestic garment products. Most consumers like using foreign products than domestics . The reason given for their deed is the poor quality, fashion and high cost of domestic garment products don't fit to their interest.

Their negative reaction to domestic garment products opened and facilitated ways for foreign products to highly invade the domestic market. This invasion in turn handicapped the domestic garment factories from expansion. The great challenge on domestic producers leads the country to worse for it retards the dream of the country's development. Hence, every people in collaboration with government and its mass media should work a lot to persuade the current and potential consumers to use domestic products so that gradual improvement in the sector will be seen.

To persuade and to get at the heart of consumers more is expected from different parties. To mention some of the recommended areas that can help to attract and retain consumers and improve production domestically are :-



## **1. Government Responsibility-**

The switching of consumers to foreign garment products is partially due to poor control of government over black market, and poor tax levied on imported clothes.

Non taxed and low-taxed imported clothes are available in the market and they are supplied to users at lower cost with better quality. But enjoying with foreign quality clothes can't give one step forward to the development of our country but if domestic producers are encouraged and helped to have the same cost with foreign products they can have opportunities to expand their operation and contribute to the country's development. Hence, government is expected to revise its import tax law and put high tax on imported products which have substitute in the home land and it should control un law full imports and black markets that are outsmarting domestic products in the market.

On the other hand government should give media space for advertising domestic products at reasonably lower cost than for foreign products to domestic products. In addition, are Medias in persuading local consumers to use domestic products. Additionally government is also expected to initiate and subsidize the garment and textile factories to import machineries of the current technology. The subsidy may get different forms as cash coverage or lending of money at lower interest. If this is done in coordination,

Success in the sector will come soon.

## **2. Higher officials' responsibility**

People perceive higher officials and educated people as a benchmark to act in certain conditions. If higher officials, sometimes, wear domestic

garment products and use other domestic products, the lower level generation can easily be attracted to domestic products. But advertising for others to use domestic products before using for oneself will not bring any fruitful results. Therefore, the trend in the wearing style of higher officials should be changed and they should give greater emphasis to domestic products. Because, a beautiful foreign product is a foreign product if we fail to do beautiful products in our country by creating and establishing competitive products



### **3. Producers Responsibility**

A great is expected from producers in attracting consumers to wards their products. Producers should:-

- try to improve their machinery by importing modern ones. Though new machinery's are very expensive, producers must have budget to buy these machines so that effective and efficient operation will result

give key employees like managers, marketers and designers appropriate training to increase their effectiveness, efficiency and creativity. Designers should seek for acceptable designs by the market or should cope with newly created foreign designs so that consumers can get enough choices of fashion to choose among. In addition, producers should have current information about the market. This helps them to remodify their strategy in line with the change observed . Since today's environment is in continuous change, managers and marketers are required to follow up the changes and adjust their style in the way that alleviate the challenges.

Marketers should search for new markets where competition is less and should publicize their products to influence the attitude of consumers positively towards their products. Managers, on the other hand should do in coordinating the work of the marketer in the organization, and work in coordination with higher government officials so as to initiate control over black markets, low taxes on imported clothes, and use of government mass medias to advertise their products.

If these three functions work in coordination they can result in low cost, good quality, fashionable and attractive products that can easily influence the attitude of consumers.

#### **4. Individual citizens Responsibility**

In whatever status some body may be he/she has to work to promote his/her country's product and should develop a culture of wearing domestic products more than that of foreign products. If we all do this we will surely develop better future generation who can change the current trend and gear the country to the path of development

Therefore, if every body and every party plays its role in improving the quality of domestic garment producers, controlling foreign products having substitutes in domestic products and influencing the attitude of consumers, not only garment sector but other sectors will be developed . First our great resources, the consumers, should be won to react positively towards domestic products.



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## **APPENDIX ONE**

### **RAW MATERIALS SOURCING**

Ethiopian garment factories have their source of materials from both domestic and foreign garment factories. The selection of the source is based on the type of raw materials they need. Mostly they depend on foreign sources for direct raw materials and indirect raw materials.

**Foreign source** - Most sources of raw materials from abroad are Japan, China, Taiwan, European union Member countries and some part from America. The currently sky- shooting textile producers the far-east, are expected to constitute higher percentage of the source.

**Domestic sources**- Textile factories in the country also contribute a lot for the garment factories as a source for raw materials. Some of the domestic sources are Awasa textile, Diredewa textile, kombolcha textile, Arbaminch textile and other textile industries. But demanding what is needed from domestic textile producers is somewhat challenging for their failure to cope with the current technology and produce the current fashion textile products. Besides, garment factories prefer foreign sources so as to get better color choices which is expected to meet customer need. Important thing to be understood is that strengthening garment factories need the strengthening textile factories so as to concentrate on domestic sources for raw materials.



## Appendix II

### QUESTIONNAIRE

This questionnaire is prepared to help me in doing my research . It will not bring any negative impact both on your job and organization. I sincerely request you to respond all the questions honestly. By: Amare, Adugna

No: \_\_\_\_\_

#### Respondent's:

Age : \_\_\_\_\_

Sex: \_\_\_\_\_

Profession \_\_\_\_\_

1. Do you use any domestic garment product ?:

Yes  No

If yes, how often?

\_\_\_\_\_

If no, why?

\_\_\_\_\_

2. Do you like using domestic garment products?

Very great  fairly  not much  
 Greatly  not at all

3. What types of domestic garment products do you use?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. How frequently do you buy garment products?

Very frequently  Sometimes

Frequently  Very rarely

5. How is the quality of domestic products in your perception?

Very quality       Not poor quality  
 Quality       Poor quality

6. When you consider the cost of the domestic garment products in relation to their quality, their cost is:

Very high       Average

High       low

7. In: your opinion, what should be done to make domestic garment products more attractive

---

8. Does your friend initiates you to buy any domestic garment product?

Yes       No

If yes, how

? \_\_\_\_\_

If no, do you know why? (state the reason): \_\_\_\_\_

---

9. Do your family/parent initiate you to buy and use domestic garment product?

Yes       No

If yes how?

\_\_\_\_\_

If no, what is the reason?

---

10. Do you know any user of domestic garment products in your family?

Yes       No

If yes, who they are ?

Father       mother       sister

brother

Wife/husband       children

11. Do you have awareness of what garment products are being produced in Ethiopia?

Yes       No

If yes, how ? \_\_\_\_\_



If no, why?

---

12. What do you feel about our domestic garment products?

---

13. Which garment product do you prefer to use?

Domestic       Foreign       Indifferent / both

Why? \_\_\_\_\_

Proceed to the following, If you are businessman only

14. Have you ever distributed domestic garment products?

Yes, for how long?

---

No, why?

---

15. What do you think about its demand by the potential users?

Very good       fair       very poor

Good       poor

16. Have you ever attempted to sell domestic garment products in your shop?

Yes       No

If yes, were you successful?

---

If no, what was your difficulty?

---

17. In your opinion, what should be done to make domestic garment products more saleable?

---

---

**End:**  
**THANK YOU**

2 E



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