

Determinants of Foreign Products' Preference Over Local Products: The Case of Shoes or/and Cloth Preference in Gondar Town, Ethiopia

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ABSTRACT: Global flows of goods and ideas threaten the viability of local products and dismantle the economic basis of least developed countries like Ethiopia. Urban populations in Ethiopia, with the existing unbalanced exposure to western communication media, have become dominated with the knowledge, values, norms, and attitudes of western communities. Thus, the rich and dynamic culture of the local community has been diluted. Therefore, this research assessed determinants of consumers' product preference in Arada and Piazza Shoes and/or Clothes' shop in Gondar Town, Ethiopia. Mixed research with concurrent triangulation strategy was employed. Semi-structured interview and survey research method with self-administered structured questionnaires were used. More than half (63.8%) of respondents prefer to use locally substituted foreign products where allowed to choose either foreign or domestic shoes and/or clothes. Quality, function and place of manufacture were the criteria of preference of products for 91.6%, 91%, and 83.4% of respondents respectively where 58.3% believe on the better quality of foreign products. Proud of and conformity to one's life styles had statistical significant positive association with preference of buying locally produced shoes and clothes. Youths especially youth females have strong attachment with foreign products. People prefer foreign products being having varieties in style, purpose and considering the fashion preferred by the current generation. Thus, traditional cloth and shoes industries should produce products considering current styles and fashions demanded by different groups with different circumstances together with its quality and cultural values.

Key Terms: Determinants of Product Preference, Domestic Products, Foreign Products

I. Background Of The Study

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 commodification 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.

Previous studies emphasized the potential influences of globalization in disseminating cultural products of technologically advanced countries of the world. However, researches are remained to assess the root causes of foreign product preferences against its supplementary goods. Accordingly, this research has been emphasized to examine the socio-demographic determinants of purchasing foreign or domestic products in the case of customers buying Clothes and/or Shoes in Arada and Piazza, Gondar Town, Ethiopia.

I.1. Statement Of The Problem

Global flows of goods, ideas, people and capital can seem a threat to national culture in many ways. It can lead to the abandonment of traditional values and practices. Global markets provide economic advantage to the more powerful economic states so that integration into global markets often produces local hardships for producers as prices are depressed. The changes brought by globalization threaten the viability of locally made products and the people who produce them. Globalization, of course, does more than simply increase the availability of foreign-made consumer products and disrupt traditional producers. The exposure to foreign cultural goods frequently brings about changes in local cultures, values, and traditions.

The purchase of more expensive foreign products is often done at the expense of food, health, and education and, consequently, contributes to decline in living standards.

Ethiopia is known with a few export goods. Much of the local people are dependent on imported products even in those products which have local substitution. However, researches are remained to explore the product choices of people in Gondar Town.

I.2. Objectives Of The Study

I.2.1. General objective

The main aim of this study was to assess the determinants of consumers' product (local-produced or foreign-imported) preference in Gondar town (North West Ethiopia) drawing evidences from the Arada and Piazza Shoes and clothes shops.

I.2.2. Specific Objectives

Based on the problem stated and the general objective outlined, this study specifically aimed to:

- ✓ Look at the product preference of consumers in Gondar town.
- ✓ Examine the determinants of consumers' product preference, foreign or domestic shoes and/or clothes.
- ✓ Assess the awareness levels of customers towards the effects of dependency on foreign imported products

Research Questions

- ✓ What perceptions do consumers have towards local and foreign products?
- ✓ What product attributes are mostly considered by consumers when buying products?

Hypotheses

HO1. Majority of the population prefer to use foreign products than domestic ones

HO2. Socio-economic and demographic variables are significant determinant of product preference.

HO3. The mean average for levels of awareness on the costs of preference of locally substituted foreign products is higher among those who inclined for foreign imported products than inclined for domestic products

I.3. Methodology Of The Study

This research was conducted with an explanatory research approach. The research findings were generated based on the perception and response of consumers. Here, mixed research with concurrent triangulation strategy was employed. The quantitative part of this research was employed to provide statistical generalization about the preferences of customers for clothes and/or shoes imported or locally produced. This instrument was used to assess the awareness levels of people towards the costs of using locally substituted foreign imported products. This questionnaire survey was also employed to look at the effects of different socio-economic and demographic variables on consumer product preference, foreign or domestic shoes or/ and clothes. Open ended questions were employed to provide an in-depth explanation of consumers' perceptions and preferences of buying of either imported or locally produced clothes and shoes. Before the research questionnaire was used for data collection, the draft copies were evaluated for content validity by professionals in the field. In validating the questionnaire and interview guides some items were modified appropriately. Ambiguous and leading statements were also corrected.

The Researcher used the formula of Godden (2004) which is designed to calculate sample size from infinite population. The sample size of this study was calculated based on the following formula

$$n = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$
$$\frac{1.96^2(0.5) \times 0.5}{0.025}$$
$$n = \frac{3.8416 \times .5 \times .5}{.0025}$$
$$n=384$$

Based on this formula the sample size was 384. Where; n = Sample Size; Z = Z-value α (e.g., 1.96 for a 95 percent confidence level); P = Percentage of population picking a choice, expressed as decimals; C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points). However, only 367 were complete and used for analysis.

Respondents were selected with stratified sampling technique in which type of shop was used as means of stratification, from 10 shops of each type (shoes and clothes shop). Simple random sampling was employed in recruiting proportional respondents from each shop. Participants were buyers in these common market areas at the time the study.

For qualitative data, principally, content analysis was used and ideas were organized based on specific objectives and guiding structured questions. In understanding the preference of consumers in Gondar town, percentage and frequency distribution were employed. Independent t-test was also used to compare the mean score of awareness level of customers on the costs of using locally substituted foreign products. Chi-square test was used in understanding the relationship between product preference and socio-demographic and economic conditions of respondents. Binary logistic regression was employed to look at the effect of different socio-demographic and economic variables on consumers' product preference (clothes or/and shoes produced in and outside Ethiopia). The outcome variable has 2 categories (0 and 1). The value 0 indicates preference for locally produced products and 1 refers to using locally substituted foreign imported products. This method of analysis served for identifying which predictor variables mostly predict the product preferences of buyers. Only independent variables which had a statistical significance association with dependent variable were entered in to binary logistic regression model. The full model significantly predicted the product preferences of respondents (Omnibus Chi-squared= 329.317, df =11, p=0.000).

III. Analysis And Discussion

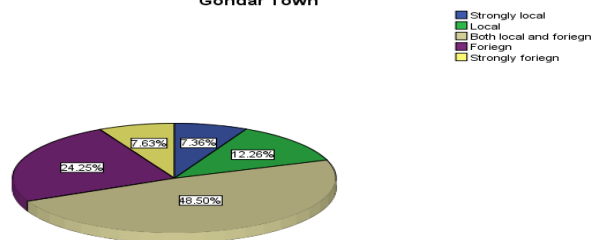
I.4. Socio-Demographic Characteristics of Respondents

Of the 367 total respondents 216(58.9%) were male and the remaining 151 (41.1%) were female. 287 (78.2%), 41 (11.2%), 32 (8.7%), 7 (1.9%) were respondents with the age group of 18-35, greater than 45 years, 36-45 years, and less than 18 years respectively. Half of respondents 185 (50.5%) were those who are university or college students/ have completed their college or university educational career. The remaining respondents 56 (15.3%) were those having second and above degree, 68 (18.5%) with grade 1 to 8, 42 (11.4%) between grade 9 to 12, and 16 (4.4%) were those who did not have formal education. Regarding their occupation, 24 (6.5%) of total respondents were farmers, (26.7%) students, 101 (27.5%) business person and 144 (39.2%) of all respondents were employees. Therefore, majority of the respondents were young male well educated urban residents.

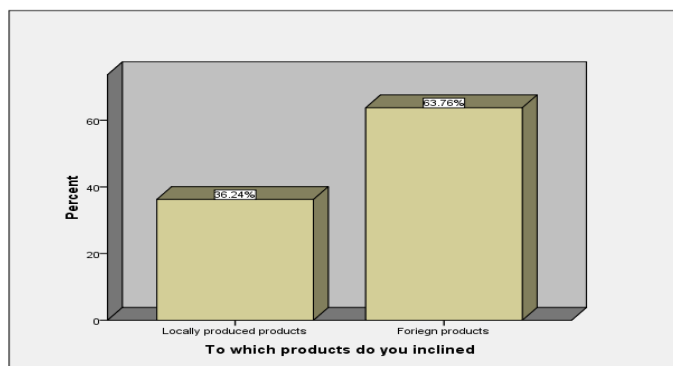
I.5. Product Preferences of Customers

As indicates in Pie Chart 1 below, 48.5% of respondents prefer to buy both foreign and local produced cloths and/or shoes as per its significance; the remaining 24.25%, 12.26%, 7.63% and 7.36% of respondents prefer to buy foreign, local, strongly foreign and strongly local products respectively. In the condition of having a chance of buying only one among the two alternative products, 63.8% of respondents are inclined to buy foreign imported clothes and/or shoes. Small proportion (36.2%) respondents intended to buy locally produced shoes and cloths where they are allowed to choose one among the two alternatives as indicates in bar graph 1. This empirical finding supports the findings of Cordell,1992;cited in Opoku1, 2009) that revealed the weak local product preferences of economically underdeveloped countries.

Product preference of buyer in clothe and shoes shops in Piazza and Aradda, Gondar Town



Pie char 1. product preferences of customers in cloths and shoes shops in piazza and arada



Bar Graph 1: product preferences where allowed to chose one among the two type (local or foreign product)

1.6. The Perception of Customers for Domestic and Foreign Imported Products

As indicated in Table 1.1a, the majorities (61.6%) of respondents are proud of the shoes and closes of their country irrespective of their quality and other characteristics. The remaining 38.4% of respondents are not proud of the clothes and shoes produced in their homeland. More than half (58.3%) of respondents perceive that imported products have higher quality than domestic ones. The remaining 41.7 % of respondents, however, did not agree with the perception that foreign products have higher quality than those locally produced shoes and cloths. Interviewed buyers also noted the opportunity foreign imported goods gave them in aligning their need for more fashionable products. They also stressed the advantage these products have in satisfying the needs of different buyers in size and amount.

Individuals with domestic products preference were found to be proud-of their traditional cloth and shoes reflecting the norms, values and traditions of their home country. On the other side, respondents preferring foreign imported shoes and clothes concurrently stated that imported cloths and shoes are qualified, considered the current fashion and fulfilled the demand of different group and purpose as well.

Traditional cloths have also specific attachment with certain traditions and values and only allowed to be used in certain religious or national ceremonies. They are not meaningful and acceptable in other circumstances. Cloths used in ordinary circumstances are not common and available with different styles. It is not also used for recreational purpose being having attachment to special circumstances.

Both groups mentioned that traditional dresses lack variety and fail to meet the varied interests of individuals unlike imported cloths and shoes do. Traditional cloths are in most cases prepared only in a style appropriate for celebrating national or religious ceremonies. They are not prepared with styles that fit to routine.

Table 1.1a: THE PERCEPTION OF CUSTOMERS FOR DOMESTIC AND FOREIGN IMPORTED PRODUCTS

Perception measurement variables	Response	Frequency	Percent
Using Foreign Products Help Me to Have High Social Status	Yes	124	33.8
	No	243	66.2
Imported Products are More Qualified than Domestic Product		367	100.0
	Yes	214	58.3
	No	153	41.7
Proud on One's Own Products		367	100.0
	Yes	226	61.6
	No	141	38.4
Have You Consider the Quality of the Product for Decision of Buying?		226	100.0
	Yes	336	91.6
	No	31	8.4
Consider the Function of the Product for Buying		367	100.0
	Yes	334	91.0
	No	33	9.0
Consider the Origin of the Product for Buying		367	100.0
	Yes	306	83.4
	No	61	16.6
		367	100.0

1.7. Association of Socio-demographic Variables with Product Preference of Respondents

1.7.1. Product Preference of Male and Female

There was statistically significant association between gender and inclination of buying (foreign or local) products: $X^2(1, N=367) = 9.17, p=0.002$ see in Table 1.2a. Of the total 41.1% female respondents 30% inclined to buy products imported from outside. Small proportion (11.2 %) inclined to buy locally produced clothes and shoes. Male respondents are relatively better in using locally produced shoes and cloths as indicated in Table 1.2, with 33.8 % out of the total 58.9% respondents. The result of binary logistic regression in Table 1.3a shows that male were 0.173 times less likely to prefer imported shoes and clothes than females (95% CI 0.5 and 0.59) having allowed other variables in the model. This finding is consistent with Ismail1et.al (2012) research output conducted in Pakistan which claimed females were found to be extremely prone to the global brands. As to the finding of this study, 78% of females were not willing to even substitute the global brand with a domestic one if the foreign brand is not available. The males, however, were not found to be that prone to the foreign brand.

Table 1.2.CHI-SQUARE RESULT

Variables	The Value of Pearson Chi-Square	df	Asymp. Sig. (2-sided)
The Association between Gender and Inclination of buying (foreign or local) products	9.169 ^a	1	.002
The Association between Age and Inclination of Buying (Foreign or Local) Products	87.783 ^a	3	.000
The Association between Monthly Income of Respondents and Inclination of Buying (Foreign or Local) Products	26.958 ^a	4	.000
The Association between Residential Area of Respondents and Inclination of Buying (Foreign or Local) Products	16.070 ^a	1	.000
The Association between Educational Status of Respondents and Inclination of Buying (Foreign or Local) Products	80.400 ^a	4	.000
The Association between Occupation of Respondents and Inclination of Buying (Foreign or Local) Products	92.036 ^a	3	.000
The Association between Using Foreign Product Help Me to Have High Social Status and Inclination of Buying (Foreign or Local) Products	92.705 ^a	1	.000
The Association between perception/belief that "Imported Products are More Qualified than Domestic Products" and Inclination of Buying (Foreign or Local) Products	128.925 ^a	1	.000
The Association between Your Tendency For Conformity To The Life Styles Of Your Own Community and Inclination of Buying (Foreign or Local) Products	125.198 ^a	5	.000

1.7.2. Product preference across different age group

A number of authors have indicated that younger members are more consumer xenocentric. Older consumers tend to be more closely connected to their home region. Consistently this finding indicates the statistical significant association of age with respondents' product preferences (foreign or locally produced shoes and cloths): $X^2(3, N=367) = 87.78, p=0.000$. Thus, the null hypothesis that states "there is no significant association between age and product preference" is not accepted. Respondents at young stage with the age range of 18-35 account 78.2% of total respondents from which 54.2% prefer foreign products to domestic ones. All of those respondents whose age is greater than 45 prefer to use locally produced shoes and cloths.

1.7.3. Product preference among urban and rural residents

As presented in Table 1.2a, urban-rural categories of respondents has a statistically significant association with inclination of respondents to locally or foreign produced products with the values of $X^2(1, N=367) = 16.07, p=0.000$. Out of total 89.1% respondents of urban background 59.9% inclined for foreign imported cloths and shoes. On the contrary, of the total 10.9% rural respondents, the majority 7.1% prefer to use locally produced shoes and clothes see in Table 1.4. Respondents with rural background 0.77 times less likely prefer to buy imported shoes and clothes than those whose residential area is in the urban parts of Gondar (95% CI 0.18 and 0.33).

1.7.4. Education and product preference

As indicated in Table 1.2a, with better educational level, the buying preference of foreign products increased: $X^2(4, N=367) = 80.4, p=0.000$. Therefore, the alternative hypothesis has been accepted with the rejection of the null hypothesis that states "there is no significance association between educational level and product

preference". As indicated in Table 1.5, those respondents who did not have formal educational exposure completely preferred to use locally produced shoes and cloths. Only 4.4% of 11.4%, 14.2% of 50.4% and 1.1% of 15.3% with the educational level 9-12 grade, university or college students; and, first degree and above completed respectively inclined to use shoes and cloths produced inside the country Ethiopia. Those who joined and/or completed university education with first degree and equivalent were also 0.227 times less likely prefer to buy foreign products than those who have second degree and above (95% CI 0.52 and 0.99). Respondents whose education level 9-12 grade were 0.001 times less likely prefer to buy foreign imported shoes and cloths than those who have second degree and above (95% CI 0.000 and 0.021).

1.7.5. Societal recognition of products and customers' product preference

The attachment of using foreign clothes and shoes with the achievement of better status has statistical significant association with product preferences as depicted in Table 1.2a $X^2(1, N=367) = 92.71, p=0.000$. As shown in Table 1.7, of the total 33.8% respondents who perceived that using foreign products (shoes and cloths) help them to be highly prestigious, 33% preferred to buy foreign products over its local substitutes. Those who perceived that using foreign imported shoes and/or clothes help to be socially prestigious preferred foreign products 524.18 times more likely than those who criticize as it is false attachment (95% CI 39.98 and 6871.8).

1.7.6. The perceived quality of foreign product and its preference over domestic ones

Majority 58.3% of respondents agreed that imported products (shoes and cloths) have higher quality than local ones. Almost all (91.6 %) of those respondents consider the quality of the product for decision of buying. However, the remaining 41.7% of total respondents argued with the better quality of domestic shoes and clothes, 29.2% of them preferred to buy local products. The Chi-square output confirmed the statistical significant association of perception of better quality of imported shoes and cloths and buying preferences of respondents for foreign products $X^2(1, N=367) = 128.93, p=0.000$ (see in Table 10). This finding was confirmed and strengthened by the finding of binary logistic regression stating respondents perceiving imported products as of superior quality prefer to buy foreign products 24.25 times more likely than those who did not agree with the perceived preferable qualities of those imported products (95% CI 6.31 and 93.17) having allowed other variables in the model.

1.7.7. Cultural conformity and product preference

Products conformity to the values, norms and ideologies of one's own community has a statistical significant association with customer preference: $X^2(5, N=367) = 125.2, p=0.000$ (see in Table 1.2a). Those deviated from the life styles of the local community were found to have highly inclined to buying foreign shoes and clothes of culturally different styles.

1.7.8. The attachment of quality with the origin and price of the product

Customers consider product origin as a manifestation of quality and durability. If a country has a reputation of superior quality of a specific product, it creates better image even for other products of the country as well. One respondent conceded that all foreign imported products are always of higher quality than products produced by domestic industries in Ethiopia. Most of the respondents also claimed that products of developed countries are of high quality, durable and suited to current fashion preferred by those highly prestigious individuals.

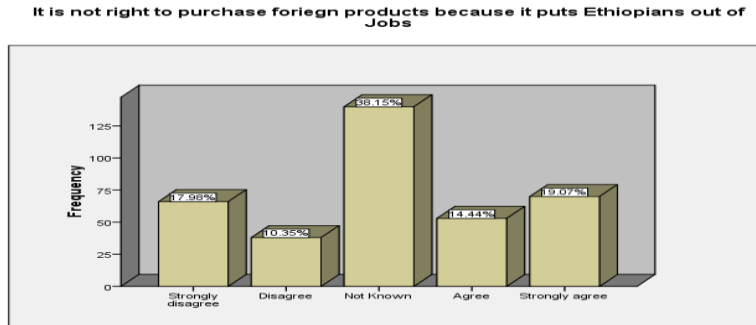
Majority of respondents indicated that they preferred to buy expensive clothes and shoes with the perception that high priced shoes or/and cloths boast high quality than those low priced products. It was supported with the claims of Ismaillet.al, (2012) "Since consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low quality product and preferred less than higher price products."

1.8. Customers' product awareness and preference of buying

As indicated in the Table 1.13, statistically significant mean average variation was noticeable in the mean average for awareness levels for the impacts of using locally produced products between those customers who inclined to foreign imported products and domestic products. Independent *t*-test analysis in Table 1.11 and 1.12 shows that respondents who are inclined for local products had a significantly higher mean score ($M = 3.96$) in their levels of awareness on the overall significances of using locally produced products versus with ($M=3.43$) levels for those who are inclined to foreign products $t(364.76) = 6.73, p=0.00$ (equal variance not assumed since Levene's $p < .05$).

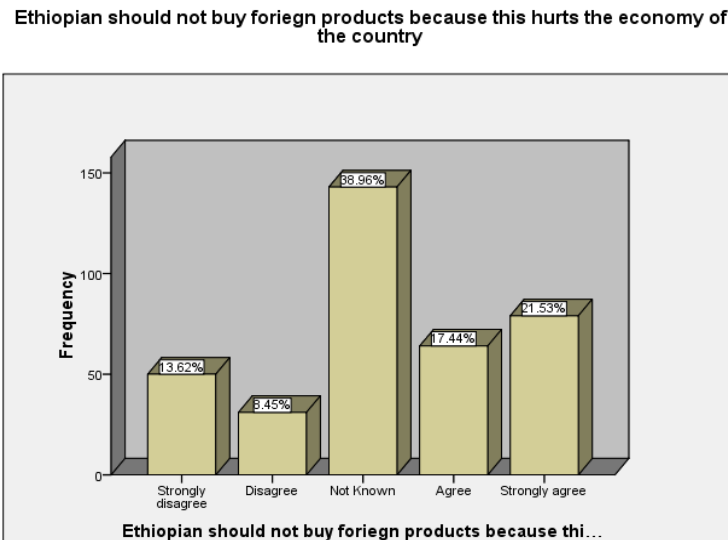
I.9. Awareness on the effects of using imported products in making workers in Ethiopian industries out of job

As shown in the Bar Graph 2 below, 38.15% respondents admitted that they did not know the impact preference of foreign products has on driving some Ethiopians out of job who are engaged in the production of similar items. The remaining proportion 19.07%, 14.44%, 10.35% and 17.98% strongly agree, agree, disagree and strongly disagree respectively regarding the effects of using locally substituted foreign shoes and clothes in making those who work in those industries out of job.

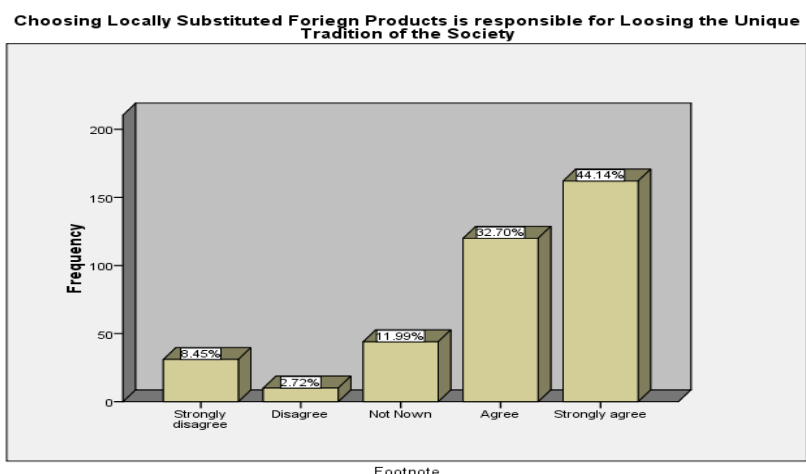


Bar Graph 2: the effects of using imported products in making individuals working in Ethiopian industries out of job

Similarly, as clearly depicted in the bar chart 3, 38.96% of the respondents are not aware of the costs of using locally substituted foreign products on the economy of the country. 21.53% of the respondents strongly agree with the costs of preferring foreign products on the local economy. 17.44% agreed with the statement that Ethiopian should not buy foreign products because this hurts the economy of the country. The remaining 13.62% and 8.45% respondents strongly disagree and disagree respectively with the economic costs of preferring foreign product to domestic ones.



Bar Chart 3: The Costs of Preferring Foreign Imported Products on Local Economy



Bar Graph 4: the costs of preferring imported products on losing local traditions

As indicated in the above bar chart 44.14% and 32.7% of the respondents strongly agree and agree with the statement that “choosing locally substituted foreign products (clothes and shoes) is responsible for losing the unique tradition of the society”. 11.99% of the respondents were not knowledgeable regarding the effects of using foreign products on local indigenous traditions. 8.45% of the respondents strongly disagree and 2.72% disagree with the negative effects of using foreign products on the cultural traditions of the local people.

IV. Conclusion And Recommendations

1.10. Conclusion

In the condition of having a chance of buying only one among the two alternatives of products (foreign imported and domestic products), majority (63.8%) of the respondents inclined to use foreign imported products.

More than half (58.3%) of the respondents perceive that imported products are more qualified than domestic ones. Almost all (91.6 %) of respondents consider the quality of the product for decision of buying. Perceived foreign product quality has statistically significant association with its preferability in the market. Of the total respondents, 334 (91%) consider the function of the product for decision of buying. The place of manufacture of both shoes and clothes is also considered by 83.4% of the respondents as criterion for buying.

Though they were less in proportion, 38.4% of total respondents were found to be less proud on their cultural traditions and did not intend to use shoes and clothes produced by local industries. Being proud in one’s own tradition has statistically significant association with preference of buying local dress, shoes and other products $X^2(1, N=367) = 130.14, p=0.000$. Tendency of conformity to the life styles of one’s own community has statistical significant positive association with preference of buying and using locally produced shoes and clothes $X^2(5, N=367) = 125.2, p=0.000$. Attachment of imported products with better public acceptance has also positive relationship with preference of imported products over domestic ones $X^2(1, N=367) = 92.71, p=0.000$. 33.8% of respondents used foreign imported products with the mere perception that they could help them to be socially recognized and thus become members of those who are perceived as prestigious.

Gender, attachment of product quality with products import nature, residential background, education level, and societal recognition of using imported products determined product preference of customers with EXP(B) of 0.173, 24.25, 0.001, and 524.18 respectively. Gender has statistical significant association with inclination of buying foreign imported or domestic cloths and shoes): $X^2(1, N=367) = 9.17, p=0.002$. Of the total 41.1% female respondents, 30% inclined to use shoes or/and cloths imported from outside. Male respondents are relatively better in using domestic products with 33.8 % out of the total 58.9% respondents inclined to foreign imported shoes and cloths. The association between age and product preference of respondents was highly significant: $X^2(3, N=367) = 87.78, p=0.000$. 54.2% of respondents from the total of 78.2% youth with the age range 18-35, prefer foreign products over domestic ones. All of respondents whose age is greater than 45 prefer to use locally produced shoes and clothes. Out of total 89.1% respondents of urban background, 59.9% inclined for imported clothes and shoes. Oppositely, of the total 10.9% rural respondents, the majority 7.1% prefer to use locally produced shoes and clothes. Residential area has statistical significant association with product preference. Buying preference of foreign products (shoes and cloths) increase with better educational level $X^2(4, N=367) = 80.4, p=0.000$.

This empirical study enabled to identify the product preferences of Arada and Piazza shoes and/or cloth shop consumers in Gondar Town. It was helpful to show the attitudes and perceptions of the local people towards domestic and foreign products. The study gave an insight on the awareness levels of customers on costs of buying locally substituted foreign imported goods on the cultural identity of the local people, development of tourism industry, exploitation of local resources, development of domestic industries, GDP of the country and living standard of the local people. It fills the knowledge gap in the socio-economic and demographic determinants of product preference (foreign or domestic products). Additionally, the out of this study will be utilized in providing field based and practical information for the researchers and the University of Gondar in strengthening community service programs and teaching being supplementary pillars in higher institutions.

1.11. Recommendations

Having significant load of determining products' preference, product quality, which is less associated with products produced in local industries, should be enhanced. Since foreign products are socially accepted and have become source of better prestige than local products, awareness raising programs on the social and religious values of domestic products should be promoted. Awareness raising programs should be enhanced in improving the understanding of the society on the nature of both type of products and significance of using shoes and cloths produced by local industries.

In fulfilling the demands of all age groups and determining product's significance for different contexts, emphasis should be given to increase product varieties, quality, and fashion suitability. Local industries should be given financial and technical support in improving their capacity of producing products having competitive qualities, fashion and varieties considering the demands of local customers.

To underscore the contribution of conformity of individuals to the culture of the local community, enculturation of the new generation with local values is demanding. The reason of strong attachment of youths especially youth females and urban residents with foreign imported products requires detailed qualitative investigation. The demand and reason of foreign inclination of those groups should be considered for intervention.

Customers should be selective and prioritize the functional aspects of products and consider the contributions of using local products for the future competitiveness of local industries and preservation of indigenous identity markers of a nation.

Table1.3a the output of Binary Logistic Regression

		B	S.E.	Wald	Df	Sig.	Exp(B)	95.0% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Imported products more qualified than domestic(1)	3.188	.687	21.547	1	.000	24.246	6.310	93.171
	Sex(1)	-1.752	.625	7.850	1	.005	.173	.051	.591
	Residential Area(1)	-2.563	.745	11.824	1	.001	.077	.018	.332
	Educational Status			38.079	4	.000			
	Educational Status(1)	-.23552	1.00482	.000	1	.998	.000	.000	.
	Educational Status(2)	-9.9034	1.6374	36.614	1	.000	.000	.000	.001
	Educational Status(3)	-6.6860	1.4520	21.220	1	.000	.001	.000	.021
	Educational status(4)	-1.484	.753	3.883	1	.049	.227	.052	.992
	Use Foreign Products to be Highly Prestigious(1)	6.262	1.313	22.746	1	.000	524.177	39.984	6871.785
	Consider buying(1) origin	-2.271	.992	5.246	1	.022	.103	.015	.721
	Mean awareness average	-.223	.301	.552	1	.458	.800	.444	1.442
	Foreign product consider fashion (1) current	1.105	.602	3.372	1	.066	3.019	.928	9.817
	Constant	7.010	2.084	11.317	1	.001	1107.126		

Sex of respondents		To Which Products Do You Inclined		Total
		Locally Produced Products	Foreign Products	
	Male	25.1%	33.8%	58.9%
	Female	11.2%	30.0%	41.1%
	Total	36.2%	63.8%	100.0%

Table 1.2. The Association of Gender with Decision of Buying

Age of respondents		To Which Products Do You Inclined		Total
		Locally produced products	Foreign products	
	<18		1.9%	1.9%
	18-35	24.0%	54.2%	78.2%
	36-45	1.1%	7.6%	8.7%
	>45	11.2%		11.2%
	Total	36.2%	63.8%	100.0%

Table 1.3 The Relationship Between Age and Product Preference

Residential Area of Respondents		To Which Products Do You Inclined		Total
		Locally produced products	Foreign products	
	Urban	29.2%	59.9%	89.1%
	Rural	7.1%	3.8%	10.9%
	Total	36.2%	63.8%	100.0%

Table 1.4 The Relationship Between Residential Area and Product Preference

Educational status of Respondents		To which products do you inclined		Total
		Locally produced products	Foreign products	
	Those who did not have formal education exposure	4.4%		4.4%
	1-8	12.3%	6.3%	18.5%
	9-12	4.4%	7.1%	11.4%
	University or College Student/ education Completed	14.2%	36.2%	50.4%
	First Degree and Above Completed	1.1%	14.2%	15.3%
	Total	36.2%	63.8%	100.0%

Table 1.5 The Relationship Between Educational Status of Respondents and Product Preference

Occupation of Respondents		To which products do you inclined ²		Total
		Locally produced products	Foreign products	
	Employees	9.8%	29.4%	39.2%
	Business person	16.1%	11.4%	27.5%
	Farmer	6.5%		6.5%
	Student	3.8%	22.9%	26.7%
	Total	36.2%	63.8%	100.0%

Table 1.6 The Relationship Between Occupation of Respondents and Product Preference

Using foreign product help me to have high social status		To Which Products Do You Inclined		Total
		Locally produced products	Foreign products	
	Yes	.8%	33.0%	33.8%
	No	35.4%	30.8%	66.2%
	Total	36.2%	63.8%	100.0%

Table 1.7 The Association between Attachment of High Social Status for Products and Product Preference

Imported products are more qualified than domestic products		To Which Products Do You Inclined		Total
		Locally produced products	Foreign products	
	Yes	7.1%	51.2%	58.3%
	No	29.2%	12.5%	41.7%
	Total	36.2%	63.8%	100.0%

Table 1.8 The Association between Perceptions of High Quality of Imported Products with Product Preference

Determinants of Foreign Products' Preference Over Local Products: The Case of Shoes or/and Cloth

Proud on ones own Culture	Yes	Count	To which products do you inclined		Total
			Locally produced products	Foreign products	
	Yes	133	93	226	
		% of Total	36.2%	25.3%	61.6%
	No	0	141	141	
		% of Total	.0%	38.4%	38.4%
Total		133	234	367	
		% of Total	36.2%	63.8%	100.0%

Table 1.9 The Association between proud of ones own culture and Product Preference

Table 12 Your Tendency For Conformity To The Life Styles Of Your Own Community * To Which Products Do You Inclined

Your tendency for conformity to the life styles of your own community	Not at all	To which products do you inclined2		Total
		Locally produced products	Foreign products	
	Not at all	0	26	26
	Very less	13	85	98
	Less	7	22	29
	Medium	25	74	99
	High	84	25	109
	Very high	4	2	6
Total		133	234	367

Table 1.10 The Association between Conformity To The Life Styles Of Ones Own Community and Product Preference

Mean Average of awareness level of respondents	To Which Products Do You Inclined		N	Mean
	Locally produced products	Foreign products		
	Locally produced products		133	3.961
	Foreign products		234	3.430

1.11. Mean Level of Awareness Difference on the Significance of Using Local Products between Respondents Inclined to Domestic Products and Foreign Products

Mean Average of awareness level of respondents	Levene's Test for Equality of Variances	F	Sig.	t-test for Equality of Means			Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	Lower	Upper
				t	Df	Sig. (2-tailed)					
Mean Average of awareness level of respondents	Equal variances assumed	55.094	.000	5.869	365	.000	.5310	.0905	.3531		.7088
	Equal variances not assumed			6.730	364.755	.000	.5310	.0789	.3758		.6861

Table 1.12. Independent Sample t-Test

	N	Mean
Mean Average of awareness level of respondents	367	3.623
Valid N (listwise)	367	

Table 1.13. Mean Average of Respondents Awareness Level

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