

ATTITUDE TOWARDS BUYING BEHAVIOR OF APPARELS MADE IN CHINA WITH REFERENCE TO DILLA(ETHIOPIA)

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Abstract- In this paper we have tried to analyze the attitude of buying behavior of apparels made in china among the respondents in Dilla, Ethiopia. We have considered both physical and mental attributes influencing the buying behavior. From the analyzes it was found out that that attitude of Dilla consumers for apparels made by China is not positive. In addition to those physical factors influencing the purchase of apparels made in china is more positive. In general the respondents do not have any positive attitude towards apparels made in China.

Index Terms- Consumer, Buying Behavior, Attitude

I. INTRODUCTION

Many domestic and international companies are trying to increase their firms to capture the larger share of the market. As a result there is a high level of competition and rapid increase in the number of brands that have the same customer attractive mantras cases the consumer a lot of confusion in buying the product. Country-of-Make (COM) of a product is one of the key factors on consumer behavior. As many of the countries have now opened up the economy for foreign trade it is even more important to measure consumers' attitudes on both domestic and foreign products (Netemeyer et al., 1991). For many consumers a product's COM is an important identifying factor in evaluating any product of both domestic and foreign countries (Ahmed et al., 2002). The "Made-in" label increases the consumers' awareness of quality of the product. It has found out in earlier researchers that

information regarding COM help buyers to evaluate, and in certain cases, even determine their choice (Baumgartner and Jolibert, 1977; Chao, 1989). Analysis have shown that consumers around the world use COM as a important factor in product evaluation (e.g. Bilkey and Nes, 1982; Hong and Toner, J.F, 1989; Maheswaran, 1994)

Nagashima (1970) suggests that the "Made In" sign is the brand and reputation by itself and attaching it to a products is an impacting factor on purchase behavior. The phrase 'made in' has a strong influence on consumer behavior in the purchase market, as it is associated with reaching more audience and personal experience.

Various researchers like , Laroche et al., 2005; Papadopoulos et al., 1990; Parameswaran and Pisharodi, 1994; Roth and Romeo, 1992 suggest that the country of make should comprise a emotional and mental component, which reminds about the consumers' beliefs and value of respective country and consumers' behavioral motive with respect to the sourcing country.

The World Fact book (2001), has reported China as the 2nd biggest economy with ten percent real growth rate in 2010. China has defeated even Japan. China is the no 1 country in industrial output ore processing, mining, ore processing and apparels industry. As per statistics, the total export value of China towards the world in 2010 was 1,578,193,001 USD.

II. RESEARCH OBJECTIVES

In this research we have tried to analyze the attitude of respondents in Dilla towards apparels made in China. Over the past few years consumers are becoming more conscious of brands made from certain countries. The study tries to answer the following questions:

1. To understand Dilla consumers' attitude toward apparel labeled made in china.
2. To analyze consumers' attitudes like physical and mental factors influencing the purchasing behavior towards Chinese apparels.

Table 1. The items on questionnaire

| Dimensions | Statement on |
|--|--|
| Physical Factors influencing the purchasing behavior of China apparels | Quality Cope Color not fading Durability |
| Mental factor influencing the purchasing behavior of china apparels | I feel well when I use china made apparels I feel comfortable when I use china made apparels China made apparels are satisfactory China made apparels are luxurious China made apparels are reliable |

III. RESEARCH METHODOLOGY

This research is a descriptive study of the consumer's perception on buying Chinese apparels. The survey is done using a questionnaire for getting the required information, based on the relevant variables for getting research objectives. The questionnaire was designed and structured in a manner which is easy for the respondents to answer sequentially and easily. Survey has analyzed for 216 respondents. Ten questions on physical factors influencing the buying behavior was and nine questions on the mental factors influencing the purchasing behavior of china made apparels were asked. We have used a 5-point Likert scale, in the questionnaire to depict to what extent they agree with each questions. Using

exploratory factor analysis we have tested the validity of the questionnaire and it was found satisfactory. The testing of reliability of questionnaire was evaluated using Cronbach's Alpha and found to be higher than required. We have used SPSS 16 to analyze data.

IV. WORKING SAMPLES

Table 2: MEASUREMENT MODEL FIT

| Latent Construct | Items | Factor Loading (first order) |
|--|-------|------------------------------|
| Physical Factors influencing the purchasing behavior of China apparels | Q1 | 0.72 |
| | Q2 | 0.72 |
| | Q3 | 0.80 |
| | Q4 | 0.77 |
| Mental factor influencing the purchasing behavior of china apparels | Q5 | 0.70 |
| | Q6 | 0.65 |
| | Q7 | 0.77 |
| | Q8 | 0.76 |
| | Q9 | 0.73 |

Note: Factor loadings are from CFA

Table 3:Dilla consumers attitude towards apparels made in china

| | Mean | Std.Deviation | N |
|---------------------------------|--------|---------------|-----|
| Attitude towards china apparels | 2.2048 | 0.77527 | 216 |

Table 4:Dilla consumers attitude towards apparels made in china

| | Mean | Std.Deviation | N |
|--|--------|---------------|-----|
| Physical Factors influencing the purchasing behavior of China apparels | 2.1366 | 0.89240 | 216 |
| Mental factor influencing the purchasing behavior of china apparels | 1.9611 | 0.83078 | 216 |

V. CONCLUSION

The analysis show that the apparels manufacturing companies need to improve the quality to increase their share in market. Results indicate that attitude of Dilla consumers for apparels made by China is not positive. In addition to those physical factors influencing the purchase of apparels made in china is more positive. In general the respondents do not have any positive attitude towards apparels made in China.

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